



FOR THE LOVE  
OF COFFEE



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# FLOC OVERVIEW

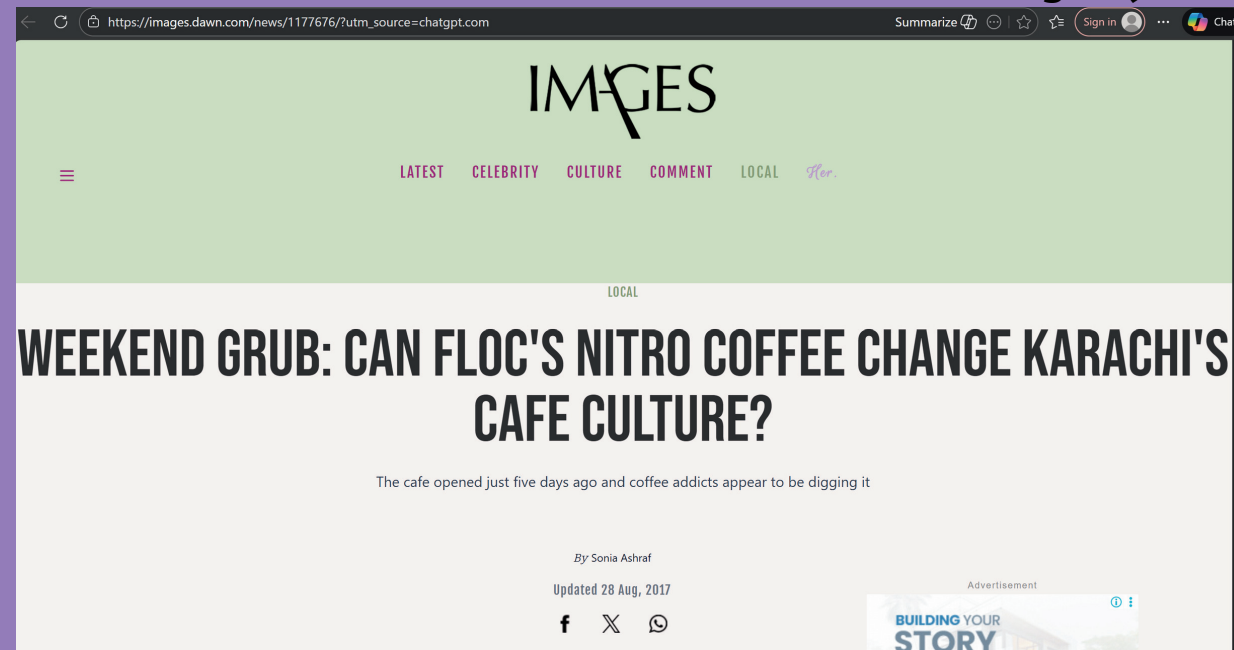
## Founding and initial presence:

FLOC was established around 2017, making it one of the earliest specialty coffee brands in Pakistan. Its first flagship café opened in Karachi's Zamzama area, which is a high-traffic lifestyle and dining district.

The brand gained early attention for introducing specialty coffee experiences such as Nitro coffee and other innovative beverages to the local market, at a time when most coffee consumers were used to standard espresso drinks.

In consumer circles, FLOC is seen as a premium local alternative to international chains, recognized for creative drinks, strong barista culture, and niche menu choices.

**Source Link: Dawn Images (2017)**



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# FLOC OVERVIEW

Between 2017 and 2024, FLOC built:

- A reputation for quality coffee and curated experiences
- A loyal following among café-goers, remote workers, and local influencers
- A menu ranging from classic espresso drinks to specialty hot chocolates, keto items with a brilliant premium gourmet food menu.



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## 9 YEARS OF MAKING EVERY HOT CHOCOLATE LIST IN TOWN

- FLOC's hot chocolate is not just on local menus, it has repeatedly shown up in independent food guide lists over multiple years, which confirms brand recognition.
- Mentioned alongside other iconic and even international venues (e.g., Lal's Chocolates, Butler's), meaning it is viewed as part of the top tier of hot chocolate destinations in Karachi.
- This continued inclusion from around 2019–2025 suggests strong consumer awareness and reputation of offerings over time



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# FLOC COMMUNITY AND VALUES

Over the decade FLOC has lived by its ethos focused on 'quality no less than any international brand'. FLOC is PROUDLY PAKISTANI.

WE FOCUS ON:

- QUALITY OF COFFEE
- QUALITY OF FOOD AND INGREDIENTS
- QUALITY OF TIME CUSTOMERS SPEND AT FLOC

The brand emphasizes artisanal brewing, innovative drinks, Gourmet food and a community-centric café culture rather than just a typical coffee outlet



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# FRANCHISING

- Brand Maturity
- Over ~8+ years (2017–2025), FLOC has:
- Transitioned from local coffee shop to a franchise-ready brand
- Built specialized customer segments among young professionals and café culture enthusiasts
- Increased visibility through digital engagement and signature product launches like Matkiccino.



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# FRANCHISING LAHORE/ISLAMABAD MASTER FRANCHISEE OPPORTUNITY

**Master franchise fee: 6M**

**SETUP COST: 5M (KIOSK) 15M (OUTLET)**

**ROYALTY FEE: 7%**

Master Franchise Rights (FLOC FRANCHISE  
SELLING RIGHTS)

## **Franchise Sale Potential:**

The Master Franchisee can sell up to 10 franchise  
units in the region.

## **Franchise Fee Range:**

Each franchise unit can be sold for a fee ranging  
from PKR 1 million to PKR 4 million

## **Revenue Sharing:**

The Master Franchisee must pay 20% of the  
franchise fee for each franchise unit sold.

Agreement time period: 10 years





**FRANCHISING - INDIVIDUAL  
COFFEE KIOSK**  
**(MODEL FOR FUEL STATIONS, MALLS, PEDAL  
COURTS AND OTHER COMMUNITY SPACES)**

<b>Total Investment own property</b>	<b>6 - 7 MILLION</b>
<b>Total Investment w/location</b>	<b>8 MILLION</b>
<b>Annual ROI Base including tax</b>	<b>31% - 40%</b>
<b>Set up Cost</b>	<b>4.6- 5 MILLION</b>
<b>Franchise Fee</b>	<b>1.5 MILLION</b>
<b>TOTAL</b>	<b>6.5 MILLION</b>





# FRANCHISING - INDIVIDUAL OUTLET (PREMIUM DINING OUTLET)

Total Investment own property	17 - 20 MILLION
Total Investment w/location rent 1yr	20 - 21 MILLION
Annual ROI Base including tax	48% - 62%
Set up Cost	15 -18 MILLION
Franchise Fee	2 MILLION
TOTAL	17 - 20 MILLION





Thank you!



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