



## Colombiano Coffee House

**Great Coffee  
Great Food  
Great People**





# Colombiano Coffee House

## 01. CCH Success

Why CCH? Simply because this idea is appealing to a very large customer base throughout the world. Both young and old, of various income levels would appreciate the Latin experience. Furthermore, it is authentic Colombian coffee that is under the spotlight, the most equitable coffee in the world.

Is this it? Hardly. CCH prides itself on offering a wide variety of pleasure inducing coffee based drinks, both hot & cold. Its specialty are Latin Flavored, tropical inspired concoctions that are guaranteed to melt the senses and inspire the spirit.



The Coffee House also offers a variety of selective Croissants, Muffins, Cakes, Deserts and Ice Creams, many with a special Latin flavor, in addition to a rich selection of Sandwiches and Salads.

## 02. CCH Vision & Mission

To be happily dedicated to serve the needs of our customers, (our guests), our employees and our community, while promoting and spreading the passion of Living the Latin Taste and Tasting the Latin Life, through bringing to our customers, (our guests), the pleasure of experiencing superior quality coffee, within a beautiful Latin atmosphere, a healthy environment and a clean & comfortable “home away from home” setting, and to do so while continuously improving our service performance over time, in order to expand our market share within the next five years in lebanon and to be ranked, year after year thereafter, among top five most successful and profitable company in our selected field of specialty.





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### 03. CCH Values

- Committed and professional Franchisees taking full advantage from the System and the back-up and support of the Franchisor,
- Good locations with attractive and affordable décor and relaxing ambiance,
- Qualified, committed and career oriented Personnel,
- Quality products served to the Customer at all times,
- Appealing and innovative menu,
- Competitive prices, though not cheap,
- Lean set-ups and overheads to warrant encouraging ROI (Return On Invest),
- Innovative marketing and continuous training and people development,
- Welcomed, well served and delighted Customers.



### 04. CCH products :

#### 04.1 Coffees, Piccoccinos, Frescatas, and more

“Colombiano Coffee House ®” Coffee, which is an important part of the CCH menu, comes from various famous coffee growing countries and regions , well known throughout the world, and where coffee is made from the best washed Arabica coffees .



“Colombiano Coffee House ®” Piccoccinos are great tasting beverages , served iced or blended , and containing the finest ingredients of coffee , mocha , white mocha ,vanilla and more !!!

“Colombiano Coffee House ®” Frescatas offer a wide range of fruit based Juices , shakes and cocktails .



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### 04.2 Sandwiches ,and Salads

“Colombiano Coffee House ®” Sandwiches & Salads are made Fresh in-house using the best ingredients available on the market, and are offered to customers for lunch or dinner either sizzling hot ( *for Sandwiches*) or at room temperature.

### 04.3 Croissants, Desserts, Pastries and Ice cream

“Colombiano Coffee House ®” Croissants Olé are a treat for Breakfast ( *and some even say for lunch*) , while our Desserts , Pastries and Ice cream are a treat all day long !!

## 05. Target Audience Profile

18 to 50, ( but with a communication focus on the 20-40 crowd) Middle to high income (AB social class).

### **a. Youth:**

Young, active, educated, talented, motivated, energetic, happy and passionate for life.

### **b. Business people:**

Active, professional, occupied, cultivated, dynamic, involved, sophisticated and trendy.

### **c. Associations & Ngo’s:**

Social, active, helpful, supportive, concerned, devoted and committed.



## 06. Our Service Ambassadors

A key element for success, we believe, is the CCH contact person with our customers .

The CCH barista /or service ambassadors are trained to apply a one-to-one selling approach with the customers, though the principle is a self service one. This will be secured by suggesting to the customer to drink his/her own choice of CCH products at the time of taking the customer’s orders



## **Colombiano Coffee House**

### **07. Colombiano Coffee House: a unique address**

Colombiano Coffee House is the business and Social meeting place for everyone providing a pleasant experience that is relaxing, happy, enjoyable and passionate after a stressful & hectic day.

Colombiano Coffee House is considered the unique gathering place in the town, with it various themed events, activities and cultural games and books.

Our calendar of activities will be rich and varied in a way to ensure that we are involved within our community all year round through exceptional cultural, educative and fun events, a day to remember and to relive the experience again, and again , and again.



**This is the spice of the Latin taste**  
**This is the spirit of the Latin Life**



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### 08. What CCH customers experience:

#### The CCH locations:

- Prime central location with high traffic, usually within cities, inside malls, inside or near five stars hotel, universities and large company headquarters.
- Latin spirit exterior design and interiors, reflecting a very modern décor.
- Modern tables and chairs as well as relaxing and trendy sofas.
- Warm colors, attractive, trendy and original
- Cleanliness and hygiene as per international standards.
- Latino music and overall ambiance .
- Relaxing, comfortable, educative and friendly mood.
- Enjoyable, happy, exciting & outstanding atmosphere.
- Attractive display of our products & merchandising.
- Eyes catching indoor advertising & promotions.
- Entertainment, activities, books, internet and cultural games available in -house.



#### The CCH energy:

CCH Is an exceptional place filled with love and Latino life.

- We emphasize on being dynamic, friendly, positive and professional..
- We communicate with most welcoming words and Spanish greetings.
- We transmit positive vibes.
- We promote a happy atmosphere.
- We provide a brief pause of happiness in a hectic and fast moving world.





## Colombiano Coffee House

### The CCH continual improvement:

CCH is different by our continuous forward thinking.

CCH is always willing to adopt and integrate into its business philosophies new ideas and cutting edge service improvements, as well as exceptional innovations, for the well being of our customers.





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### 09. Key Success Factors of CCH

#### 09.1 : The inside of the house

a. The following diagram highlights the 8 attributes of success of the business:



b. Though we aim as CCH to excel in each of these constituents, the game is to succeed at least in their total combined sum, and especially the shadowed blocks that represent the unique selling offering setters.

c. In terms of the 5 senses, CCH will watch very closely the following needs:

- Seeing: Beautiful décor and attractive visuals, nice, clean, well dressed and smiling staff,
- Smelling: Smell recalling the aroma of fresh coffee, ( and no repulsing smells at all )
- Hearing: Soothing music, low echo, courtesy welcome , and continuous “yes sir / my pleasure sir”.
- Touching: Good cutlery, good tables & chairs, quality finishing materials...,
- Tasting: Fresh and great tasting products



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d. Needless to stress on the importance of the role that the Personnel of the Coffee House will be playing in the success of the venture , as briefly mentioned above .

Our CCH staff is trained in fact to act as our service **Ambassadors**, continuously ensuring **CCH Inner Strength** to permit *“Bringing the Passion of the great Coffee and the good mood of our houses in a unique style and a magical Latin atmosphere”*.

For that, our, staff, our Ambassadors, are carefully selected, and trained, to be:

- Presentable and friendly people
- Educated and bilingual
- On the move / ready to serve people
- Energetic and motivated
- People Knowledgeable.
- CCH products experts

e. As CCH, our Venture’s **Outer Strength** will be secured through the following:

- Warm and sincere welcome and care
- Prompt service and good response to client demands.
- Availability of products
- Cleanliness of premises
- Properties and assets up to date quality image

f. As for the Top Management, we are aware that we have to closely ensure the following , in order to **Maintain** the venture’s **Strength**:

- Good initial selection of personnel,
- Continuous training of personnel,
- Good incentive scheme to attract and retain good people.





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### 09.2: Building a strong relationship with the local market

One of the major roles of each Coffee House Manager and of its Ambassadors is to get to know the house client base, especially those that come from the area where the House is. He/she needs to prospect these clients, visit them, agree with Management to extend to them personal invitations to the store, etc.



The targeted clients for this personal relationship would comprise the following:

- The Officials working or living in the area,
- The Seniors of the companies and stores operating in the area,
- The Teachers of the schools of the area,
- The Team leaders of the various communities and sub-communities in the area
- Other visible key persons of the area.

### 09.3: Efficiently using the advertising media

The most suitable media for CCH are the following :

- Billboards,( In selected areas , usually near Axis roads)
- Social Magazines,
- Radio,
- Flyers,
- SMS and e-Marketing,
- One-To-One marketing.

TV could be economically considered after the company starts running more than 7 Houses.





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We hope that the above has given you insight of our CCH vision, development plan and Marketing strategy.

We remain at your service for more clarification , and invite YOU to join us soon at

## **COLOMBIANO COFFEE HOUSE**

To

**LIVE THE LATIN TASTE**

**&**

**TASTE THE LATIN LIFE!!!**



**Olé !!!**