

# MANOS Café — Franchise Proposal



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# NO LIABILITY / NO COMMITMENT DISCLAIMER

📄 **This document is a non-binding draft provided for general information only.**

All terms, financials, requirements, and conditions remain subject to change following detailed evaluation, due diligence, and direct meetings.

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# Executive Summary

MANOS Café is a Saudi premium café from Ha'il blending specialty coffee, daily desserts, and warm Saudi hospitality within calm, elegant spaces. We scale through disciplined systems, focused menus, and a support model that safeguards brand standards while enabling rollout speed.

## Public Information

Brand logic, operating frameworks, support package, application steps.

## Withheld Until NDA

Sensitive financials, contractual specifics, proprietary recipes.

## Ops Snapshot (2025 YTD)

- Cards ≈83% (range 78–90%)
- Cash ≈12% (range 10–13.6%)
- Delivery apps ≈6–11% at quarterly peaks
- Weekends ≈26–35% of weekly volume (avg ≈30%)
- DoW index (avg=100): Thu ≈113, Fri ≈112 highest; Sat ≈88 lowest
- 215 operating days analyzed in 2025 (Jan, Mar–Aug)

# Brand Philosophy & Market Context

## Brand Philosophy & Founder Vision

Genuine Saudi hospitality, thoughtful design, and disciplined execution. We build for longevity – operationally rigorous and emotionally warm.

## Market Context (GCC Café Trends)

- Premiumization and elevated in-store experiences.
- Convenience+: delivery & quick-stop complement dine-in.
- Urban expansion (new districts, mixed-use).
- Digital discovery → IG/TikTok + reviews; CRM for retention.
- Compliance & labor quality favor systemized operators.

# Competitive Positioning (BCG-style)

X: Systemization & Scalability | Y: Product & Experience Quality – MANOS targets top-right (high/high).

## Illustrative Market Matrix



# Customer Segments & Value Proposition

## Customer Segments (Kotler STP) & Positioning

### Urban professionals

AM ritual, PM focus — speed + precision

### Families & friends

Evenings/weekends — seating + warmth

### Students & creators

Study/create — comfort + Wi-Fi

### Travelers & tourists

Authenticity + standards

**Positioning:** "Saudi premium café — specialty coffee & daily desserts, delivered with real hospitality."

## Value Proposition & Differentiators

- Saudi hospitality, elevated.
- Curation over breadth (seasonal features).
- Operational discipline (SOPs, daily calibration, hygiene).
- Design language (warm minimalism).
- Data-driven ops via AI Factory dashboards & alerts.

# Store Formats & Space Requirements

## Store Formats



### Kiosk

Compact, delivery-ready;  
streamlined menu.



### Standard (Inline/Dine-in)

Full menu;  
neighborhood/community hubs.



### Flagship / Drive-Thru

Dual-lane option; target service  
window  $\leq$  150s.

## Space Requirements & Location Typologies

### Functional Zones

Bar, BOH, dessert prep, storage (details shared  
privately).

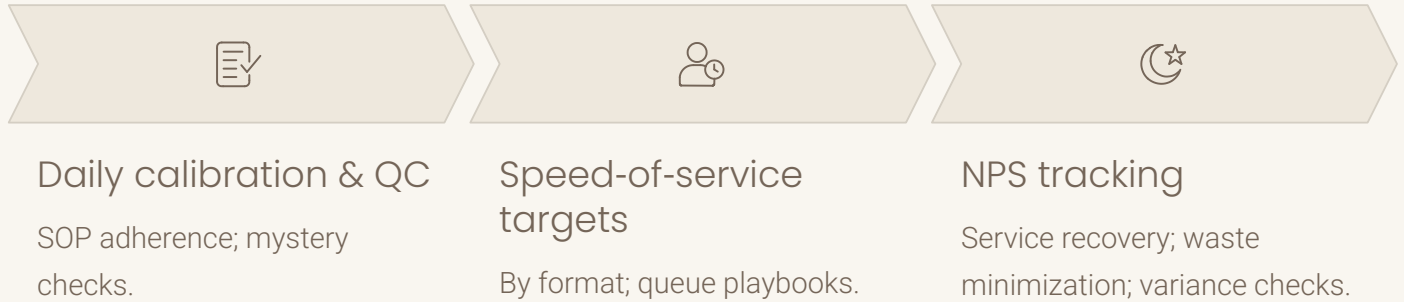
### Preferred Sites

Street retail, community malls/strip plazas,  
mixed-use, select drive-thru pads.

**Guardrails:** access/egress, parking or walkability, sightlines, traffic generators.

# Operational Excellence & Support Systems

## Operational Excellence Framework



## Supply Chain & Approved Vendors

- Approved suppliers for core inputs across KSA.
- Dual-sourcing contingencies with price-band thresholds.
- Centralized dessert commissary for major cities; daily replenishment SLAs.

## Training Academy & Knowledge Transfer

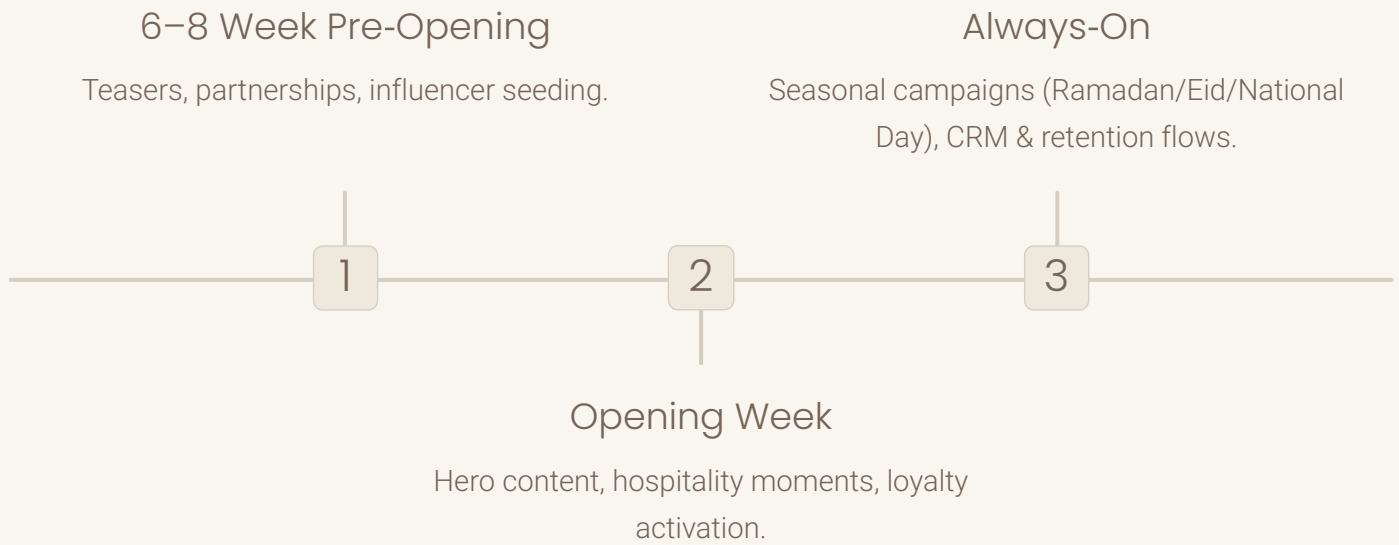
- Pre-opening bootcamp; role-based certifications.
- On-the-job coaching; post-opening refreshers.
- E-learning, SOP video library, assessments & recertification.

## Technology Stack & AI Factory





- POS with delivery & inventory integrations.
- Back-office (purchasing, stock, scheduling, ERP reporting).
- AI Factory: demand forecasting, SOP assistant, compliance alerts.

# Marketing & Franchise Support

## Marketing & Launch Playbook



## Franchise Support Package

	<b>Pre-Opening</b> Site guidance, layout/MEP, opening training, soft-opening coaching
	<b>Post-Opening</b> Field audits monthly (first 3 months), then quarterly; Brand Score $\geq$ 85%
	<b>Compliance &amp; QA</b> Food safety above code, mystery audits
	<b>Enablement</b> Brand assets, marketing calendars, supplier pricing bands, portal & tickets

# Investment, Qualification & Application

## Investment Overview (Ranges only – shared post-screening)

Public draft intentionally withholds currency values. Ranges vary by format (Kiosk / Standard / Flagship), fit-out scope, and site conditions. Pro-forma modeling is shared under NDA with your advisors.

## Projected Unit Economics (High-level)

- Top-line = footfall × conversion × average ticket; day-part & seasonality.
- COGS & labor guardrails defined in operating manuals; alerts on thresholds.
- Rent guardrail (as % of revenue) built into site approval; sensitivity matrix shared privately.

## ROI Framework (BCG-style waterfall)

Top-line → COGS → Gross Margin → Labor → OPEX (rent, utilities, marketing, maintenance) → EBITDA (pre-royalty) → Franchise fees → Cash flow after fees → Payback.

## Franchisee Qualification Criteria

- Values alignment; hands-on leadership (owner-operator or empowered manager).
- Operational discipline; willingness to follow systems.
- Ability to recruit/train/retain qualified team.
- Commitment to brand standards and community engagement.

## Application Process

01	02	03
Online application <a href="https://manoscafe.com/franchise/apply">manoscafe.com/franchise/apply</a>	Screening & interview	Territory MoU during due diligence
04	05	
Legal/financial reviews with advisors; finalize site	Execute agreement; build, train, launch	

## Final Disclaimer & Next Steps

This public draft is not an offer or commitment. Detailed terms, legal documents, and financial ranges will be shared only with qualified candidates following screening and NDA.

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