

G O F F E É
DOUGHNUTS & COFFEE

Welcoming

**HUSTLER COFFEEPRENEUR
ALL AROUND THE WORLD**

GOFFEE ESSENTIALS

SENIN - KAMIS

08.00 - 22.00

JUMAT - SABTU & MINGGU

08.00 - 22.00

OUR HISTORY

Sejak 2018 Goffee Indonesia telah dengan fokus dan bangga melayani pelanggan untuk membeli Freshly Brewed Coffee & Doughnuts

Setiap outlet memiliki ciri khas tersendiri, dimana kami selalu memberikan pengalaman yang nyaman layaknya kantor yang menyatu dengan alam, sebuah tempat dimana semua orang dapat bersantai dan menikmati suasana sambil meminum kopi serta cemilan lainnya Kami adalah salah satu brand yang telah teruji melewati covid pandemik era & menjadi salah 1 most growing brand dalam 5 thn terakhir ini, kami telah membuka 30+ store and target 50+ quality store in 2025 around indonesia.

Dengan kepercayaan dan support dari seluru stakeholder, maka kami berjanji untuk terus memberikan nilai tambah, budaya baik dan kenangan indah terus menerus kepada seluruh komunitas di lokasi anda.

TAGLINE

*Good coffee is pleasure,
Good friends are treasure!*

HASHTAG

Loveatfirstsip

WHY *US?*

Kami ingin anda merasakan level imersif dari professionalism saat partnership dengan Goffee Indonesia, dengan pengalaman kami lebih dari 5 tahun & menjadi most growing brand saat era covid pandemic.

1.

Strong & measurable
standard operational
procedure

2.

Worryless staff hiring,
recruiting & training

3.

Variative & popular menu

4.

Well trained
MAnagement team

5.

Fast response
Marketing consultation

6.

Creative R&D team

7.

New dimension with
personal touch design of
your dream coffeeshop

*Anda dapat mempercayakan kami untuk
memberikan Class-perience specialty coffee*



Target Market

selective handpicked for you

WHO IS OUR *Target market?*

Age

15- 55 tahun

Gender

59% perempuan &
41% laki laki

Income

income level category
B, B+ & C

Store Area

Tier 1 & 2 city

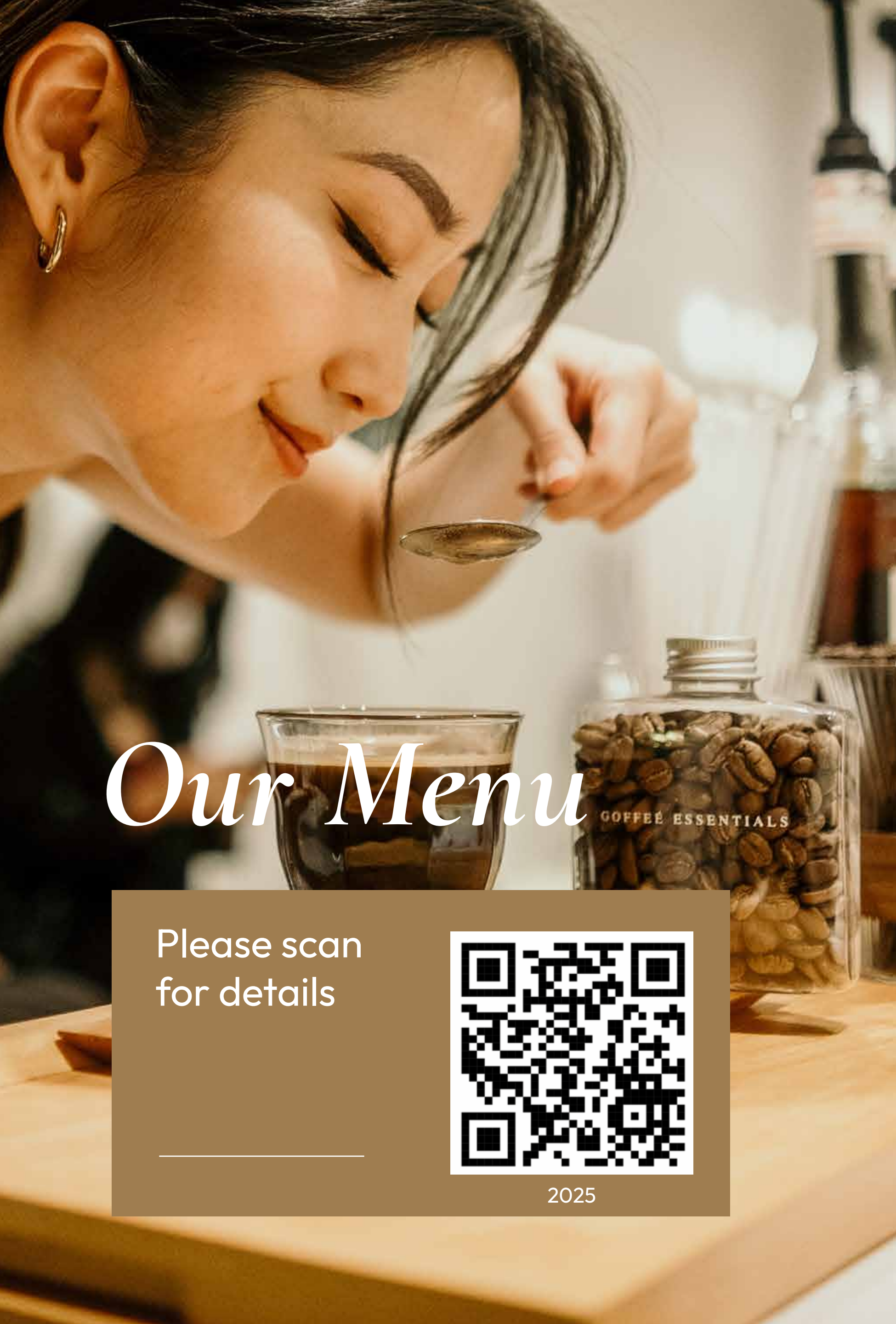
TARGET MARKET BY *Consumer persona*

1. Pelajar & Mahasiswa

2. Proffesional muda

3. Mom & family household

4. Entrepreneur



Please scan
for details

2025

Specialty Coffee					☕ R L	
ESPRESSO	25					
LONG BLACK (ROBUSTA)	28	28	38			
AMERICANO (ARABICA)	29	29				
MAGIC	35					
DARK CAPPUCCINO		35	45			
LATTE	35	35				
24H GOFFEE LATTE	29	29	39			
DIRTY COFFEE		36				
MOCHA	38	38	48			

Dirty Coffee

Magic

Signature Cremé Series						
SEA SALT CRÉMÉ BROWN	SEA SALT CRÉMÉ CARAMEL	SEA SALT CRÉMÉ DIRTY MATCHA				
☕ R L	☕ R L	☕ R L	35	35	39	

V60 Manual Brew					☕ R L	
INDONESIA BEANS	35	35				
INTERNATIONAL BEANS	45	45				
LIMITED SERIES	75	75				

Smoothies					☕ R L	
COOKIES & CREAM	35	45				
LOTUS BISCOFF MILK	35	45				
PEANUT BUTTER MILK	35	45				

Doughnuts						
DOUGHNUT PISTACHIO KUNAFA	DOUGHNUT SRIKAYA	DOUGHNUT LOTUS BISCOFF	24	15	15	
			15	12	15	
			15	15	15	
					Box of 6	
					BOX OF 6 MIX FLAVOUR	75
					BOX OF 6 SIGNATURE PISTACHIO KUNAFA	120

Dessert			Savory		
VANILLA BASQUE CHEESECAKE	39		SINGKONG	36	
BROWNIES	28		CIRENG	36	
ICE CREAM BROWNIES	38		FRENCH FRIES	36	
SEA SALT BROWNIES	38		FRIED CHICKEN TOFU	36	
FRIDAY ICE CREAM	30		BARBEQUE FRIES	40	
VANILLA ICE CREAM WITH CARAMEL TOPPINGS			KAARAGE & CHIPS	55	
SATURDAY ICE CREAM	30		SAUSAGE & CHIPS	55	
VANILLA ICE CREAM WITH BISCOFF CRUMBS			BAKSO GORENG	55	
SUNDAY ICE CREAM	30		MIX PLATTER	65	
VANILLA ICE CREAM WITH OREO CRUMBS					
AFFOGATO	35				

Our OUTLET



Check our
outlets



FRANCHISE *Kit*

IDR 588.000.000

KIT INCLUDE

1. **BRAND LICENSE FEE** – 10 TAHUN
2. **HRD TEAM SUPPORT** – BARISTA HIRING, RECRUITING & TRAINING SYSTEM – SELAMA MASA KONTRAK
3. **OPERATIONAL & TRAINER SUPPORT** – RECIPE BOOK & SOP BOOK & SCHEDULE GUIDELINE
4. **FINANCE CONSULTATION** – PROFIT/LOSS & HPP REPORT GUIDELINE
5. **PHOTOGRAPHER & VIDEOGRAPHER DOCUMENTATION** FOR GRAND OPENING EVENT
6. **TALENT** FOR PHOTOSHOOT & LOCAL CONTENT CREATOR INFLUENCER
7. **MARKETING ADVERTISEMENT SUPPORT** (GRAND OPENING & MONTHLY) – META ADS
8. **SISTEM KASIR 1 TAHUN & ONLINE PLATFORM REGISTRATION ASSISTANCE**
9. **MAIN EQUIPMENT KIT IDR 250.000.000** – SUBJ TO CHANGE FLUKTUATIF MENGIKUTI KURS*
10. **INGREDIENT KIT PUSAT IDR 50.000.000***

KIT EXCLUDE

(*Biaya Lainnya*)

1. **DESIGN STORE by MAHOGANY DESIGN STUDIO**
2. **RENT FEE & RENOVATION OUTLET, ADMINISTRATION
IMB, ETC (IF ANY)**
3. **BIAYA AKOMODASI (TICKET, HOTEL & TRANSPORT)
FOR SET UP STORE 5-6 STAFF**
4. **BIAYA PENGIRIMAN BAHAN BAKU & PERALATAN**



BIAYA BERJALAN

Setelah Pembukaan

1. **ROYALTY & MARKETING FEE 4% FROM REVENUE PROFIT/MONTH** – INCLUDE META ADS
2. **MANAGEMENT FEE 4%** – INCLUDE FINANCE STAFF & STORE MANAGER AREA & SOCIAL MEDIA MARKETING DEVELOPMENT
3. **TAX INCUR** (PBI RESTORAN & REKLAME), **ETC** (IF ANY)



FRANCHISEE PARTNER CRITERIA

Terms & Conditional Applied

1. **PROPOSE A STRATEGIC LOCATION** – SUBJ TO APPROVAL BY GOFFEE HQ
2. **PASSION IN F&B FIELD & HAVING TEAM OR OTHERWISE SEEK FULLY AUTOPILOT SYSTEM** – MANAGEMENT BY GOFFEE HQ
3. **FRANCHISEE CONTRACTOR MUST FOLLOW DESIGN GUIDELINE** FROM MAHOGANY DESIGN STUDIO





DESIGN STORE FEE

ESTIMATION

Booth - size <50 sqm

RP 15.000.000 /OUTLET

Ruko (2 lantai) - 125 - 150 sqm

RP 25.000.000 / OUTLET

Stand alone store

RP 200.000- 250.000 PER SQM

**estimate price is subj to change (+-) 10% subj to location*

Estimate budget renovation outlet

IDR 4.000.000- 5.000.000/SQM

Estimate budget build stand alone store

IDR 8.000.000- 10.000.000/SQM

Mitra diperbolehkan menggunakan kontraktor rekanan, dengan mengikuti design guideline mahogany design studio

Estimasi Simulasi Laba Rugi

ESTIMASI SIMULASI LABA RUGI	Low	Mid	High
Rata-rata pengunjung per hari - (07.00 - 24.00)	150	300	550
Rata-rata spending per person - food	IDR 50,000	IDR 50,000	IDR 50,000
Gross profit / sales revenue (30 days)	IDR 225,000,000	IDR 450,000,000	IDR 825,000,000
Cogs & staff salary	IDR 101,250,000	IDR 202,500,000	IDR 350,625,000
Electricity, air, internet, ipl , cleaning & etc utilities	IDR 20,000,000	IDR 25,000,000	IDR 30,000,000
Royalti fee (4%) from gross revenue	IDR 9,000,000	IDR 18,000,000	IDR 33,000,000
Nett profit	IDR 94,750,000	IDR 204,500,000	IDR 411,375,000
Tax (pb1, pajak reklame & pajak penghasilan) & beban ongkir & adm fee	IDR 7,875,000	IDR 12,150,000	IDR 16,500,000
Nett profit after tax per month	IDR 86,875,000	IDR 192,350,000	IDR 394,875,000

**sales projection is subject to fluctuate without prior notice based on business market*

***investor mengerti & menerima bahwa berbisnis coffeepreneur memiliki risiko dan angka diatas merupakan proyeksi*



Outlet GOFFEE
Bandung, Jawa Barat



Outlet GOFFEE
Bandung, Jawa Barat

FRANCHISE *Mechanism*

FRANCHISE *Mechanism*

6 Easy Step Cost Budgeting



Down payment franchise fee



Design concept & build renovation



Prepare equipment, utilities & starter ingredient kit



Hiring, recruiting & training staff



Set up store & photo/video outlet documentation



Training & grand opening day ..

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