Zala

COFFEE HOUSE

حلا كوفي

Franchise Manual

Brand, store, operations and franchisee rules

Edition 1 · Draft · November 2026

Welcome to the 7ala family



7ala Coffee House began as one café in Sahab, Amman: great coffee, fresh bakes and a warm place to meet. This manual is how every new 7ala keeps that same feeling, in any city.

How to use this manual

- Each chapter is a set of rules you agree to in the franchise agreement.
- "Must" means required. "Should" means strongly recommended.
- HQ updates this manual; you receive every new edition in writing.
- Questions go to your 7ala franchise manager before you act, not after.

Images in this manual are concept illustrations.

Nine chapters



Chapter 1

The 7ala brand



Chapter 2

Store design and fit-out



Chapter 3

Site selection



Chapter 4

Menu and supply



Chapter 5

Daily operations



Chapter 6

People and training



Chapter 7

Reporting and fees



Chapter 8

Quality audits



Chapter 9

Default, renewal and exit

Plus: country addenda (page 13) and branch formats and investment (page 14).

The 7ala brand



Every cup, sign and post should look unmistakably 7ala.

1

Use only the approved logo files

The vector 7ala / COFFEE HOUSE logo in Mocha, Foam or Bronze. No stretching, recolouring or redrawing.

2

Show both names together

حلا كوفي and 7ala always appear together on the main sign.

3

Approved colours only

Espresso, Mocha, Caramel, Latte, Foam and Bronze, as set out in the 7ala Brand Guidelines.

4

HQ approves local marketing

Every social post, flyer and offer is approved before it is published.

Store design and fit-out



Warm beige, dark walnut and a coffee-bean feature wall: the 7ala room.

1. **Use the HQ design kit**

   Swiss Design Group issues the standard layout for your format.

2. **Drawings approved before work starts**

   HQ signs off your site drawings and finishes schedule.

3. **Approved equipment only**

   Espresso machine, grinders, ovens and POS from the approved list.

4. **Pre-opening inspection**

   The franchisee pays for the fit-out; HQ inspects before opening.

Site selection



The site decides the profit. HQ approves every site before a lease is signed.

1. **Visibility**

   Seen from the main road or the main mall corridor.

2. **Proof of footfall**

   Parking, traffic counts or mall footfall data for the location.

3. **Beat break-even**

   Forecast at least 150 orders a day (130–190 by format).

4. **Respect territories**

   Outside the 1.5 km city or 5 km suburb radius of other branches.

Menu and supply



The core menu is the same everywhere, so a 7ala latte tastes like a 7ala latte.

1. **Fixed core menu**

   Hot drinks, tea, chocolate drinks, cookies and croissants as in Sahab.

2. **Up to 10% local items**

   Only with written HQ approval.

3. **Approved suppliers only**

   7ala blend, cups, sleeves, bags and loyalty cards.

4. **No shisha in franchise formats**

   Allowed only in licensed flagships with written HQ consent.

Daily operations

Open at least 7 AM to 11 PM, unless the mall sets other hours. Every shift follows the same rhythm.

6:30 — **Opening checklist**

Machines on, calibration shot, pastry display, temperature log

7:00 — **Doors open**

Greeting standard, uniform check, music and lights on

Peak — **Service standard**

Drinks served within a target of 3 minutes

Afternoon — **Restock and clean**

Cleaning schedule, stock count, cup and pastry reorder

Evening — **Loyalty and feedback**

Stamp card (buy 7, get 2 free); log complaints

23:00 — **Closing checklist**

Cash-up, POS report sent to HQ, deep clean, alarm

People and training



Every 7ala barista learns the same way, starting in Sahab.

1. **2 weeks at the 7ala academy**
   The franchisee or manager trains in Sahab before opening.

2. **7ala barista test**
   Every barista passes it before working on the bar alone.

3. **10 days of opening support**
   HQ trainers work on site through the first days.

4. **Annual refresher**
   All staff retrain every year on recipes and service.

Reporting and fees

6%

Royalty

of monthly gross sales

2%

Marketing fund

of monthly gross sales

10th

Payment day

each month, from POS sales

1. **Use the 7ala POS**
   Live sales are visible to HQ; royalties are calculated from POS gross sales.

2. **Monthly P&L summary**
   Sent to HQ with the royalty payment.

3. **Annual accounts**
   Shared within 4 months of year end.

4. **Local tax rules**
   Saudi branches follow ZATCA e-invoicing.

Upfront unit franchise fee

Express kiosk	**USD 10,000**
Drive-thru	**USD 15,000**
Café	**USD 20,000**
Flagship lounge	**USD 30,000**

Quality audits



Four unannounced audits a year keep every branch at the 7ala standard.

1. **Scored on four areas**

   Brand, product, cleanliness and service.

2. **85% pass mark**

   Below 85%, the branch has 30 days to fix the gaps.

3. **Two fails in a row**

   Two failed audits in a row count as a default.

Default, renewal and exit

Defaults: unpaid fees, failed audits, unapproved products or suppliers, and damage to the brand.

1. Default found

HQ records the issue from an audit, POS data or a complaint.

2. Written notice

You receive the default, the fix needed and the deadline.

3. Cure period

Usually 30 days to fix it (fees: 15 days).

4. Termination

If not fixed, HQ may end the agreement.

Renewal and exit

- Term is 5 years, renewable once for 5 more if you are in good standing.
- On exit, all branding is removed within 30 days and 7ala recipes may no longer be used.
- You may sell your branch only to a buyer HQ approves.

One manual, local rules

The nine chapters apply in every country. Each country adds a short addendum, signed with the agreement, for its law, tax, language and licences.

Country	Currency	Sales tax / VAT	Must add locally
Jordan	JOD	16% general sales tax	Agency registration if required; municipal and health licences
Saudi Arabia	SAR	15% VAT	Arabic disclosure document 14 days before signing; register within 90 days; ZATCA e-invoicing; Arabic signage
UAE	AED	5% VAT	Trade licence per emirate; Arabic and English signage; confirm franchise rules with counsel
Kuwait / Qatar	KWD / QAR	Confirm locally	Local partner and licence rules; confirm with counsel
Egypt	EGP	14% VAT	Trademark registered in Egypt; lower-price menu; payments in EGP
Syria	SYP	Confirm locally	Partner sanctions screening; banking and payment set-up; pilot terms

What changes by country

- Prices, menu wording and local items (up to 10%), approved by HQ.
- Arabic and English on all customer-facing material.
- Shisha only where licensed, in flagships, with written HQ consent.
- Tax rates and legal steps must be confirmed by a local lawyer and accountant before signing.

Branch formats and investment



Express kiosk

15–30 m² · 0–6 seats
Malls, campuses, hospitals

Total investment: About USD 111k*



Drive-thru

40–80 m² + lane
Saudi and GCC roadside

Total investment: About USD 191k*



Café

80–150 m² · 30–60 seats
Neighbourhood high streets

Total investment: About USD 129k*



Flagship lounge

200 m²+ · 80+ seats
Capital cities, destinations

Total investment: On request

**Planning estimates covering fit-out, equipment, franchise fee, licences and working capital. Confirmed per site.*



Become a 7ala partner

Unit franchises in Jordan. Master franchises in Saudi Arabia, the UAE and GCC, Egypt and Syria.

In Saudi Arabia this manual is given with the Arabic disclosure document, at least 14 days before signing. The agreement is registered with the Ministry of Commerce within 90 days.

7ala Coffee House · Sahab, Amman · @7alacoffeehouse.jo