

JAAD CAFÉ

F R A N C H I S E P R O G R A M



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JAAD COFFEE

Franchise Program

Premium Indonesian coffee, built for scalable cafe growth

A franchise opportunity for investors seeking a warm, modern coffee brand with strong origin story, operating support, and accessible premium positioning.

Investor Deck



Coffee demand rewards brands that combine experience, price, and repeatable operations.

JAAD sits in the space between everyday coffee habits and premium specialty experience.



Daily Demand

Coffee is a repeat habit with strong frequency in high-traffic urban locations.

Accessible Premium

Quality-led experience without making the offer feel out of reach.

Scalable Formats

Kiosk, standard cafe, and flagship options support multiple site types.

Indonesian Roots

Origin story creates differentiation beyond generic cafe concepts.



JAAD is premium yet accessible, with Indonesian coffee at the center.

The brand promise balances quality, sustainability, affordability, and ethical sourcing.



Quality

World-class coffee experience and consistent product standards.

Sustainability

Responsible sourcing and support for farming communities.

Affordability

Premium taste made approachable for wider adoption.

Trust

A reliable partner model for investors and operators.



Just Absolutely Amazing Discovery.

JAAD began with a mission to discover exceptional coffee treasures and make them available to everyone. Each cafe is designed around warmth, community, and simplicity.

Warmth

A welcoming cafe experience.

Community

A gathering place for coffee lovers.

Simplicity

Clear, modern, easy to repeat.



Partners get a brand platform, not only a shop format.

JAAD combines product proposition, format flexibility, operational standards, marketing support, and supply chain access.



Strong Product Proposition

Specialty coffee positioning with a distinct Indonesian origin story.

Flexible Business Formats

Options for malls, transport hubs, neighborhoods, and prime locations.

Support Infrastructure

Guidance across operations, training, marketing, audits, and procurement.



Three outlet models let investors match format to location and budget.

Model	Size	Best For	Positioning
Kiosk Model	10-20 sqm	Malls or transport hubs	Small footprint, high mobility
Standard Cafe	50-100 sqm	Neighborhood and retail areas	Full-service cafe experience
Flagship Store	100+ sqm	Prime locations	Premium destination model



The commercial structure is clear and easy to compare.

Fees and investment levels vary by model, site, and build requirements.

USD 5k-15k

Franchise fee

USD 25k-150k

Estimated initial investment

5%

Royalty fee from gross sales

2%

Marketing fund



JAAD supports partners from location planning to everyday execution.



Site Selection

Guidance to assess fit and traffic quality.

Store Design

Templates adaptable to different outlet sizes.

Operations Manual

Clear standards for repeatable execution.

Marketing Materials

Assets to support launch and campaigns.

Audits

Ongoing checks to protect consistency.

Procurement

Supply chain access through central procurement.



Consistency turns a cafe concept into a franchise system.

Partners receive training across barista skills, inventory control, customer service, and brand standards.



Barista Skills

Drink preparation and product handling.

Inventory Control

Stock discipline and waste management.

Hospitality

Service culture and customer experience.



National visibility and local activation help stores build demand.

The marketing engine supports franchisees with digital campaigns, local promotions, collaborations, and seasonal launches.



Digital Campaigns

Strategic support for online visibility and discovery.

Local Campaigns

Store-area promotions to build foot traffic.

Influencers

Collaborations that expand awareness.

Seasonal Menu

Launches that refresh demand and drive trial.



The store design is warm, modern, and repeatable.

JAAD Cafe uses minimalist layouts, natural tones, and subtle green highlights to represent freshness and sustainability.

Uniform Brand Feel

Design templates preserve consistency across outlet sizes.

Natural Palette

Green and warm neutral tones connect coffee, freshness, and sustainability.



NEXT STEP

Choose the right model and location, then validate the investment fit.

JAAD is looking for partners with passion for coffee, operational discipline, capital readiness, high-traffic location access, and commitment to quality.

18-24 months

Expected ROI

60-70%

Gross margin on coffee products

Note: projections depend on model, location, and operations.





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