7ala Coffee: Franchise Expansion Package

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7ala Coffee House can grow from one Sahab café into a five-country franchise. The plan is to prove the model in Amman first, then sell a Saudi master franchise in year 2. Saudi Arabia has 5,130 branded coffee outlets and is still growing 16.5% a year. With four formats (kiosk, drive-thru, café and flagship), a 6% royalty and a 2% marketing fund, branches pay back in about 14–24 months at base traffic. That could bring 7ala HQ about USD 0.5 million a year by year 5 from 32 branches. Every figure here is an estimate until Ibrahem's real Sahab sales replace the planning assumptions.

Market study

Saudi Arabia is the prize, Jordan is the proving ground, and Egypt and Syria are later, lower-price plays. Saudi Arabia alone has 5,130 branded coffee outlets, 46% of the region's branded stores. The MENA branded market grew 11% in a year to 11,163 outlets, and Saudi (16.5%) and Egypt (13.3%) were among the fastest-growing markets.

Where 7ala starts. 7ala Coffee House is one branch in Sahab, Amman, open 8 AM to midnight, with about 2,500 Instagram followers (@7alacoffeehouse.jo). Its menu is mid-priced for Jordan: espresso JD 1.25, latte JD 2.00–2.50, Spanish latte JD 2.50–2.75, croissants JD 1.25–1.75, shisha JD 4–5. The 7ALA COFFEE brand pack (logo, loyalty card, PDF and AI files) already exists.

Country	Market size (latest figure found)	Branded coffee outlets	Growth signal	Franchise law	Entry mode for 7ala
Saudi Arabia	Café market about USD 6.0–6.6 bn in 2025 (Ken Research)	5,130, over 120 chains	+16.5% outlets in a year	Dedicated Franchise Law. Arabic disclosure document 14 days before signing, and the agreement registered within 90 days (Ministry of Commerce)	Master franchise or area developer
UAE and GCC	UAE café and coffee-chain market about USD 2.7 bn in 2025 (Credence Research)	UAE 1,394 (2023) (WCP)	Forecast about 7.6% a year to 2035	No dedicated franchise law found. Confirm with UAE counsel	Master franchise per country

Country	Market size (latest figure found)	Branded coffee outlets	Growth signal	Franchise law	Entry mode for 7ala
Jordan (home)	No reliable value found. Coffee market growth about 7% in 2025 (6Wresearch)	Over 100 branded outlets (2023). 3,177 cafés in total, 47% of them in Amman (POIdata)	Named an emerging investment market (WCP)	No franchise law. Commercial Agents Law No. 28 of 2001 applies. Agency registration JD 50 (MIT)	Company-owned plus unit franchises
Egypt	Café market about USD 2.6 bn in 2025 (Deep Market Insights)	About 580, forecast 831 by 2027 (WCP)	+13.3% outlets. Price-sensitive market	No franchise law or registry. Trademark registration is the key step (Mondaq)	Master franchise with a local group
Syria	No market data	Mostly independent operators, so demand for brands is high (Hospitality News)	US Caesar Act repealed Dec 2025 (OFAC). A Franchises Committee was formed in May 2026 (SANA)	No franchise law found. Screen partners for remaining sanctions	One pilot master franchise in Damascus, later

The market sizes come from different research firms using different definitions, so compare them as ranges, not exact figures.

What this means for 7ala

- **Competition.** Saudi Arabia has many local brands at the same price point, such as Barn's, Kyan and 1K.Coffee. 7ala needs one sharp difference, for example Jordanian bakery items plus specialty coffee, not just a menu that matches theirs.
- **Shisha.** The shisha line works in Jordan but complicates franchising. Shisha needs separate licensing and site rules in most target cities. The franchise formats should be coffee-and-bakery only, with shisha as an optional add-on for flagships.
- **Registration first.** Register the 7ALA COFFEE / حلا كوفي trademark in Jordan, Saudi Arabia, the UAE, Egypt and Syria before any franchise talks. In Egypt the trademark is the main legal protection.

Domain names (checked 21 Nov 2026)

Domain	Status
7alacoffee.com	Available
7alacoffeehouse.com	Available

Domain	Status
7alacafe.com	Available
7alacoffee.net	Available
7ala.coffee, 7alacoffee.co, 7alacoffee.me	No registration found, so likely available
7alacoffee.jo, .sa, .ae, .com.eg	Not verifiable online. Check with each country registrar
7ala.com (held since 2003 through Name.com and renewed to Nov 2027, so only a buy-out would get it), halacoffeehouse.com	Taken

The .com results come from the Verisign registry. Register 7alacoffee.com and 7alacoffeehouse.com now, since they cost about USD 10–15 a year each.

Franchise model

Offer four branch formats, charge a 6% royalty plus a 2% marketing fund, and use one master franchisee per country outside Jordan. These are proposed terms, set in line with what Saudi coffee franchisors charge today:

- Café Liwan: SAR 70,000 fee, 4.5% royalty, 2% advertising.
- El Farouki Coffee: SAR 80,000 fee, 6% royalty.
- Five Elephants: SAR 100,000 fee, 6% royalty.
- 1K.Coffee: SAR 260,000 package, 6% royalty plus 2% marketing.

Branch formats

Format	Size	Seats	Where it fits	Menu	Unit franchise fee (USD)
7ala Express kiosk	15–30 m²	0–6	Malls, universities, hospitals, office lobbies	Coffee, tea, cookies, croissants	10,000
7ala Drive-thru	40–80 m² plus lane	0–10	Saudi and GCC roadside, petrol stations	Express menu plus cold drinks	15,000
7ala Café (the Sahab model)	80–150 m²	30–60	Neighbourhood high streets, strip malls	Full coffee, bakery and dessert menu	20,000
7ala Flagship / Lounge	200 m²+ with terrace	80+	Capital cities, lifestyle destinations	Full menu. Shisha only where licensed	30,000

Fees and terms (proposed)

Item	Unit franchise	Master franchise
Upfront fee	USD 10,000–30,000 per format (table above)	Saudi Arabia USD 200,000. UAE USD 120,000. Kuwait and Qatar USD 80,000 each. Egypt USD 80,000. Syria USD 40,000
Royalty	6% of monthly gross sales	6% on master-run units. On sub-franchised units, 7ala HQ takes 50% of the 6%
Marketing fund	2% of gross sales	1% to HQ brand fund, 1% spent locally
Development schedule	Not applicable	Saudi Arabia 15 units in 5 years. Other GCC 5 units each. Egypt 10. Syria 3
Term	5 years, renewable once for 5	10 years, renewable if the schedule is met
Territory	Protected radius: 1.5 km in a city, 5 km in suburbs	Whole country. Exclusivity is lost if the schedule is missed
Training	2 weeks at Sahab plus 10 days on site at opening	Train-the-trainer programme and a country academy
Supply	Coffee blend, cups, packaging and branded items from approved suppliers only	Local roaster licensed to the 7ala blend spec

Rollout by country

1. **Jordan (years 1–2).** Open 2–3 more company-owned branches in Amman, then 3–5 unit franchises. This proves the model works outside one location.
2. **Saudi Arabia (from year 2).** Sign one master franchisee with food and beverage operating experience. Start with Riyadh express and drive-thru units.
3. **UAE and GCC (year 3).** Master franchise per country.
4. **Egypt (year 3).** Master franchise with a lower-cost menu and a lower cost per branch.
5. **Syria (year 3–4).** One Damascus pilot through a vetted partner once banking and payments work reliably.

Feasibility

At base-case traffic, a 7ala branch pays back in 14–24 months. That matches the 12–18 months 1K.Coffee quotes its franchisees in Saudi Arabia. Every format breaks even at about 130–190 orders a day, so the real risk is the site, not the brand.

These are planning estimates, not Sahab actuals. Before this goes to any investor, replace them with Ibrahem's real sales, rent and payroll.

Assumptions used

- Food and drink cost: 30% of sales (32% in Egypt).
- Royalty plus marketing fund: 8%.
- Other variable costs (card fees, delivery apps, consumables): 5%.
- Average ticket: JD 3.0 in Jordan, SAR 16–18 in Saudi Arabia, USD 2.5 in Egypt.
- Capex covers fit-out, equipment, franchise fee, licences, pre-opening costs and working capital.

One branch, base case (monthly)

Format and market	Capex	Fixed costs a month (staff, rent, utilities)	Orders a day to break even	Base orders a day	Base sales a month	EBITDA margin	Payback
Café, Jordan	JD 91,200 (USD 129k)	JD 7,500	146	220	JD 19,800	19%	24 months
Express kiosk, Saudi Arabia	SAR 417,500 (USD 111k)	SAR 37,500	137	220	SAR 105,600	21%	18 months
Drive-thru, Saudi Arabia	SAR 716,250 (USD 191k)	SAR 58,000	188	300	SAR 162,000	21%	21 months
Café, Egypt	USD 70,000	USD 5,400	131	250	USD 18,750	26%	14 months

Results swing hard with traffic. At 300 orders a day, the Jordan café earns a 29% margin and pays back in about 12 months. At 150 orders a day it barely breaks even. The franchise manual's site-selection rules exist to protect this number.

7ala HQ income over 5 years (USD, full-year basis)

Year	Jordan franchises open	International units open	Master franchise fees	Unit fees to HQ	Royalties to HQ	Total HQ income
1	0 (company branches only)	0	0	0	0	0

Year	Jordan franchises open	International units open	Master franchise fees	Unit fees to HQ	Royalties to HQ	Total HQ income
2	2	0	200,000 (Saudi Arabia)	40,000	40,000	280,000
3	4	4	200,000 (UAE and Egypt)	70,000	121,000	391,000
4	6	12	200,000 (Kuwait, Qatar and Syria)	100,000	242,000	542,000
5	8	24	0	130,000	404,000	534,000

The model assumes each branch sells about USD 335,000 a year. HQ keeps the full 6% royalty in Jordan and half of it (3%) on master-franchise units. By year 5, recurring royalties are larger than one-off fees, which is what makes the franchise business sustainable.

HQ costs are not in this table. Budget for a franchise manager, a trainer, an auditor and legal and trademark fees in five countries.

Franchise manual (booklet)

The booklet has nine chapters. Each one is a set of rules the franchisee signs up to, and the franchise agreement makes the whole manual binding. The core rules for each chapter are below. Each chapter grows into a full section once the Sahab operations are written down.

1. **The 7ala brand**
    - The logo is the brown-and-gold **7ala / COFFEE HOUSE** wordmark with the coffee-bean motif, taken from the 7ALA COFFEE brand file.
    - Use only the approved files, colours and fonts. No stretching, recolouring or redrawing.
    - The Arabic name حلا كوفي and the English 7ala always appear together on the main sign.
    - Every piece of local marketing (social posts, flyers, offers) needs HQ approval before it is published.
2. **Store design and fit-out**
    - Every branch uses HQ's design kit: warm beige and coffee-brown materials, dark joinery, a feature bean wall, and a branded cup shelf.
    - Swiss Design Group issues the standard layouts for each format and approves each site's drawings before work starts.

- Only approved equipment brands: espresso machine, grinders, ovens and POS system.
- The franchisee pays for the fit-out. HQ inspects the branch before opening.

3. **Site selection**
   - HQ approves every site before a lease is signed.
   - Minimum criteria: visibility from the main road or mall corridor, parking or footfall evidence, and a forecast above the break-even order count in the Feasibility section.
   - Each branch must sit outside the protected radius of other branches.
4. **Menu and supply**
   - The core menu is fixed: hot drinks, tea, chocolate drinks, cookies and croissants as at Sahab.
   - Up to 10% of the menu may be local items, with HQ approval.
   - The 7ala blend, cups, sleeves, bags and loyalty cards come only from approved suppliers.
   - Recipes, cup sizes (M and L) and portions follow the recipe cards exactly.
   - Shisha is not part of the franchise system. It is allowed only in flagships, where it is licensed, and with written HQ consent.
5. **Operations**
   - Opening hours are at least 7 AM to 11 PM unless the mall sets other hours.
   - Daily opening and closing checklists, cleaning schedules and temperature logs.
   - Service standards: greeting, drinks served within a target of 3 minutes, and a uniform for every staff member.
   - The loyalty card is the 7ala stamp card (buy 7, get 2 free), later moving to the app.
6. **People and training**
   - The franchisee or their manager completes 2 weeks of training in Sahab before opening.
   - Every barista passes the 7ala barista test.
   - HQ trainers support each opening on site for 10 days.
   - There is annual refresher training for all staff.
7. **Reporting and fees**
   - Every branch uses the 7ala POS, with live sales visible to HQ.
   - Royalty (6%) and marketing fund (2%) are paid monthly by the 10th, based on POS gross sales.
   - Monthly profit-and-loss summary, and annual accounts.
   - Saudi branches must also follow e-invoicing (ZATCA) rules.

8. **Quality audits**
    - HQ runs 4 unannounced audits a year, scored on brand, product, cleanliness and service.
    - The pass mark is 85%. A branch that scores below it has 30 days to fix the gaps, and two failed audits in a row are a default.
9. **Default, renewal and exit**
    - Defaults include unpaid fees, failed audits, unapproved products or suppliers, and damage to the brand.
    - Each default gets a written notice and a cure period, then termination.
    - On exit, all branding is removed within 30 days and the 7ala recipes may no longer be used.
    - A franchisee can sell the branch only to a buyer HQ approves.

In Saudi Arabia this manual sits beside the legally required Arabic disclosure document. The franchisee must receive that document 14 days before signing, and the agreement must be registered with the Ministry of Commerce within 90 days.

Next steps and missing inputs

Three inputs from Ibrahem turn this draft into a franchise offer: real Sahab numbers, trademark filings and a signed-off brand pack.

- [ ] Sahab actuals for the last 6–12 months: daily orders, average ticket, sales by category, rent, payroll and food cost
- [ ] Confirm brand ownership and file the 7ala / حلا كوفي trademark in Jordan, Saudi Arabia, the UAE, Egypt and Syria
- [ ] Register 7alacoffee.com and 7alacoffeehouse.com
- [ ] Final brand guideline from the 7ALA COFFEE PDF/AI: colours, fonts, logo rules and cup and signage artwork
- [ ] Write down Sahab operations: recipes, opening and closing routines, supplier list
- [ ] Swiss Design Group: standard layouts and the fit-out cost for each format (kiosk, drive-thru, café, flagship)
- [ ] Lawyer in each country: the franchise agreement template, plus the Saudi Arabic disclosure document
- [ ] Decide whether shisha stays out of the franchise system
- [ ] Franchise prospectus (investor booklet) built from this doc once the numbers are real

Sources

All the sources are linked in the tables above. The Instagram profile, menu prices and domain checks were read on 21 Nov 2026.