



FRANCHISE OPPORTUNITY

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INVESTOR: About Bin Jumah Group

Bin Jumah Group is one of the largest multi-brand networks in the Middle East. A highly diversified organization with food and catering, hospitality, and franchising as its core business.

Through the years, Bin Jumah Group has remained committed to its core values of customer satisfaction, honesty, integrity, hard work, productivity, efficiency, and social responsibility.

Our success is fueled not only by our passion for food but also by the passion of our people to provide the best service to our customers, a tradition that continues to transform every company and brand we have established in how they must conduct business.

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ABOUT BEBAX COFFEE



Bebax Coffee is an Emirati brand composed of industry specialists with individual working experience of no less than 20 years each with an aggregate collective experience of more than 100 years.

We are a team of dedicated and passionate people working together to overcome any obstacles and never say “no” to any challenge.

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OUR LOCATIONS

- Corniche, RAK
- Al Daith, RAK
- Hoshi, Sharjah
- Nadd Al Hamar, Dubai
- WTC Sheikh Rashid Tower, Dubai
- Azizi Riviera, Dubai
- Jumeirah 3, Dubai
- Al Qusais, Dubai
- Qurtoba, KSA
- Al Fahiaan, KSA
- Al Faitta, KSA
- Ellreda, KSA



UPCOMING BRANCHES

- Al Rehmania, Sharjah
- Arjan, Dubai
- JVC, Dubai
- Al Raha, Abu Dhabi



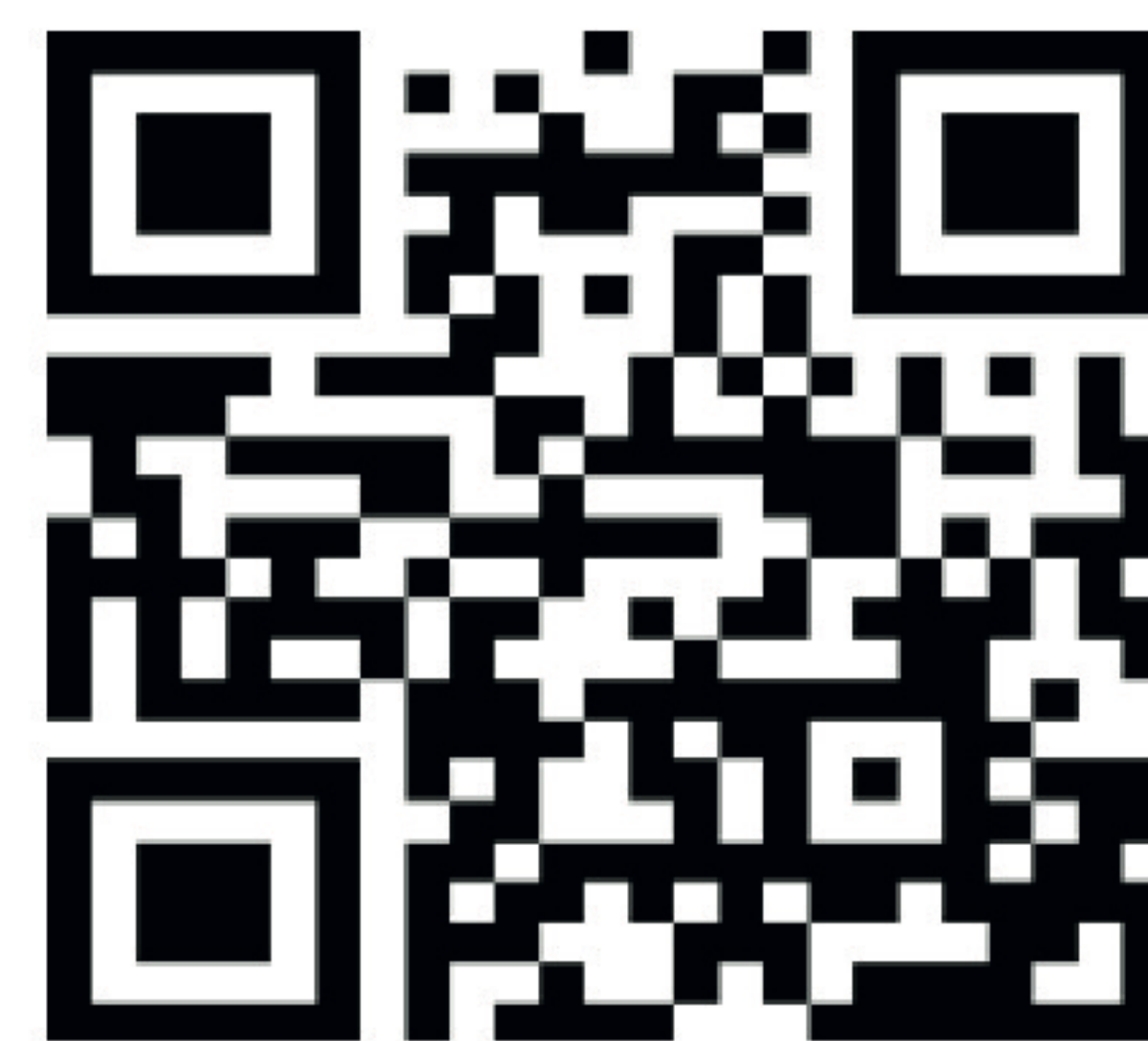


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WHAT WE OFFER OUR CUSTOMERS

The moment our customers arrive, each and every customer is greeted with a smile and a warm welcome.

All the while providing an affordable luxury coffee experience in a pleasant relaxing atmosphere where each and everyone can sit, talk, and relax while enjoying a cup of coffee and our special beverages.



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WHY YOU SHOULD BE IN THE COFFEE BUSINESS

Its has a lot of growth potential, its profitable, demand is rising year after year, and profit margin is getting bigger.

Revenue of the Coffee Industry in 2022

US\$ 433.6 Billion

Projected Yearly Volume of growth

7.2 - 8.3%

Average revenue per person

US\$ 56.96

Projected out-of-home Consumption (Bars, Coffee Shops, Restaurants)

21%

Average revenue per person UAE

US\$115.20

Average Coffee Consumption per Person UAE

1.52 Kg



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WE WILL GET YOU STARTED WITH THE FOLLOWING SUPPORT

- ✓ HR Management
- ✓ Business Setup Consulting
- ✓ Management Guidance
- ✓ Operation Manual
- ✓ Marketing & Promotions
- ✓ Digital Marketing Support
- ✓ Staff Training
- ✓ Equipment Setup
- ✓ Online Ordering Platform
- ✓ Delivery Location Activation
- ✓ Coffee Beans Supply
- ✓ Raw Materials Sourcing

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THE BEBAX ACADEMY

The Bebax Coffee Academy was established to provide lifelong learning to all our partners.

Learn from the courses designed by highly experience and dedicated professionals providing in-depth knowledge about coffee from beans to the cup.

New courses are regularly introduced and established courses updated to keep up with on-going coffee trends.

One or two courses in the Academy may not make a coffee connoisseur out of you, but you will definitely learn a lot.



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HOW YOU WILL START: The Milestones



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YOUR FRANCHISE OPPORTUNITY & WHAT YOU NEED TO PROVIDE



- ✓ Monthly Average Profit over 5 Years **AED 54K**
- ✓ Return on Investment **24 Months**
- ✓ Contract Duration **10 Years**



- ✓ Initial Franchise Fee **AED 90K**
- ✓ Total Investment Cost **AED 1M**
- ✓ Royalty **6%**

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FRANCHISE INSTRUMENT : An Opportunity that you shouldn't Miss



- ✓ Franchise Agreement to open a Bebax Shop without time limitation
- ✓ Can open shop anytime in the future
- ✓ May resell the Franchise in the future with the current appreciated value and keeping the increase in value as your profit
- ✓ Estimated yearly appreciation of Franchise value **%24-12 increase**
- ✓ Can join with other investors to open a shop or several shops
- ✓ Full franchise support
- ✓ Full B2B Marketing support to find investors to open your shop
- ✓ Franchise Fee: **AED 90K**

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FRANCHISE COMPARISSON

	BEBAX COFFEE	STARBUCKS	COSTA COFFEE
Business Model	Franchise	License	Franchise
Franchise Fee (License*)	\$ 25,000	\$ 315,000	\$ 335,137
Initial Investment	\$ 275,000	\$ 1,100,000 - 1,600,000	\$ 1,000,000 - 1,500,000
Royalty Fees	6%	7%	7%
Profit Margin (Average)	18-20%	15%	15%
Return on Investment	2 years	6-5 years	6-5 years
Owner of Business	You	Starbucks	You
Products for Sales	All	All	All
Specialty (Reserved) Coffee Beans	Included	Separate License	None
Marketing Support	Yes	Yes	Yes
Training	Yes	Yes	Yes
Online Learning	Yes	Yes	?

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MESSAGE FROM THE CEO

Dear valued customers, stakeholders, and future franchisees,

I am thrilled to share with you the latest developments in our coffee business. As the CEO, I am proud to lead a team that is passionate about delivering exceptional coffee experiences to our customers.

Over the past year, we have focused on expanding our product line and improving our operations to meet the changing needs of our customers. We have introduced new blends and flavors that cater to different tastes and preferences. We have also upgraded our production facilities and supply chain to ensure consistent quality and timely delivery.

Despite the challenges posed by the pandemic, we have continued to grow our business and serve our communities. Our online sales have increased significantly, and we have expanded our presence in key markets through partnerships and collaborations.

At the same time, we remain committed to sustainability and ethical sourcing. We source our coffee beans from farmers who follow environmentally friendly practices and pay fair wages. We also invest in community development programs to support the livelihoods of coffee farmers and their families.

Looking ahead, we are excited about the opportunities and possibilities that lie ahead. We are exploring new markets and partnerships, and we will continue to innovate and improve our products and services.

Finally, I would like to express my gratitude to our customers, employees, and partners for their continued support and loyalty. We could not have achieved our success without you, and we look forward to serving you for many years to come.

Sincerely,

Omar Bin Jumah
BeBax Global Ltd.



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GET IN TOUCH



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