



ella

## OUR CULTURE

We are not your average coffee shop. We create memorable, awesome experiences, through quality and customer service.

## MISSION

"Taste perfection in every sip"

Our mission is to provide an unparalleled Italian coffee experience.

Expect no less than freshly made food and artisanal quality coffee, all prepared from scratch.

We pledge to use only the highest quality ingredients and share our love for being unique in everything we do.

## financial

Over the past six years, including during Covid, stores average \$1,192,334.83.. With EBITDA over 20%. Funding available

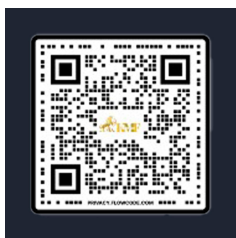
Investment starts at \$298,250 including franchise fee, working capital, buildout, and equipment, etc. (Does not include TI rebated from landlord.)

## what's included

- Business Plan Development
- Financing Assistance
- Site/ Break Even Analysis
- Vendor Lists
- Comprehensive Training
- Much, much more....
- Conceptual Design Drawings
- Site Location Assistance
- Furniture, Fixtures, and Equipment
- Food and Drink Recipes
- Custom Website

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Industry	<b>Fast Casual: Coffee Cafe</b>	Investment Range	<b>\$288,750-\$797,256</b>
Single Unit	<b>\$49,500</b>	Franchising Started	<b>2022</b>
H.O. Location	<b>Plantation, FL</b>	D-Day Location	<b>Plantation, FL</b>
Ownership Type	<b>Owner Operated, Semi-Absentee, Absentee</b>	Available Franchise Agreements	<b>Single Unit, Multi-Unit, Area Development</b>
Required Liquid Capital	<b>\$99,000+</b> (Refer to FDD Item 7 for specifics on startup costs)	Passive Ownership	With a very strong General Manager
Required Net Worth	<b>\$500.000</b>	Sold Out Areas	<b>No, Wide Open</b>
Multi-Unit Costs	2 Units: \$ 79,500 3 Units: \$104,500 4 Units: \$124,500 5 Units: \$144,500  Each additional Unit 5+ is \$20,000.	Royalty	<b>7%</b>
Market Size	<ul style="list-style-type: none"> <li>1/3 Growth by 2030</li> <li>\$205.8 Billion Industry</li> </ul>	Advertising	<b>BMF &amp; Local</b> Brand Marketing Fee 3% Local Advertising 3%
E2 Visa	<b>Yes</b>	International	<b>Canada</b>
Financing	<b>Yes, Third Party</b>	State Registrations	<b>Not Yet</b> Working towards registration in ALL but WA



## Overview

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Ella Café's corporately owned and operated locations in Plantation, Florida and in the Hard Rock Stadium in Miami lives and breathes by their Mission. To provide an unparalleled coffee and food experience. To achieve this, they only use responsibly sourced, fresh ground coffee, made in-house syrups, and the highest quality ingredients in their preparation.

It is so much more than coffee. It starts the day, gives a place for people to meet, and the amazing food. The best part is the opportunities for the Team Members. To be able to provide amazing service. Knowing they are delivering nothing but the best. To be able to deliver at every moment and at every time providing an amazing experience.

We cannot wait for you to taste all that Ella Café offers. You feel it as soon as you walk in the door. Every time a customer walks through the door, Ella Café benefits from an exceedingly high lifetime value per Client.

Franchisees of Ella Café benefit from the business model because:

- High Return on Total Investment
- Total investment starting at \$288,750 with great Item 19.
- Minimal Inventory or Products
- Recurring Customer Revenue
- Business model caters to both health and daily consumers
- Both active Owner Operator and Passive Investor Franchisee models work
- Excellent Multi-Unit Business Model

Franchisees of Ella Café are people that are community oriented, marketing savvy and looking to participate in the fast-growing coffee and café industry. The owner can either be the on-site operator or choose the Executive Model. The owner must be comfortable with managing people, strong customer service orientation, and should enjoy impacting the lives of the people that he/she serves. Must be committed to overseeing the marketing provided by the Franchisor that helps drive huge a repeat customers base. Does not require any high sales acumen. If Executive model, operator must have food and beverage leadership experience.

## Market / Industry:

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QSR/Fast Casual/Coffee Café

## Territory:

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Territories are created based on numerous factors using the latest territory creation software. Ella Café has partnered with one of the largest real estate companies to pinpoint locations based on population density, traffic patterns, income, age, competitive landscape, etc. Then partnering with the top local real estate companies to find the right location.



### **Target Market:**

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With a small footprint, low overhead, and the limited staff needed to launch, Ella Cafe is simple to operate, easy to scale and has a business model that sets it apart in the \$84 billion coffee industry. Ella Cafe is an opportunity for first-time and experienced entrepreneurs. Live and online events such as trivia, music, coffee classes, and more engage customers with the brand and bring in additional revenue.

### **Market Demand:**

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Americans love their coffee, and this love continues to grow! More Americans are drinking coffee and spending time in coffee shops than ever before. Coffee is a hot cultural staple: it is one of the most popular beverages in both the U.S. and abroad, and coffee shops are a social force as one of the fastest-growing segments of the food service industry. The connection to the community and the best products is why consumers keep coming back over and over.

### **Coffee Facts:**

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- ✓ **More than half of all coffee consumers would rather skip a shower in the morning than skip their coffee.**
- ✓ **Americans drink 400 million+ cups of coffee every day, with the average American consuming 3.1 cups of coffee per day.**
- ✓ **More than thirty million Americans drink specialty coffee daily.**
- ✓ **Most consumers under the age of thirty-five drink specialty coffee from coffee shops or other locations outside their home.**
- ✓ **Global coffee consumption is expected to grow by One-Third in the year 2030.**
- ✓ **Forty-eight percent of millennials consume gourmet coffee.**
- ✓ **Coffee shops see an average growth rate of 7%**

### **Discovery Process Steps**

1. Introduction Call: Connect with your candidate, introduce us, deeper view, and walk through steps of education process to ensure their boxes stay checked
2. Ella Cafe Complete Business Webinar. From the size of the industry, state of the art menu, lead generation, lead conversion, production, and profitability (FDD is stunning!). How we recruit and train the team. We also cover site selection as well as national construction company plus more. Then the FDD is sent for electronic signature and download.
3. FDD Review & Q&A: Receive FDD receipt, conduct a review of all twenty-three items. Answer all questions posed by the Franchisee Candidate.
4. Territory Mapping & Discovery Day Invitation: Discuss territory dynamics, agree to territory being acceptable, D-Day Invitation, Set D-Day Preparation call based on timing of D-Day Call
5. Confirmation Day: Meet the Zor Team, brand approvals, Decision Day call
6. Franchise Agreement Delivery: Personalized franchise agreements delivered & signed; fees transferred
7. Welcome Call: Celebrate being a part of the Ella Café family, meet executive support team, give access to resource and training materials, and engage the site selection team to find the perfect location.
8. Quickly open locations with fast ramp up to profitability.



### Available Model

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Single Unit & Multi-Unit Area Development. The latter is the preferred model by franchisor due to a preferable business model that benefits from interchangeable staff sharing and marketing synergies.

### Owner Involvement

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The Day in the Life takes two shapes, one for the Owner-Operator, the other for the Semi-absentee owner. Both are acceptable forms of ownership and management. The Owner-Operator will serve as the face of the Business. As the Business Manager with a focus on training, supporting their team, and ensuring a wonderful experience every time. Overseeing the advertising spend and related results is also an important responsibility. Semi-absentee owners can manage Ella Cafe remotely. This is a strong brand for PE, family-run investors, or individuals with a day job. Manage from a home office or executive suite while managing other affairs. The results and management of all KPI's accessed and studied remotely.

### Financial Information

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Approximate Single Unit Total Investment Range (Franchise fee included): \$288,750 - \$797,256.

Currency:	USD
Multi-Unit / Area Development Available:	Yes
Area Development / Master Territories Available:	Yes
Veteran Discount:	Yes
Minority Discount:	Yes
Single Unit:	\$ 49,500
2 Units:	\$ 79,500
3 Units:	\$104,500
Each Additional Unit:	\$ 20,000
Area Development	Yes
Minimum Net Worth:	\$500,000
Liquidity:	\$99,000

### Ideal Franchisee

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- Excellent business experience but not necessarily in food.
- Whether On-Site or operating under the Executive Model, the Franchisee needs to be comfortable managing the staff and stress the importance of exceptional customer service to the customers while enjoying benefits of positively impacting the lives of their team.
- The Franchisee does not need to be "salesperson" as the Franchisor provides a turnkey marketing support function as the primary lead generation and conversion platform to support the Franchisee.
- The ideal Franchisee is outgoing in a professional way; the coffee and food industry must be fast but also slow.
- Less outgoing Franchisees should be pragmatic and goal oriented.
- This is a fast ramp-up to profitability model with a high Return on Investment



## Availability

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E2 Visa: Yes (Perfect for E2)

Non-Registration State Locations Available in US

AL, AK, AZ, AR, CO, CT, DE, FL, GA, ID, IA, KS, KY, LA, ME, MA, MS, MO, MT, NE, NV, NH, NJ, NM, NC, OH, OK, OR, PA, SC, TN, TX, UT, VT, DC, WV, WY

Registration State Locations Available in US

State	Status / Effective Date	Expiration Date	Escrow or Deferral Status
California	Pending		
Illinois	Pending		
Indiana	Pending		
Michigan	Pending		
Minnesota	Pending		
New York	Pending		
North Dakota	Pending		
Rhode Island	Pending		
South Dakota	Pending		
Virginia	Pending		
Washington	Pending		
Wisconsin	Pending		