



GOFFÉ

ESPRESSO & TOAST

WELCOMING HUSTLER COFFEEPRENEUR
ALL AROUND THE WORLD

OUR STORY

WHAT IS GOFFEE?

Sejak 2019 Goffee Indonesia telah dengan fokus dan bangga melayani pelanggan untuk membeli *Freshly Roasted Beans*, *Freshly Ground* & *Freshly Brewed Coffee* menggunakan mesin espresso & berbagai peralatan yang layak.

Setiap outlet akan mempunyai konsep desain berbeda, dimana kami sering kali memberikan pengalaman yang nyaman layaknya kantor yang menyatu dengan alam, sebuah tempat dimana semua orang dapat bersantai dan menikmati suasana sambil meminum kopi.

Maka dari itu kami akan terus memberikan nilai tambah, rutinitas, budaya dan kenangan indah terus menerus kepada seluruh komunitas!

Slogan & Tagline :

Good coffee is Pleasure, Good friends are a treasure!
#SeruputGoffee #LoveatfirstSip

OUR VISION

Menjadi ahli dalam menciptakan konsep gaya hidup baru, menggabungkan konsep terbaru, pelayanan terbaik, memberikan *Freshly Brew Coffee* menggunakan mesin espresso dan peralatan yang layak, bahan baku segar & pelayanan customer terbaik tetapi tetap memberikan harga yang terjangkau agar seluruh pelanggan kami dapat kembali dan kembali lagi.

OUR MISSION

Kami berkomitmen untuk tidak hanya memberikan pelayan & produk terbaik, tapi lebih dari itu untuk memastikan bahwa seluruh customer kami merasa puas, kami tidak pernah berhenti berkembang dan terus menjadi bermanfaat berdasarkan dari bagaimana kami bisa menjadi yang terbaik di seluruh dunia!

WE WELCOME YOU TO LOOK THROUGH OUR FRANCHISE PROPOSAL!



WHY US?

Kami ingin anda merasakan level imersif dari ke-professional-an saat bekerja bersama Goffee Indonesia.

Semua pelayanan kami, tim sistem operasi yang berdedikasi, Creative Marketing Campaign, kualitas & konsistensi produk serta jaminan ketersediaan supply bahan baku untuk membuat pekerjaan anda lebih mudah agar mencapai target bersama.

Anda dapat mempercayakan kami untuk memberikan produk terbaik & pelayanan customer terbaik!

NOW BELIEVE YOU'RE IN GREAT HANDS!



WHO IS OUR TARGET MARKET?

All people, Coffee & Non coffee drinkers

AGE

15 – 44 tahun, mayoritas 15 -35 tahun (70%)

GENDER

59% perempuan & 41% laki - laki

BY INCOME

Grade B, B-, C+, C

WHO IS THE MAJORITY TARGET MARKET?

1. PELAJAR & MAHASISWA (15 tahun – 23 tahun)

Yang sedang menikmati masa kebebasan dan sering hang out agar dapat aktif secara sosial dan terlihat keren, peminat coffeeshop yang instagramable dan nyaman untuk menyelesaikan tugas.

2. MOBILE GAMERS

Yang sedang mencari kopi yang terjangkau dengan wi-fi yang kencang untuk bermain bersama tanpa menghabiskan uang bulanan.

3. PROFESSIONAL MUDA (22tahun – 27tahun)

Yang sedang mencari coffeeshop nyaman dengan lokasi strategis yang menyediakan kopi yang baru diseduh dan harga yang terjangkau agar mendapatkan kafein yang cukup dengan waktu yang efisien untuk meningkatkan karir dan menjadi pekerja yang efektif.

Contoh: Sales, Agen Asuransi, Staff Perusahaan

4. CREATIVEPRENEUR (28tahun – 40 tahun)

Yang sedang mencari tempat yang cocok untuk bekerja dari jarak jauh dan tempat untuk meeting bersama teman atau kerabat di tempat yang sama agar menghemat waktu. Tujuannya agar dapat mengembangkan bisnis mereka dan tetap up to date dengan trend terkini sekaligus menggabungkan hidup dan kerja yang baik.

Contoh: Blogger, Mom, Startup Team.



OUR VALUE

1. KUALITAS TERBAIK NAMUN TERJANGKAU

Menyajikan freshly brew coffee setiap harinya menggunakan biji terbaik dari Indonesia, didukung dengan mesin espresso dan peralatan yang baik, barista yang terlatih dan berpengalaman.

2. BERFOKUS KEPADA PELANGGAN

Sistem komunikasi yang terintegrasi antara HQ Management, Partner dan Production Team. Berkomitmen bersama untuk menjaga janji dan pengalaman Brand kepada para customer.

3. KONSEPTUAL DESAIN OUTLET

Let's explore and enjoy the time together over an amazing cup of coffee with #GoodVibesOnly, available 3 types of Moodboard Selection!

4. MARKETING PROMOSI & MEDIA SOSIAL

Create relevant marketing campaign to connect with the target audience, by collaborating with influencer, local artist, sponsorship & brand

5. CONTINUOUSLY R&D PRODUCT & FOLLOW HYPE TRENDS!

6. MENGONTROL KEBUTUHAN

Mengelola keseluruhan proses, mulai dari sourcing, roasting, pembuatan minuman, hingga penyajian untuk memastikan kesempurnaan kualitas dengan kopi Indonesia.

7. KEBERLANJUTAN BISNIS

Peluang usaha yang berkelanjutan bagi para mitranya untuk dapat tumbuh dan berkembang bersama untuk jangka panjang.

8. PENGAWASAN SECARA LANGSUNG

Kemudahan dalam pengecekan penjualan dan pemesanan stok.

GOFFEE'S MENU

ESPRESSO BASED



LONG BLACK
Espresso + Water

⌇ 17 ☉ 17 / 22



CAPPUCINO / LATTE (UNGWEETENED)
Double-shot espresso + fresh milk, without sugar topped chocolate powder

⌇ 25 ☉ 25



GOFFEE LATTE
Espresso, fresh milk, brown sugar

⌇ 25 ☉ 20 / 25



PANDAN LATTE
Espresso, fresh milk, Pandan syrup

⌇ 25 ☉ 24 / 29



KOLAK PISANG LATTE
Espresso, fresh milk, coconut, banana syrup

⌇ 25 / 35

TEA BASED



EARL GREY TEA
Earl grey tea + milk

⌇ 18 ☉ 18



EARL GREY MILK TEA
Milk tea with earl grey tea

⌇ 25 ☉ 25



THAI MILK TEA
Tea base with condensed milk

⌇ 20 ☉ 20 / 25

LATTE BASED



KLEPON LATTE
Espresso, fresh milk, coconut, pandan syrup

☉ 25 / 35



MATCHA ESPRESSO
Espresso, fresh milk, Matcha

☉ 32



MOCHACCINO
Espresso, fresh milk, Chocolate

⌇ 28 ☉ 28



AVOGATO
Avocado latte, with brown sugar, espresso & coconut, graham cracker/custard

☉ 32 / 40



BELGIUM DARK CHOCOLATE
Ice blended chocolate with dark cream powder

⌇ 25 ☉ 25 / 30



MATCHA LATTE
Fresh milk with Matcha powder

⌇ 25 ☉ 28



RED VELVET LATTE
Fresh milk, Red velvet, cream, creamer, topped with chocolate & espresso

⌇ 25 ☉ 28



RED VELVET COFFEE
Fresh milk, Red velvet, cream, creamer, topped with chocolate & espresso

☉ 32

SMOOTHIES BASED



COOKIES & CREAM

Blended vanilla ice cream, brown cookie

25



ROYAL REGAL MILK

Blended Vanilla ice cream, Fresh milk, Royal Made Regal topped with Regal creamer

☉ 25



ROYAL REGAL COFFEE

Blended Vanilla ice cream, Fresh milk, Royal Made Regal topped with Regal creamer + espresso

☉ 28



MILO LAVA OREO CRUMBS

Fresh milk, Oreo crumbs topped with Milo ice cream

☉ 28 / 36



AVOCADO MILO LAVA

Blended Avocado fruit topped with special Milo Lava cream

28 / 36

SPECULOOS SERIES



SPECULOOS MILK w/ CREAM MOUSSE

Infused Belgian White chocolate w/ cream, creamer and fresh milk topped with Special White

☉ 28 / 38



SPECULOOS COFFEE w/ CREAM MOUSSE

Infused Belgian White chocolate w/ cream, creamer and fresh milk topped with Special White + double shot espresso

☉ 32 / 42

FRUIT PUNCH SERIES



SPARKLING MANGO LEMONADE

Sparkling water infused with mango, lemon topped with brown sugar

☉ 28 / 29



TAMARILLO LEMON SQUASH

Sparkling water infused with tamarillo, lemon, topped with brown sugar

☉ 28 / 29

FRENCH FRIES

FRENCH FRIES + GREEN ONION 28

FRENCH FRIES + BBQ OKINAWA 28

TRUFFLE FRIES 38

French fries topped with Parmesan Cheese & Truffle Oil

HONG KONG TOAST

BUTTER TOAST w/ MAPLE SYRUP 25

Double Slice of French Toast with Anchor Butter

Topped with Maple Syrup

FRENCH TOAST w/ CHOCOMALTINE 30

Double Slice of French Toast with chocolate filling

Topped with Anchor Butter

FRENCH TOAST w/ PEANUT BUTTER 32

Double Slice of French Toast with Chippy Peanut Butter

Topped with Anchor Butter and Maple Syrup

FRENCH TOAST PEANUT BUTTER w/ CHOCOMALTINE 35

Double Slice of French Toast with Chippy Peanut Butter & Chocolate

Topped with Anchor Butter

DESSERT

ICE CREAM (Chocolate / Vanilla) 15

Double scoop of Ice Cream / Chocolate / Vanilla / Milky

AFFOGATO 20

Double scoop of Ice Cream / Chocolate / Vanilla + Shot of Espresso

SPECULOOS TOAST w/ BISCOFF CRUMBS 38

Double slice of French Toast with Biscoff spread

Topped with Vanilla Ice Cream & Biscoff Spread Creamer

MILO LAVA TOAST w/ OREO CRUMBS 38

Double slice of French Toast topped with Chocolate Ice Cream, Oreo Crumbs and Special Milo Lava cream

OUR OUTLET



GOFFEE KUNINGAN
JL. BEK MURAD NO.62,
RT.1/RW.1, KUNINGAN,
KARET KUNINGAN, SETIA BUDI,
KOTA JAKARTA SELATAN,
DAERAH KHUSUS
IBUKOTA JAKARTA 12940



GOFFEE GADING SERPONG
ESA 8 BUILDING
JL. IR SOEKARNO KAV 3-5,
GADING SERPONG
PARAMOUNT.
TANGERANG 15332



**GOFFEE MUTIARA
TAMAN PALEM**
KOMPLEK MUTIARA TAMAN PALEM
BLOK A 17 NO 2
CENKARENG TIMUR, JAKBAR,
11730



GOFFEE KARAWACI
RUKO LITTLE ASIA NO.816
LIPPO KARAWACI



GOFFEE JELAMBAR
JL JELAMBAR BARU RAYA NO 8,
GROGOL PERTAMBURAN,
JAKARTA BARAT.



GOFFEE MAKASSAR
JL LETJEN HERTASNING NO.6
MAKASSAR, SULAWESI SELATAN,
90222, INDONESIA

OUR OUTLET



**GOFFEE GWALK
SURABAYA**
GWALK K3, LIDAH KULON,
LAKASANTRI, SURABAYA,
JAWA TIMUR, 60217



GOFFEE MUARA KARANG
JL PLUIT KARANG UTARA
BLOK H15, NO 90C,
PLUIT, PENJARINGAN
JAKUT, DKI JAKARTA. 14450



GOFFEE ITC MANGGA DUA
ITC MANGGA DUA
LT 2 BLOK A NO 108-110



GOFFEE GOLF ISLAND
RUKO THEMEPARK BLOK D
NO 27 (RGID 27), GOLF ISLAND,
PIK, JAKARTA UTARA



**GOFFEE BUKIT TINGGI
SUMATERA BARAT**
JL. PROF. HAZAIRIN
(SIMPANG YARSI
BELAKANG BALOK)
KOTA BUKIT TINGGI,
SUMATERA BARAT



GOFFEE MAKASSAR
JL TALASALAPANG 2 NO.9A
GN. SARI, KEC. RAPOCCINI,
MAKASSAR 90221

ON RENOVATION PROGRESS:



GOFFEE MAKASSAR
JL LETJEN HERTASNING NO.6
MAKASSAR, SULAWESI SELATAN,
90222, INDONESIA



GOFFEE PONTIANAK
GOFFEE PADANG
GOFFEE KEBAYORAN LAMA
GOFFEE PAYAKUMBOH

PICK YOUR SPOT!



1. MALL - BOOTH OR KIOSK
Area <24 m² - Indoor/Outdoor



2. PUBLIC COMMERCIAL SPACE
Kiosk at MRT station, Train Station, Airport (Indoor)
Mobile volkswagen Van or Portable Booth (outdoor)



3. HOME OFFICE (RUKO)
Minimum >90 m² or 2 floor area



4. TOURISM SPOT AREA
>200 m² (tanah kosong)



CHOOSE YOUR MOODBOARD!

CONCEPT MOODBOARD 1 - THE LOWLANDS (SELECTED OPTION)

WALL OF GLASS
 MINIMALIST
 CLEAN
 NATURAL LIGHT
 TOUCH OF ELEGANCE



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1. THE LOWLANDS

- Bright & Clean
- Minimalist & Natural Light
- Touch of Elegance

CONCEPT MOODBOARD 2 - THE HIGHLANDS

WALL OF GLASS
 MINIMALIST
 CLEAN
 NATURAL LIGHT
 TOUCH OF ELEGANCE



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2. THE HIGHLANDS

- Minimalist & Dramatic Zen
- Tropical Garden Vibes
- Concrete Floor

CONCEPT MOODBOARD 3 - THE COFFEE

WALL OF GLASS
 MINIMALIST
 CLEAN
 NATURAL LIGHT
 TOUCH OF ELEGANCE



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3. THE COFFEE

- Rustic & Java Ethnic
- Comfy & Homie
- Dynamic & Curved Element

PAKET KEMITRAAN

FRANCHISE KIT FEE RP 119.000.000

FACILITY INCLUDED :

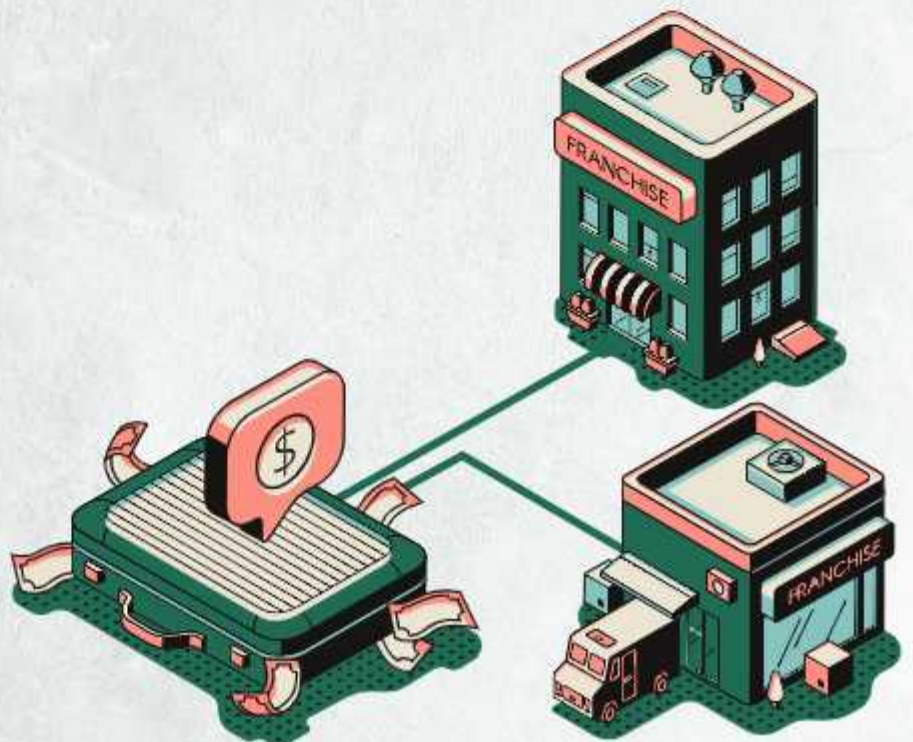
1. 5 Years Goffee License
2. Recipe & SOP book
3. 10kg Coffee Beans (Worth IDR 1.800.000)
4. Kitchen and Bar utilities (Worth IDR 7.000.000)
5. 3 Pcs uniform and 1 apron for 5 Barista (Worth IDR 2.000.000)
6. Grand Opening Event, including photography, videography and influencer (Worth IDR 10.000.000)
7. Free Platform Online Registration (Go-Food, Grab Food, Shopee-pay, Ovo)
8. Recruitment and Training Staff for 2 weeks at Goffee Head Quarter and 1 week supervision at store
9. Schedule Operation Guidance, Store Supervision 1x/month and Free Consultation
10. Online Marketing, Social Media Management Centralized

FACILITY EXCLUDE :

1. Outlet Renovation
2. Initial Stock Ingredients

FRANCHISE TERMS AND CONDITION:

1. Provide a strategic location
2. Royalty, Marketing, Supervise and R&D Fee (3% from Gross Profit Mokapos or minimum IDR 2.000.000)
3. Cashier System (Mokapos) for IDR 3.600.000 (1 year)
4. Follow moodboard design provided by Goffee (Design Fee excluded)
5. Passion in the field of F&B, willing and have a good faith in maintaining the quality of Goffee product and committed to grow together



MAIN EQUIPMENT

1. Espresso Machine = Rocket Boxer 1 Group w/ shot timer

2. Coffee Grinder Mazzer/Ceado E37R

3. Blender Madin MD 207

Bundling Package IDR 84.000.000

Bundling GEA, Total 13.000.000

1. Chiller Expo 37FC, IDR 4.000.000

2. Freezer AB 226 R, IDR 3.000.000

3. Sealer ET A9, IDR 4.000.000

4. Deep Fryer GF 73, IDR 2.000.000

Others IDR 2.000.000

5. Tea Compartment sigma 2 pcs IDR 500.000

6. Induction cooker IDR 500.000



TOTAL 98.000.000

*PRICE IS SUBJECT TO CHANGE WITHOUT PRIOR NOTICE



PROYEKSI FINANSIAL


INVESTASI AWAL	Franchise kit Fee = IDR 119.000.000
	Equipment = IDR 98.000.000
	Total = IDR 218.000.000

SKENARIO PENJUALAN 1 BULAN		RENDAH	SEDANG	TINGGI
Rata-rata penjualan per hari (gelas)		75	150	300
Rata-rata harga jual	IDR	25000	25000	25000
Total hari dalam 1 bulan		30	30	30
Total penjualan (makan & minuman) dalam 1 bulan	IDR	IDR 56.250.000	IDR 112.500.000	IDR 225.000.000
HPP (40% dari penjualan)	IDR	IDR 22.500.000	IDR 37.500.000	IDR 60.000.000
Profit kotor	IDR	IDR 33.750.000	IDR 75.000.000	IDR 165.000.000
BIAYA OPERASIONAL				
Gaji Karyawan	IDR	IDR 10.000.000	IDR 10.000.000	IDR 12.500.000
Sewa Tempat	IDR	IDR 6.000.000	IDR 8.000.000	IDR 10.000.000
Listrik, Air, Internet	IDR	IDR 3.000.000	IDR 3.500.000	IDR 4.000.000
Fixed Royalty / 3% From Gross Profit	IDR	IDR 2.000.000	IDR 3.375.000	IDR 6.750.000
Perlengkapan lain-lain		IDR 500.000	IDR 600.000	IDR 700.000
Total Biaya Operasional		IDR 21.500.000	IDR 24.100.000	IDR 29.200.000
ESTIMASI NETT PROFIT				
Profit Bersih (Profit Kotor - Biaya Total Operasional)*		IDR 12.250.000	IDR 49.525.000	IDR 131.050.000
BEP (Bulan)		18 Bulan	4,5 bulan	2 bulan

*SALES PROJECTION SUBJECT TO RENOVATION/TAX
*SALES PROJECTION SUBJECT TO STORE LOCATION




FRANCHISE MECHANISM

1.  ENQUIRY AND LOCATION SEARCH BY FRANCHISEE


2.  CONTRACT & INVOICING

3.  PAYMENT

4.  TWO WEEKS PREPARATION

5.  ONE WEEKS DELIVERY

6.  TRAINING

7.  OPENING DAY



CONTACT US

CV SEDUH GOFFEE INDONESIA

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Blok A17 No.2, Jakarta Barat

SEDUHGOFFEE@GMAIL.COM
(+62) 812-1965-2273



*Don't miss a part you can become the next big things!
(Limited Great Location Available)*