



FOR THE LOVE
OF COFFEE

[instagram.com/floccoffee](https://www.instagram.com/floccoffee)

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ABOUT US

FLOC – For the Love of Coffee – is a pioneering third-wave coffee shop in Pakistan, renowned for its specialty coffee, craft beverages, and gourmet food offerings. With a strong brand identity and a loyal customer base, FLOC is poised for expansion through franchising. This proposal outlines a strategic approach to franchising that aligns with FLOC's values and market potential.

ft. Devil's Dark Frappe



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WHY US?



In a sea of new coffee brands, **FLOC** doesn't just follow trends we set them. Born from 8 years of relentless passion and over 900+ coffee combinations, we've perfected the craft. From cold brews to espresso, moka pot to drip, we know how to bring the best out of every bean and match it to every mood. Bold or sweet, classic or creative—we've got something for every taste, without judgment.

ft. French Toast Soft Serve


BEST SELLER

FLOC (For the Love of Coffee) in Karachi has earned a stellar reputation for its diverse and indulgent hot chocolate offerings. From the rich and intense Devil's Dark to the creamy and comforting Peanut Butter Hot Chocolate—often hailed as a customer favorite—FLOC caters to every palate. Other standout flavors include the biscoff-infused Lotus, Malted Dark, and the sweet White Chocolate Dream.

ft. Hot Chocolate



FOOD



At Floc, we offer our own signature recipes through a rotating menu, ensuring variety and freshness. Franchisees receive a directory of curated recipes along with training, enabling them to choose dishes and offer specials on weekends and special occasions, all tailored to local market preferences. Our offerings range from hearty breakfast platters to delicious bakery items, focusing on flavorful, generous, and comforting food. We cater to all dining needs, providing both family-style sharing options and individual small plates.

ft. Signature Rice Bowls

NITRO:

FLOC introduced **Nitro coffee**, to Pakistan eight years ago and remains the **only brand in the country offering it exclusively.**

Nitro coffee is a type of cold brew coffee that's **infused with nitrogen gas**, giving it a unique texture and taste.

Here's a breakdown:

Smooth & Creamy Texture: The nitrogen creates tiny bubbles, resulting in a silky, foamy mouthfeel—similar to a stout beer like Guinness.

Naturally Sweet Flavor: Without adding sugar, nitro coffee often tastes slightly sweeter and less acidic than regular iced coffee due to the cold brewing process.

Served Cold & Without Ice: It's typically served straight from a tap, cold and without ice, to preserve its smooth texture and cascading foam.

Visual Appeal: When poured, nitro coffee has a mesmerizing "cascade" effect as the nitrogen bubbles settle.

It's known for being a premium, refreshing alternative to traditional iced coffee, often favored by coffee enthusiasts looking for a richer, smoother experience.



COLLABORATIVE MODEL:

PROFIT-SHARING:

Brand earns only when the investor earns, via royalty.

BRAND SUPPORT:

Marketing and brand awareness support, periodic quality control audits for operations and kitchens.

FRANCHISEE ROLE:

1. Transparency, Provides monthly P&L statements and ROI calculations.
Ensure access to POS.
2. Focuses on ensuring compliance with quality and values.
3. Brand promotion via personal networks.

Operational support where the brand manages the kitchens and operations is also available for an added annual cost of 2 mn.

OPTION 1:

Basic Model:

Franchise fee 4 mn

Setup capital investment 11 mn

Property size 700-850sqr ft

Royalty 7%

OPTION 2:

Standalone Outlet Model:

Franchise fee - 5mn

Setup Capital investment 20mn

Property size 1000-1200 sqr ft

Royalty 7%

OPTION 3:

Simultaneous Multiple Outlets:

Master franchisee for city
exclusivity

Minimum 3 Cafe mall/small shop
outlets to be opened
simultaneously

Setup capital investment
10mn per outlet

Franchise fee 2mn per outlet
Royalty 7%

Property acquisition cost is not included as it varies from city to city.