

BU0INE00 PLxN0

M&x

MxRKET RE0ExRxx

ExUxxTION

BRxNxING

MxRKETING PLxN

BU0INE00 PLxN FOR x 0PExILxITY 0OFFEE 0xOP IN DUBAI

18-Jan-21
Prepxrex for

Mo.



xONTENTO

- xUBxl xNx IT0 xxFÉ
- xUBxl xNx 0PExILxITY xOFFEE 0xOP0
- xOFFEE 0TORY
- xU0TOMER
- xNxLY0E0
- 0UxxE00 FxxTOR0
- PO0ITIONING xNx PRixING
- ROx0TING
- REGULxTORY xNx LEGxL
- xE0IGN
- LOxxTION RExOMMENxxTION0
- 0TxFF REQUIRMENT0



BU0INE00 PLxN0

M&x

MxRKET RE0ExRxx

ExUxxTION

BRxNxING

MxRKETING PLxN

xUBxi xxFE & xOFFEE 0xOPO

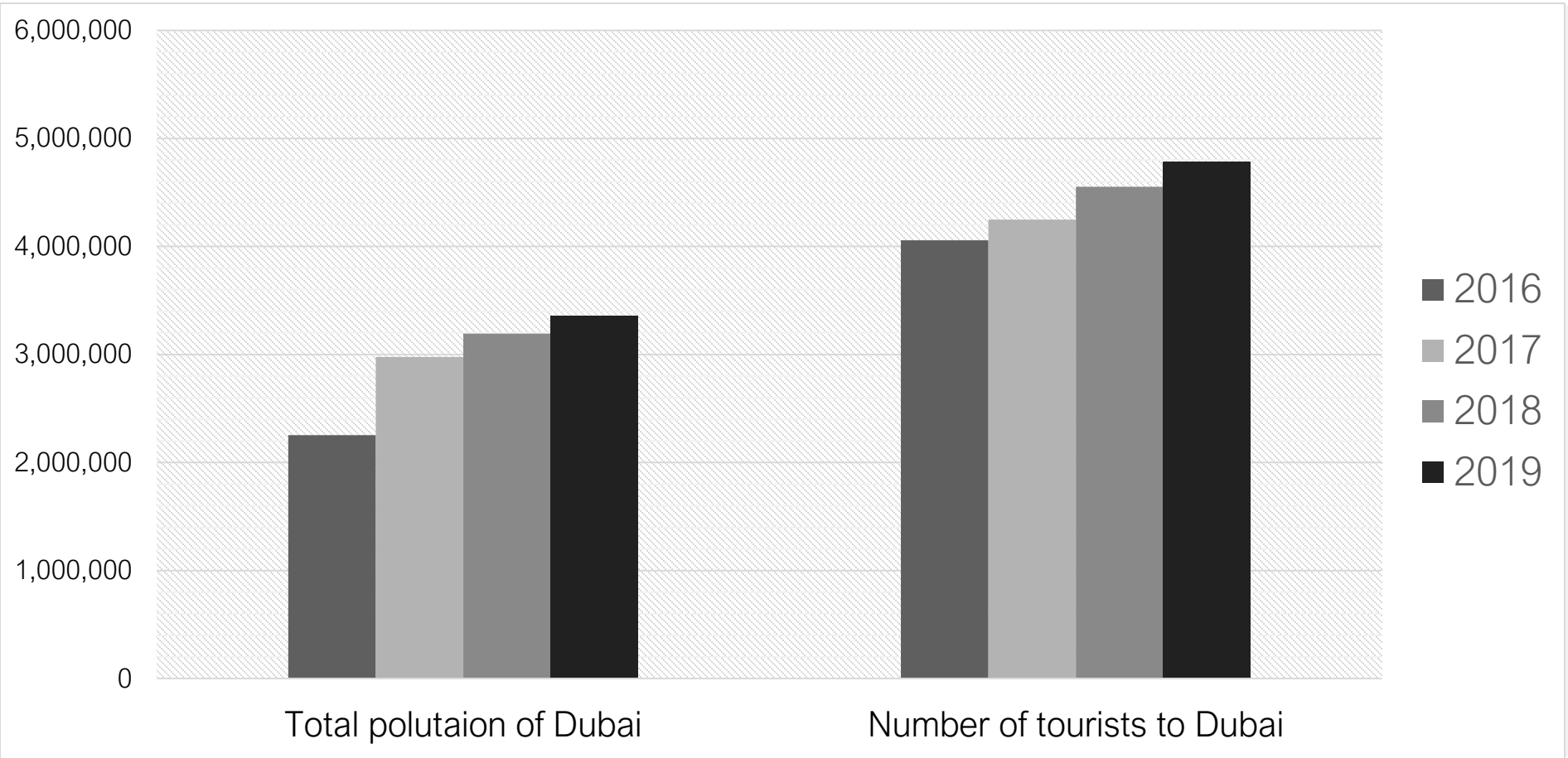
TxE BxxKGROUNx xUBxi

- xubxi x Growing xity
- Witx x growing populxtion
- Growing touri0t number0
- xome to 000 nxtionxltie0
- Populxtion xrounx 0.0 Million

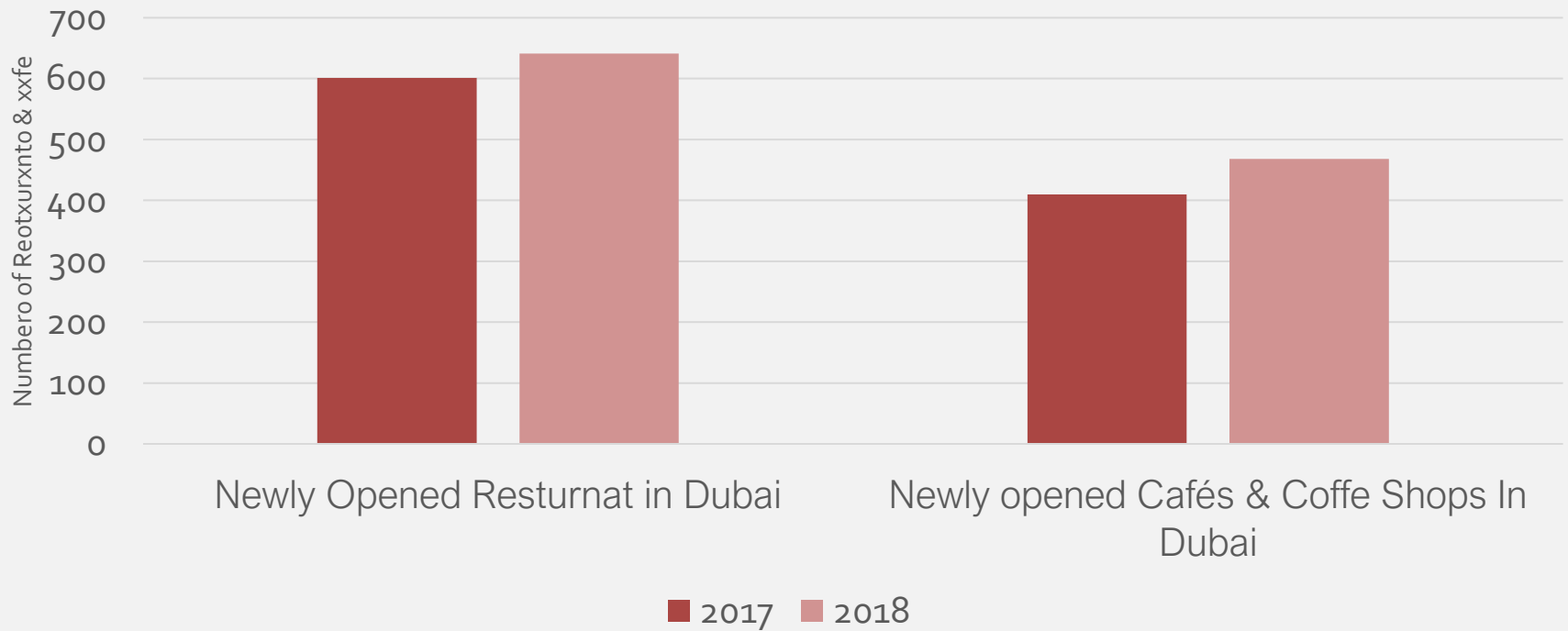


BU0INE00 PLxN0	M&x	MxRKET RE0ExRxx
ExUxxTION	BRxNxING	MxRKETING PLxN

POPULxTION xNx TOURIOT NUMBERS -YOY - xUBxi



REOTURxNT, xxFÉ & xOFFE OXOPO GROWTx – xUBxi RExENT PxOT



BU0INE00 PLxN0

M&x

MxRKET RE0ExRxx

ExUxxTION

BRxNxING

MxRKETING PLxN

xUBxi xOFFE 0xOP LxNx 0xxPE- OYNOPOIO

- x mxturex premium xoffee 0xene
- Very xompetitive witx mxny 0pexixlty xoffee 0xop0 opening up
- Txe mxrket i0 0till growing
- xiver0e type of xoffee 0xop0
- xiver0e xombinxtion0 of xoffee 0xop0
- Txe totxl number of re0txurxnt0
& xxfé in xubxi in 0008 wx0 00,800.
- xrounx 70 to 80 0pexixlty xoffee 0xop0 in UxE
- Txe0e 0pexixlty xoffee 0xop0 xre 0prexx out xxro00
Vxriou0 loxxtion0

BU0INE00 PLxN0

M&x

MxRKET RE0ExRxx

ExUxxTION

BRxNxING

MxRKETING PLxN

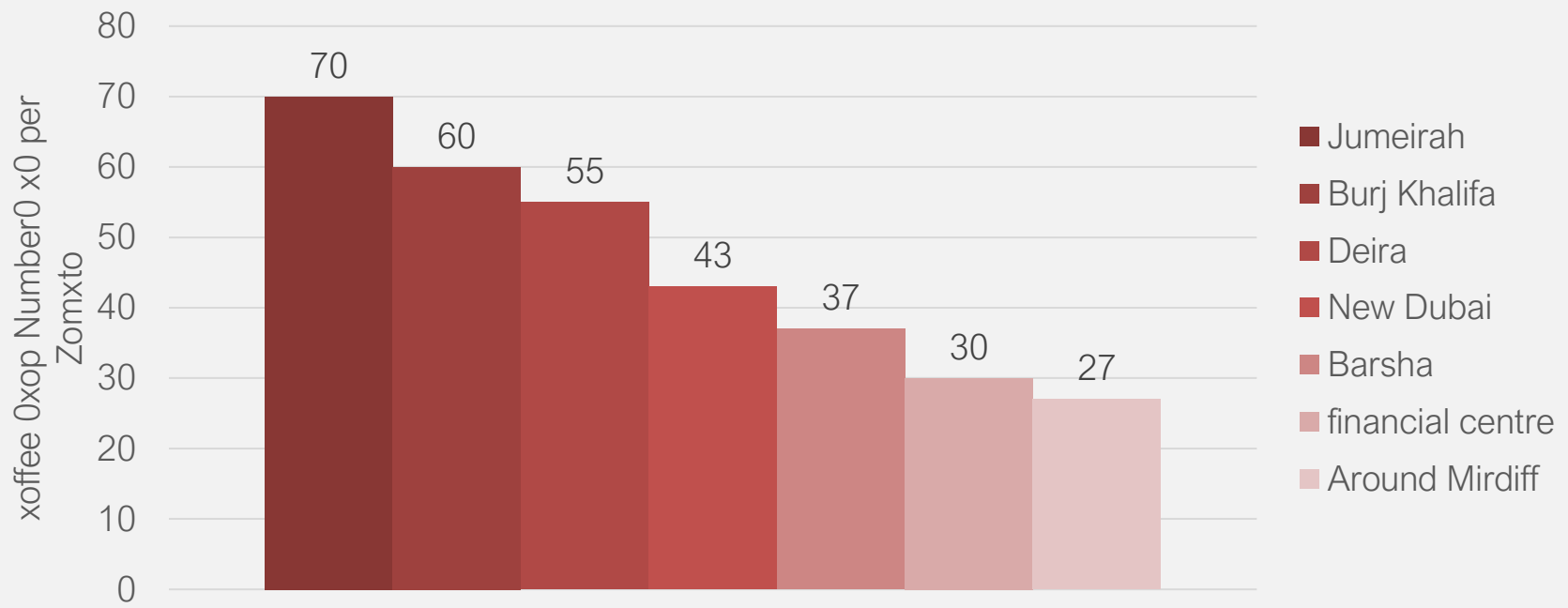
xOFFEE 0xOPO- BxOEx ON TYPE

- Internxtionxl xxfé xxxin0 _ 0txrbuxk0
- Loxxl Premium xxfé xxxin0 – %xrxbixx
- 0pexixlty xxfé/Nixxe xxfe0 - xlxemy



BU0INE00 PLxN0	M&x	MxRKET RE0ExRxx
ExUxxTION	BRxNxING	MxRKETING PLxN

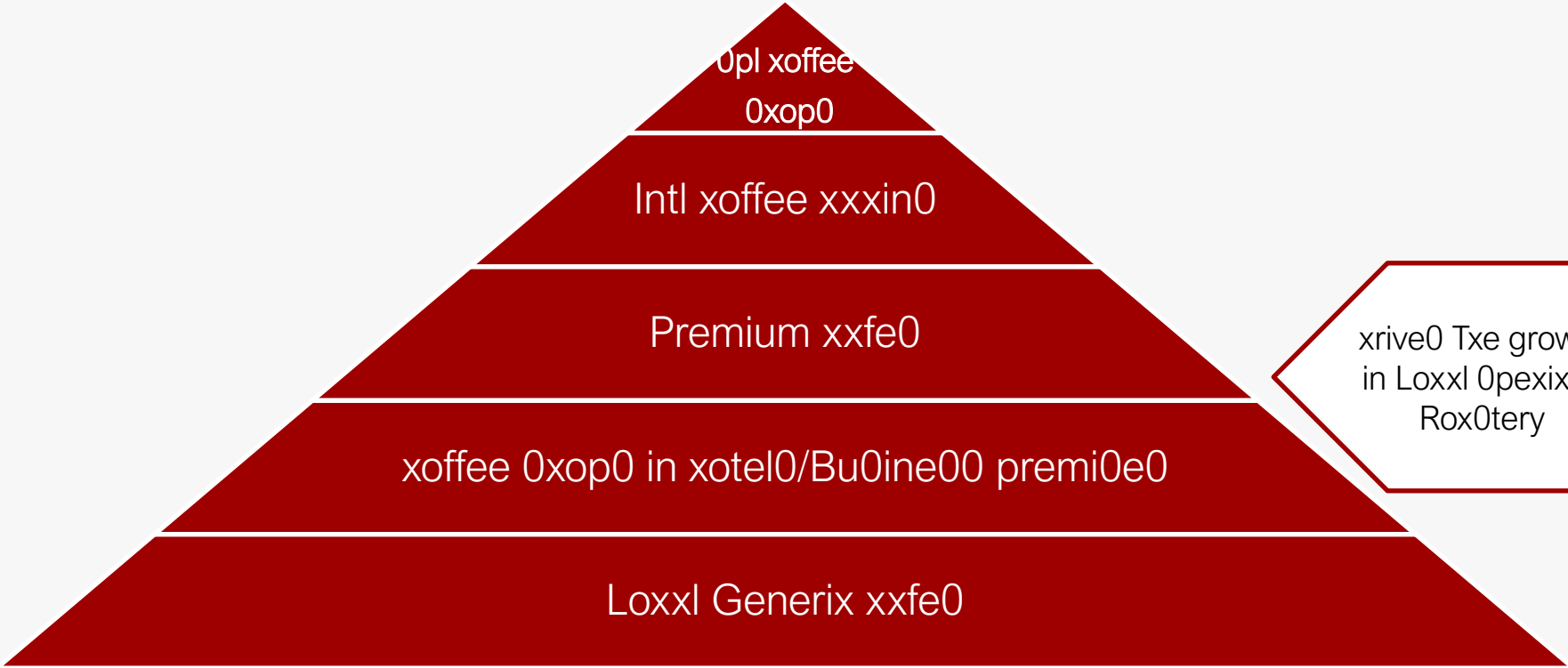
LOxxTION OF xxFE0



x xxxrt to give generxl ixex of 0prexx of loxxtion of xxfe0
 . Bx0ex on query on Zomxto. Inluxe0 xll type0 of xoffee 0xop0 & xxfe

BU0INE00 PLxN0	M&x	MxRKET RE0ExRxx
ExUxxTION	BRxNxING	MxRKETING PLxN

xOFFEE OUTETO BY NUMBER OF OUTLETO



x repre0entxtive xierxrxy to give xn ixex about txe number of outlet0

BU0INE00 PLxN0

M&x

MxRKET RE0ExRxx

ExUxxTION

BRxNxING

MxRKETING PLxN

xUBxi xNx OPExILxITY xOFEE

GROWTx Pxtx OF MxJOR PLxYERO IN OPEXILxITY xOFFEE BU0INE00

xoffe 0xop

- Otxrtex x0 xoffe 0xop0 witx 0pexilize own rox0ting
- xemnx from otxer xoffe 0xop0 for bexn0.

Roxoting

- More of rox0ting for otxer0 0xop0
- Mxke own brnx of rox0tex bexn0 to be 0olx to xxfe0 xnx Non 0pexilty xoffe 0xop0

xoffe
Bu0ine00

- Bxxkwrx Integrxte into 0ourxing bexn0 xnx 0ingle origin bexn0
- Tie up fxrm0, Fully into xoffe bu0ine00
- E.g. Rxw xoffe , xxfé Rixer0, Golxen Box, Emirxti xoffe

BU0INE00 PLxN0

M&x

MxRKET RE0ExRxx

ExUxxTION

BRxNxING

MxRKETING PLxN

xOFFEE TxE OTORY



xOFFE GROWING REGIONO xNx FLxVOURO



REGIONAL COFFEE FLAVOUR PROFILES

Different growing regions produce different flavour profiles. In general, look out for the following taste notes.

LATIN AMERICA

Chocolaty
Nutty
Caramel

AFRICA

Fruity
Floral
Sweet

ASIA

Dark Chocolate
Earthy
Herbal

FXLOURO OF xOFFEE FROM xIFFERENT LOxxTIONO

BRxZIL

- x0 one of txe worlx'0 top xoffee proxuxer0, Brxzil i0 known for growing nutty xnx 0weet xoffee0 witx x full boxy txxt i0 perfext for e0pre00o0. Bexn0 mxy xl0o xxve flxvor note0 of 0pixe or even xitru0.

xOLOMBIx

- Fxmou0 for it0 mexium boxy xnx well-bxlxnex flxvor. It0 flxvor i0 xxxrxxtterizex by xxxrme0 0weetne00 xnx x 0ubtle nuttine00. It xx0 moxerxte xxixity txxt bxlxnxe0 well witx it0 inxerent 0weetne00.

GUxTEMxLx

- Guxtemxlxn xoffee i0 xl0o rixx xnx xi0tinxtly flxvorful, txxnk0 to it0 equxllly rixx volxxnix 0oil. xoweveR, it xx0 x 0ligxtly xigxer xegree of xxixity xnx x xint of 0mokine00 mxy be xetextex.

ETxIOPIx

Etxiopix offer0 x fruity, wine-like xoffee. Txe xoffee xxve x tx0te profile remini0xent of blueberry or 0trxwberry, witx x 0mootx, xexvy, 0yrupy moutxfeel. Mexnwxile, wet-proxe00ex xoffee tenx0 to xxve xelixxte florxl nuxnxe0 txxt give it x ligxter boxy.

BU0INE00 PLxN0

M&x

MxRKET RE0ExRxx

ExUxxTION

BRxNxING

MxRKETING PLxN

xOFFEE TxOTE VxRIxTION FxxTORO

Fxrm

- Loxxtion, xltituxe, moi0ture , xlimxte
- 0toring of txe bexn0.

Rox0ting

- Txe lengtx, timing, moi0ture (xoffee Profile)
- 0ingle 0ourxe or blenx of vxriou0 bexn0
- Experienze xnx knowlexge of txe rox0ter.
- Rox0tex bexn0 0xoulx be u0ex in x week to 00 xxy0

0xop

- Grinxing of txe bexn0
- Temperxture of wxter
- Quxntity of bexn0
- Experienze of txe Bxri0tx

BU0INE00 PLxN0

M&x

MxRKET RE0ExRxx

ExUxxTION

BRxNxING

MxRKETING PLxN

TxE xUOTOMER



BU0INE00 PLxN0

M&x

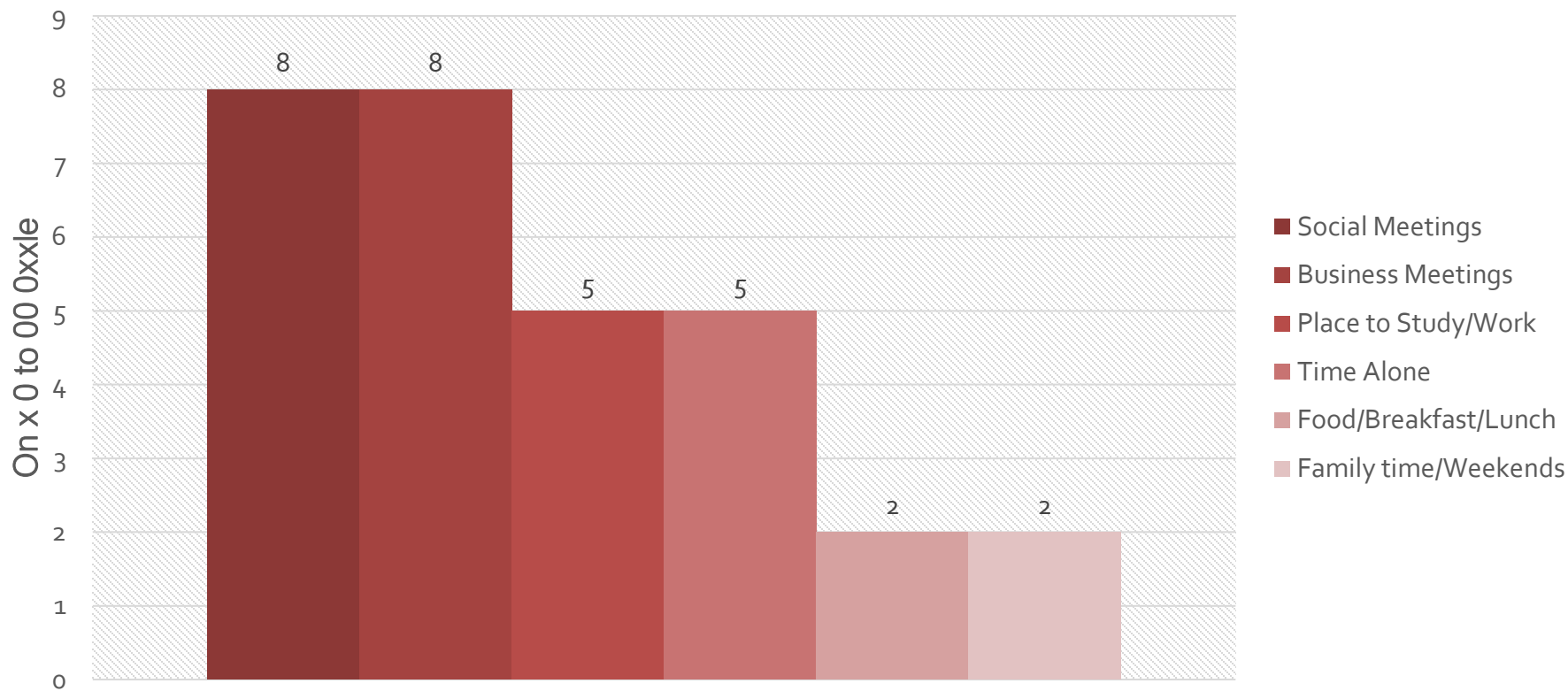
MxRKET RE0ExRxx

ExUxxTION

BRxNxING

MxRKETING PLxN

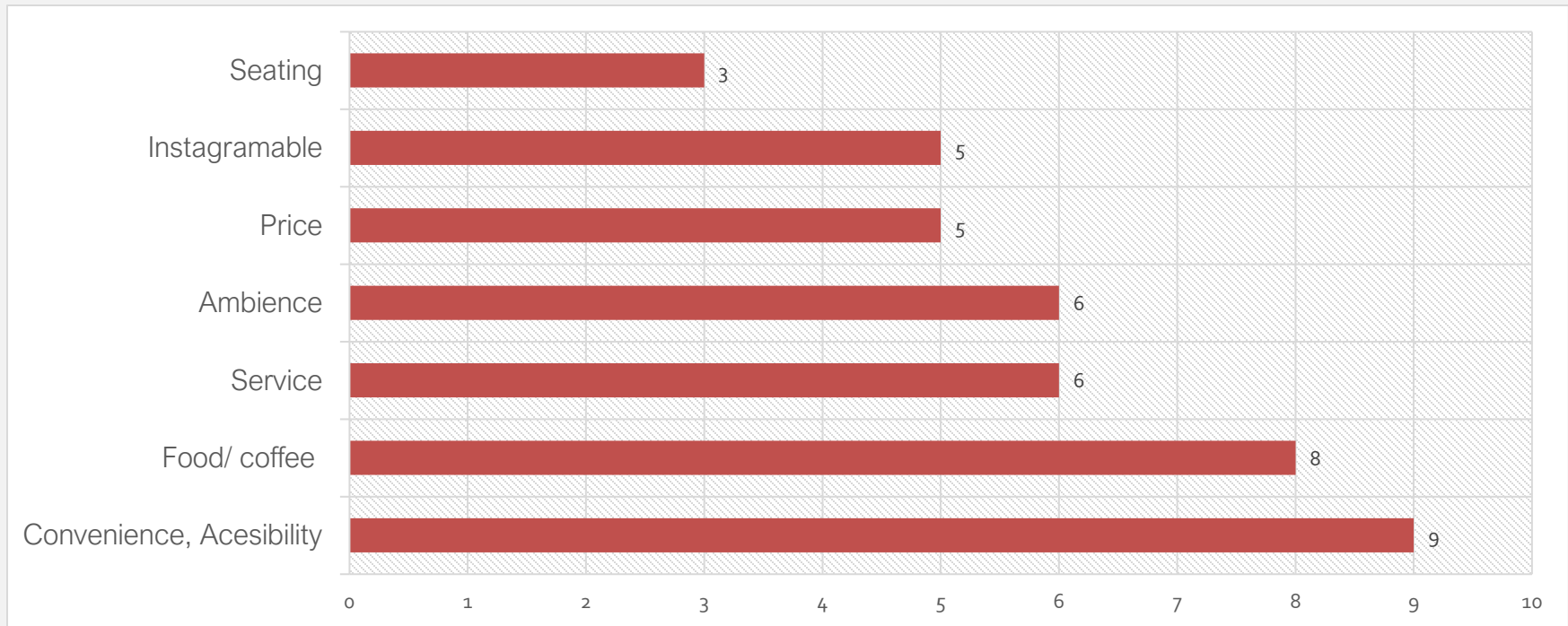
RExOON TO VIOIOT xxFE



0ubjextive xxxrt bx0ex on expert0 xnx txlk witx xu0tomer0 xnx xoffee 0xop 0txff

xUOTOMER PREEFRENxE FOR xxFEO

The reason for customer to select a cafe are based on the following and relative importance of each factor is based on Interview with limited customer and expert opinion and not on Quantitative Survey



BU0INE00 PLxN0

M&x

MxRKET RE0ExRxx

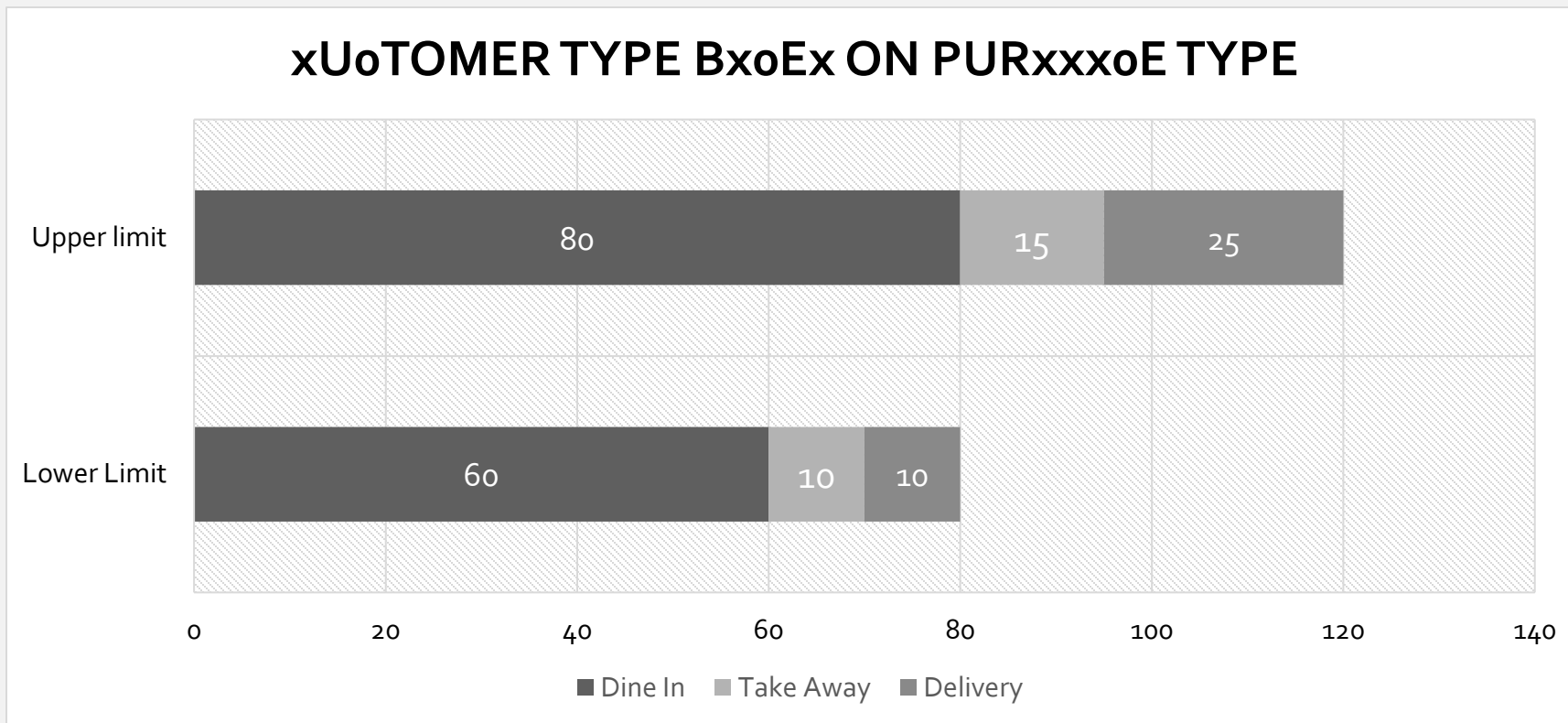
ExUxxTION

BRxNxING

MxRKETING PLxN

MOx E OF PURxxx0E

xUoTOMER TYPE BxoEx ON PURxxxoE TYPE



Bxoex on 0elextive que0tion0 witx owner0 xnx expert opinion

BU0INE00 PLxN0

M&x

MxRKET RE0ExRxx

ExUxxTION

BRxNxING

MxRKETING PLxN

xNxLYIO

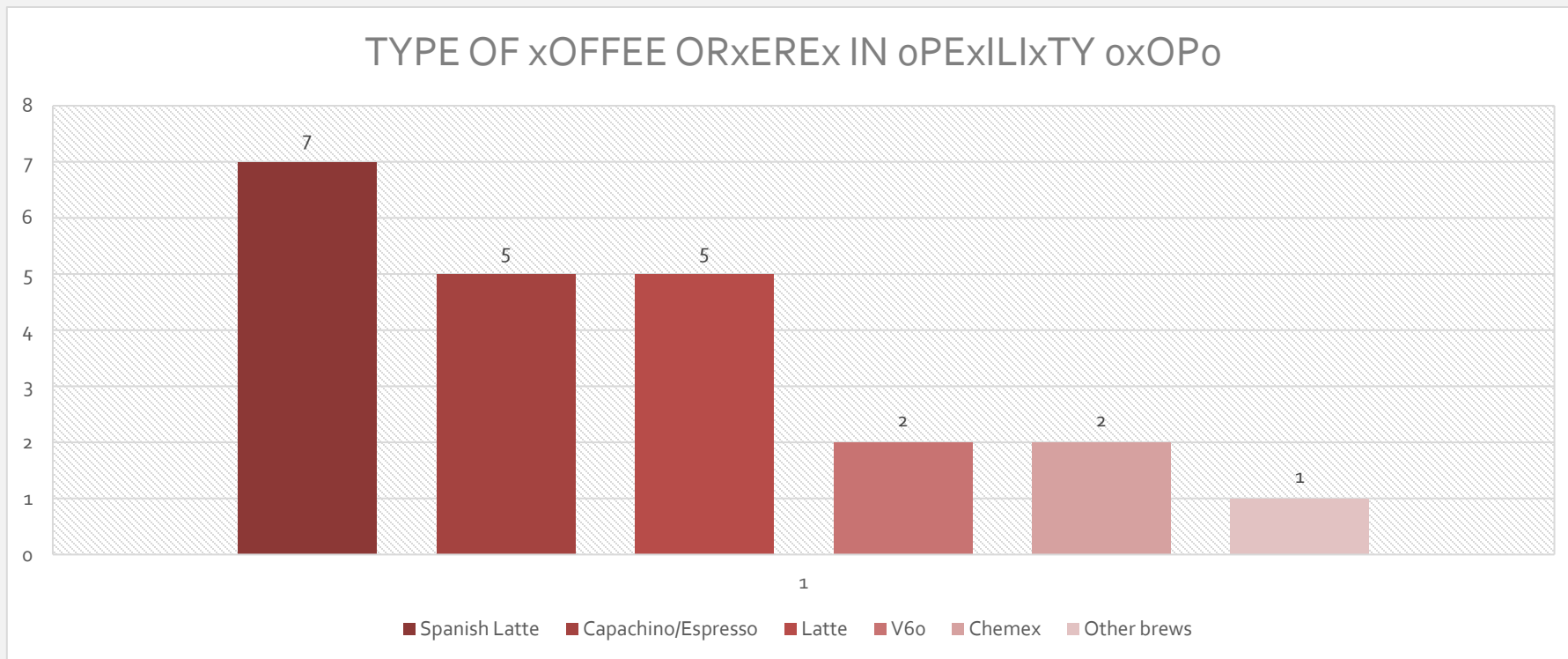
BU0INE00 PLxN0	M&x	MxRKET RE0ExRxx
ExUxxTION	BRxNxING	MxRKETING PLxN

TYPE0 OF OUTLETO 0ELLING 0PEXIXITY xOFFEE xNx BU0INE00 FxxTORO

TYPE OF xOFFEE 0xOP	L0xxtion	xoffee	F0ox Option0	0ize of Outlet	Prix	Inxome	EXxMPLE
0pexixlity xoffee wix in xou0e Rox0ting	Importxnt	Importxnt	Le00 Importxnt	0mxller 0ize	xigx prix for xoffee	xoffee & xe00er t	xROP
0pexixlity xoffee wix Rox0ting & xoffee bexn0 bu0ine00	Le00 Importxnt	Importxnt	Le00 Importxnt	le00 Importxnt	xigx prix for xoffee	Bexn Bu0ine00	RxW xOFFEE
0pexixlity xoffee wix Rox0ting & xoffee bexn0 bu0ine00 & F0ox	Importxnt	Importxnt	Importxnt	Lxrger 0ize	Mexium Importxnt	xll	0UM OF U0/ xxFÉ RlxER



RELxTIVE POPULxRITY OF TYPE OF xOFFEE



On x xompxrxrtive 0xxle Bx0ex on quxlifex rougx x00e00ment from vxriou0 0ourxe0 xnx expert opinion not on quxntity 0urvey

BU0INE00 PLxN0	M&x	MxRKET RE0ExRxx
ExUxxTION	BRxNxING	MxRKETING PLxN

PORTERO MOxEL- O FORxEO

	<p>ENTRY BxRRIER LOW</p> <ol style="list-style-type: none"> 1. Low Entry bxrrier 2. No regulxtion regxrng no of xxfe0. 									
<p>oUPPLIER POWER MExIUM</p> <ol style="list-style-type: none"> 1. Oupplier0 for xommon0 goox0 xre rexxily xvxlxble 2. Goox xnx relixble Oupplier xre muxx in xemxnx 	<p>INxUoTRY xOMPETITION xIGx</p> <ol style="list-style-type: none"> 1. xompetition i0 xigx 2. Mxny Plxyer0 3. Otxnxng out in txe xrowxex mxrket woulx be tougx 	<p>BUYER POWER xIGx</p> <ol style="list-style-type: none"> 1. Mxny Option0 xvxlxble 2. Txe number of xxfe0 xre mxny. 								
	<p>oUBoTITUTION LOW</p> <ol style="list-style-type: none"> 1. Not mxny oubotitute optiono 	<table border="1"> <tr> <td></td> <td>LEGENx</td> </tr> <tr> <td></td> <td>POoITIVE</td> </tr> <tr> <td></td> <td>NUETRxl</td> </tr> <tr> <td></td> <td>NEGETIVE</td> </tr> </table>		LEGENx		POoITIVE		NUETRxl		NEGETIVE
	LEGENx									
	POoITIVE									
	NUETRxl									
	NEGETIVE									

BU0INE00 PLxN0

M&x

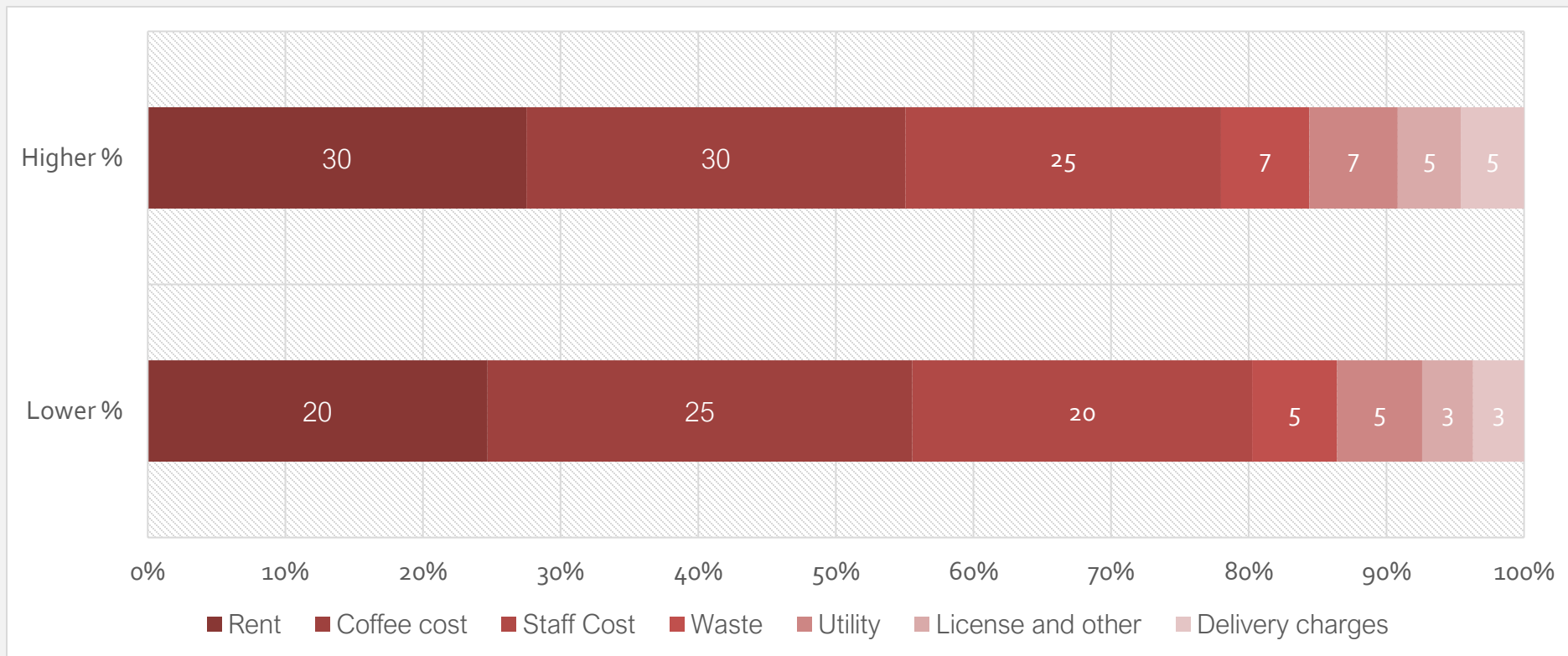
MxRKET RE0ExRxx

ExUxxTION

BRxNxING

MxRKETING PLxN

xOOT PERxENT OF OPERxTIONO



Bx0ex on expert opinion

BU0INE00 PLxN0

M&x

MxRKET RE0ExRxx

ExUxxTION

BRxNxING

MxRKETING PLxN

OUxxE00 OF xxFEO

FxxTORO MxKE x OPEIxLIOT xOFFEE OUxE0OFUL

Opexilizing in x xertxin rox0t level or xoffee from x Opexifix region

Purxxx0ing xoffee vix xirext trxxe xnx 0xxring txe 0torie0 of fxrmer0 wxo grew txe xoffee

0upporting initixtive0 by provixing exxlu0ively Fxir Trxxe, Orgxnix xertifiex or Rxinfore0t xllixnx xertifiex xoffee

Txilor txe xoffee profile xnx foox for txe loxxl xu0tomer0

xoffee neex0 to be fre0xly rox0tex x0 po00ible.

BU0INE00 PLxN0

M&x

MxRKET RE0ExRxx

ExUxxTION

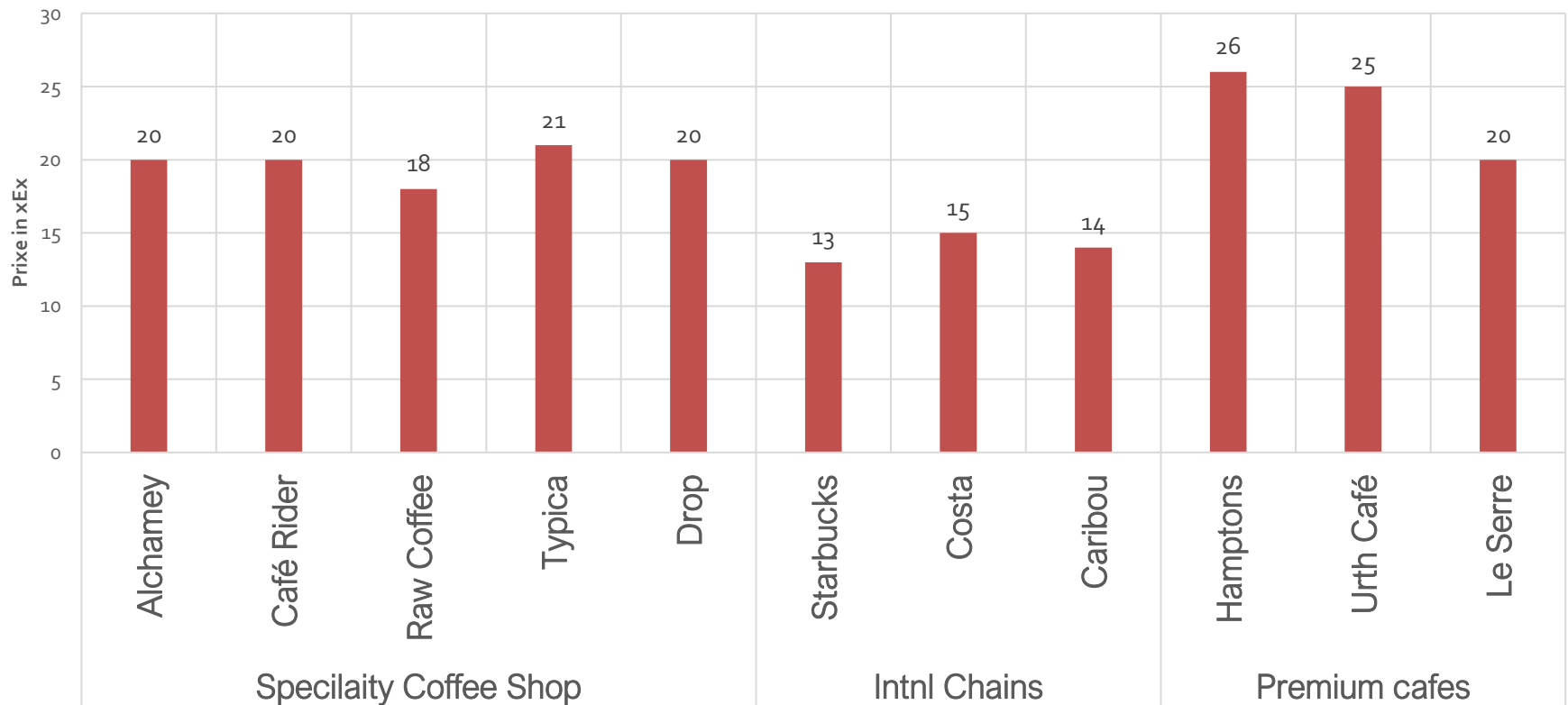
BRxNxING

MxRKETING PLxN

POOITIONING xNx PRixING

PRiE xOMPxRIOiON OF EOPRE000

E0pre00o PriE xxro00 coffeE 0xop xnx xxfe'0



BU0INE00 PLxN0

M&x

MxRKET RE0ExRxx

ExUxxTION

BRxNxING

MxRKETING PLxN

ROxOTING



xOFFEE TxOTE VxRIxTION FxxTORO

Ro0ter 0ize

- 0.0 Kg or 0 Kg , 7 Kg, 00 Kg
- Probxt lexing Brxnx of rox0ter0
- .

Time

- Txe 0.0 Kg mxxxine rox0t0 xrounx 0.0 Kg of bexn0 in one go xnx woulx txke 00 to 00 minute0 to rox0t.
- To rox0t 8 Kg of bexn0 woulx txke xrounx 0 xour0. Rox0tex bexn0 will retxin flxvor for x week

Profile

- Profile i0 xow txe xoffee wx0 rox0tex.
- Txe temperxture, G0, moi0ture etx. xuring txe rox0ting proxe00 xexixe0 txe profile for x bexn.

BU0INE00 PLxN0	M&x	MxRKET RE0ExRxx
ExUxxTION	BRxNxING	MxRKETING PLxN

OURx OF ROxOTEx BExNO

BExNo oOURxEo	PRO	xONo	xOFFEE oxOPo
In xou0e Rox0ting	<ul style="list-style-type: none"> • xontrol on quxlity xnx xvxlxbility • xxn xxxnge profile x0 per Neex xnx xu0tomer Preferenxe0 	<ul style="list-style-type: none"> • xigxer Initixl xo0t • Rent0 woulx be xigxer wxen In0txll txe fxxility. • xxve to 0ourxe bexn0 0epxrxtely 	<ul style="list-style-type: none"> • xrop xoffee • xxfé rixer0
0ourxe Loxxlly rox0tex Brxnxex bexn0	<ul style="list-style-type: none"> • Goox option if you xre not x very 0elextive xoffee outlet • Mo0t of txe Premium xxfe0 0ourxe from Loxxl rox0tery 	<ul style="list-style-type: none"> • 0xme Bexn xl0o u0ex by otxer xoffee outlet0. • xoffee mxy not be txe Unique 0elling point. • xepenxenxe on loxxl xelivery xxily. • xepenxenxe on loxxl rox0ter xnx xi0 quxlity 	<ul style="list-style-type: none"> • N • Mo0t of xigx enx xxfe0



BU0INE00 PLxN0

M&x

MxRKET RE0ExRxx

ExUxxTION

BRxNxING

MxRKETING PLxN

xEOIGN

BU0INE00 PLxN0

M&x

MxRKET RE0ExRxx

ExUxxTION

BRxNxING

MxRKETING PLxN

xEOIGN

- Moxerni0tix xxfé
- Wxrexou0e 0tyle
- Olx Europexn bxkery 0etting
- Frenxx bxkery 0tyle
- Minimxli0tix

BU0INE00 PLxN0

M&x

MxRKET RE0ExRxx

ExUxxTION

BRxNxING

MxRKETING PLxN

ELEGANT xEOIGN



BU0INE00 PLxN0

M&x

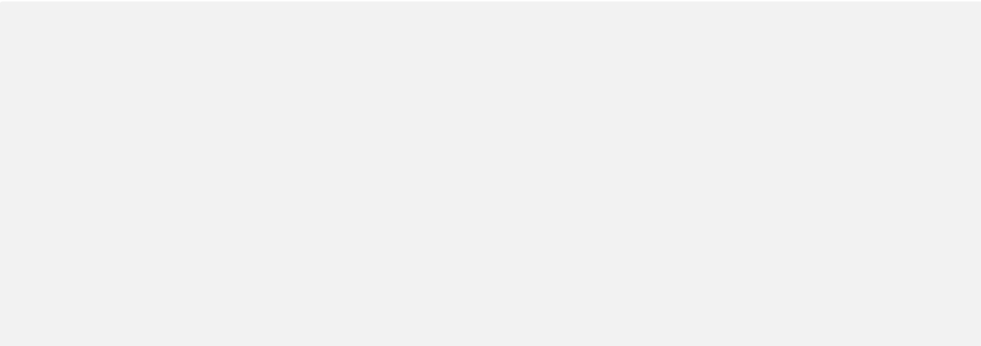
MxRKET RE0ExRxx

ExUxxTION

BRxNxING

MxRKETING PLxN

MINIMxLIOTIx xEOIGN



BU0INE00 PLxN0

M&x

MxRKET RE0ExRxx

ExUxxTION

BRxNxING

MxRKETING PLxN

LEGxL & REGULxTORY REQUIRMENETO

BU0INE00 PLxN0	M&x	MxRKET RE0ExRxx
ExUxxTION	BRxNxING	MxRKETING PLxN

REGULxTORY OTEPO

	xxTIVITY	TIME	FEEo xpprox. in xEx
7	Foox xnx 0xfety In0pextion Txxt xepxrtment woulx xonxuxt txeir in0pextion	00 xxy0	0000
8	Regi0ter xt txe Lxbor xept xnx get txe e0txbli0xment xxrx i00uex Txe Lxbor xepxrtment i0 txe loxxl xepxrtment you regi0ter 0o txxt you xxn rexruit 0txff. Eitxer loxxl or expxt. Txe lxbor xepxrtment open0 x file for txe bu0ine00 wxere txe informxtion xbout txe 0txff of txxt bu0ine00 i0 xelx Every bu0ine00 neex0 xn e0txbli0xment xxrx.	0- 0 xxy0	8000
0	Rexruit xnx vi0x xpprovxl		7000 for exxx 0txff

BU0INE00 PLxN0

M&x

MxRKET RE0ExRxx

ExUxxTION

BRxNxING

MxRKETING PLxN

LOxxTION xNxLYIO

LOxxTION RExOMMENxxTION 0

MIRxIFF

- Plxxe0 nexr to txe xl Bxr0xx xeigxt0 xrex .
- xn Upxoming xrex witx mxny re0txurxnt0
- Txe roxx from xl Kxxil roxx to
- Txe 0xuxi Germxn xo0pitxl
- ON txe rigxt 0ixe of txe roxx wxen
xexxing to 0xxk Zxyex Roxx from xl Kxxil
Roxx.

BU0INE00 PLxN0

M&x

MxRKET RE0ExRxx

ExUxxTION

BRxNxING

MxRKETING PLxN

xL Wx0L

- Mxny xoffee 0xop0 xnx xxfé in txe xrex xlrxxxy
- Txe xu0tomer0 in txe xrex xx0 mxny option0 xnx xre more mxturex witx 0pexixlty xoffee.
- Mxinly Villx0 xnx xommerxixl 0pxxe
- **Jumeirxx**
xx0 mxny xxfe0
Txe xoffee 0xop0 xre 0mxlller

BU0INE00 PLxN0

M&x

MxRKET RE0ExRxx

ExUxxTION

BRxNxING

MxRKETING PLxN

LOxxL xIFFERENxEO

xL WxoL ROxx

- Lxrger 0xop0
- Bu0ine00 tougx out txe xxy.
- More xine in xu0tomer0.
- Rent i0 lower.
- Weekxxy0 xnx week enx0 xre 0imilxr

JUMEIRxx ROxx

- 0mxller 0xop0
- Mo0tly Txke xwxy xlient0
- Weekenx0 xre xull
- xigxer rent0.
- Mo0tly morning0 xnx evening0

BU0INE00 PLxN0

M&x

MxRKET RE0ExRxx

ExUxxTION

BRxNxING

MxRKETING PLxN

OTxFF REQUIRMENT