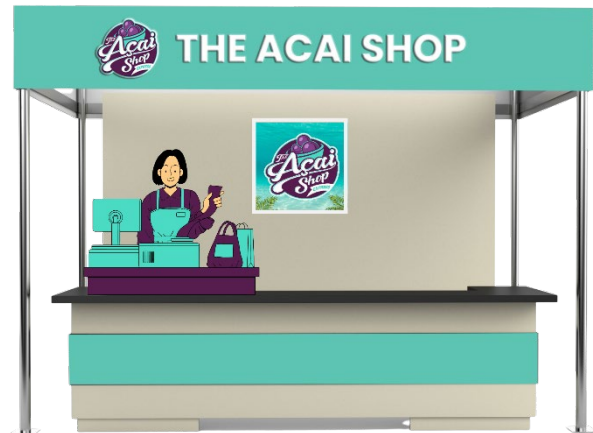




THE AÇAÍ SHOP FRANCHISE



About

Invest in a healthy opportunity with The Acai Shop. Our goal at The Açaí Shop is to provide the public with natural, fresh, delicious, organic Acai Bowls. With an already successful business model, other like-minded entrepreneurs can have the opportunity to start their own business with a very economic financial structure.

Our Mission

The Acai fruit-packed bowls of sun-drenched goodness invite our customers to savour the taste of a healthy lifestyle. These purplish, antioxidant-rich stone fruits (though most people call it a berries) foraged from trees in the Amazon River basin are a healthy treat any hour of the day. Our menu of high-quality, organic ingredients and açaí fruit pays tribute to the healthy surfer lifestyle. Each bowl, smoothie and juice is an invitation to join us in a nourishing adventure. We are the first Franchise and specialised Açaí Shop in Indonesia, and we hope you will become a part of our operation.

The Ingredients in Our Açaí bowls aren't only delicious: They're 100% unique and USDA Organic approved, gluten and lactose free, non GMO and Vegan.

Our Values

Our Açaí berries are grown within the Amazon rainforest. Straight from the farmer to our outlet in Indonesia. This discourages deforestation, which usually occurs so the population can farm cattle and corn for the ethanol industry. Demand for Açaí berries gives the Brazilian people an incentive to preserve the rainforest in order to harvest them.

We also support local farmers and businesses, and buy organic, local produce wherever possible. In special all the fresh fruits and cereals that comes together with the Açaí bowls or juices and Smoothies. Because we believe that healthy lifestyles are flavourful lifestyles, we work hard to source the highest-quality and most fresh, delicious ingredients available.

Our Açaí

We researched the best and most sustainable options and found the biggest Açaí farmer in the world in the Amazon Forest. Now we are importing and distributing the best quality Açaí available in Brazil to the Indonesia and the South East Asia Market.

We established a relationship with the Brazilian Açaí growers, enabling The Açaí Shop to use the highest quality 100% organic Açaí available in the world.

A shift towards HEALTH

Today's consumers are much more proactive in their approach to health and wellness. Progressive health and wellness consumers are increasingly influential in redefining food culture.

According to Forbes, a focus on health, wellness, and sustainability is present at the most progressive food retail and food service outlets.

And for all the quick-service twists and turns that 2018 will be remembered for, industry experts see one trend standing head and shoulders above the rest. It was the year food finally became our friend - when Americans and Europeans really began to care less about diets and more about food quality. Case in point: 88% of people from Generation Z to Baby Boomers are now willing to pay more for healthier foods (PopUpCookSpace).

Calling 2019 the year of the bowl is also not an overstatement, says Melissa Abbott, Vice President of Culinary Insights at The Hartman Group (QSR magazine). Some bowls were loaded with salad or protein-infused; others were filled with fruits and delicious Açaí berries.

A GROWING Sector - The Açaí gold rush

Like quinoa before it, Açaí has become a sought after food growing in popularity among health-conscious Americans. One of the biggest 2017 summer food trends was the Açaí bowl - a dream breakfast with a delicious appearance, taste and aroma (NYTimes).

The largest segment of the global Açaí berry market lies in the food and beverage sector, and is poised to remain that way. According to FutureMarketInsights, the Açaí berry market was valued at over half a billion dollars in 2017, and should hit nearly two billion US dollars in revenue in less than 10 years.

The Açaí berry variety to get noticed is Brazilian Açaí: a purplish, antioxidant-rich stone fruit (though most people call it a berry) foraged from trees in the Amazon River basin. The Açaí Shop uses the best quality of this berry – which is 100% organic and processed using an exclusive recipe – in its bowls, juices and smoothies.



Juices and Smoothies

Franchises in this segment have seen a significant boost from the public's embrace of healthier food options. Regulations banning soda machines from school have led franchises such as Jamba Juice to create vending machines for their products, opening up a new avenue for sales. The Juice

and Smoothie bars industry has also grown steadily over the past five years as operators have adapted to rapidly evolving consumer preferences (IbisWorld).

BOWLS THAT AREN'T JUST FOR BREAKFAST

Açai bowls have all-day potential – they can be a healthy lunch or dinner, or a delicious snack to grab on the go. Overflowing with fruit, they're eye-catching and easy to experiment with. You can create adventurous new recipes and appeal to each customer's unique tastes by offering customisation and innovation.

THE AÇAÍ SHOP GIVES YOU DISTINCT COMPETITIVE ADVANTAGES AS A FRANCHISEE

When you start The Açai Shop franchise, it comes with numerous advantages. Our values and experience allow you to:

- Be your own boss while benefiting from The Açai Shop family's advice, training and established, successful business model
- Promote health, flavour, and an adventurous, active lifestyle within your community
- Support the preservation of the Amazon rainforest and organic, local farming
- Benefit from some of the lowest investment requirements in the franchise market
- You will be able to use all of our branding, plus have access to crucial tools to help your business succeed. This includes exclusive information about time-tested, quality equipment and technology, expert social media and marketing advice, and recipes and operational methods for your business toolkit.

YOUR Customers

Given the enormous – and growing – popularity of healthy fast-casual dining, our demographic is highly diverse. Though the majority of our client base is currently made up of women aged 13-45, we are delighted to be welcoming new customers from all segments of the market.

We believe strongly in maximising customer satisfaction and guest experience by providing ongoing training to our franchisees that stresses the importance of excellent customer service.

NEXT Steps

Mutual evaluation

Fill out application

Discovery meeting

Due Diligence

Territory approval

You can open an Açai Express franchise for an initial one time franchise fee investment of Rp.100.000.000

We will supply 50% of this amount in products (Acai powder and Cupuaçu) to be used in the shop for retail. (wholesale price)

The other Rp 50.000.000 one time franchise fee will be paid in cash with details of payment module to be discussed.

For the set up of the shop and equipment costs appr. between RP20.000.000 and Rp. 30.000.000 (responsibility of the owner of the shop).

Building costs of franchise is dependent on type of establishment: sit down cafe or kiosk. The beauty of this product is that it fits in a small space (low costs) yet its possible to achieve high sales. Ideally the location has a high foot traffic and is in a warm space, so people crave a cold healthy treat. The Açai Shop founders will help you set up and style your location.

The royalty fee is 6% along with a marketing and advertising fee of 2%, set aside for use in your market. So we charge a total fee of 8% monthly from your total revenue.
Important: For the first year of operation we will only charge the 6% royalty fee.

Below financial information is an estimate only and depends case by case.

Total Investment (on contingency that rent is paid monthly not in advance).
Rp. + / - 100 Jt.

Sales forecast:

One time costs:

Initial set franchise fee: Rp. 100 jt. Of this amount: 50 jt will be reverted in products + 50 jt in cash.

Set up costs shop & equipment: +/- Rp. 20 jt depending.

Total= 120 jt. (divided by 5 years= 2 jt per month)

Monthly costs:

Depreciation & franchise: 2 jt per month

Operational costs (incl. staff): Rp. 6 jt a month.

Product costs: 18 jt a month

Total= 26 jt a month.

Monthly estimated income:

50 jt per month.- 6%(royalty). Av= 47 Jt. per month

Profit: 21 jt per month.

Take the next step and inquire at The Açai Shop today.

Guto Amorim
Business Director
info@theacaishop.com