Zala
COFFEE HOUSE

Franchise Expansion Report

Market study · Franchise model · Feasibility

Jordan · Saudi Arabia · UAE & GCC · Egypt · Syria



Prepared by Swiss Design Group · November 2026 · Draft for discussion

One café today, a five-country brand by year 5

5,130

branded coffee outlets in Saudi Arabia, the region's biggest market

6% + 2%

royalty and marketing fund on gross sales

14–24

months payback per branch at base traffic

USD 0.5M

HQ income a year by year 5, from 32 branches



Prove the model in Amman, then sell a Saudi master franchise in year 2. All figures are planning estimates until Sahab actuals are in.

7ala starts from one well-loved café in Sahab, Amman



Sahab, Amman

Open 8 AM to midnight, every day

2,500 Instagram followers

@7alacoffeehouse.jo, 20 posts

Mid-priced menu

Espresso JD 1.25 · latte JD 2.00–2.50 · croissant JD 1.25–1.75

Brand pack ready

Vector logo, loyalty card and brand guidelines

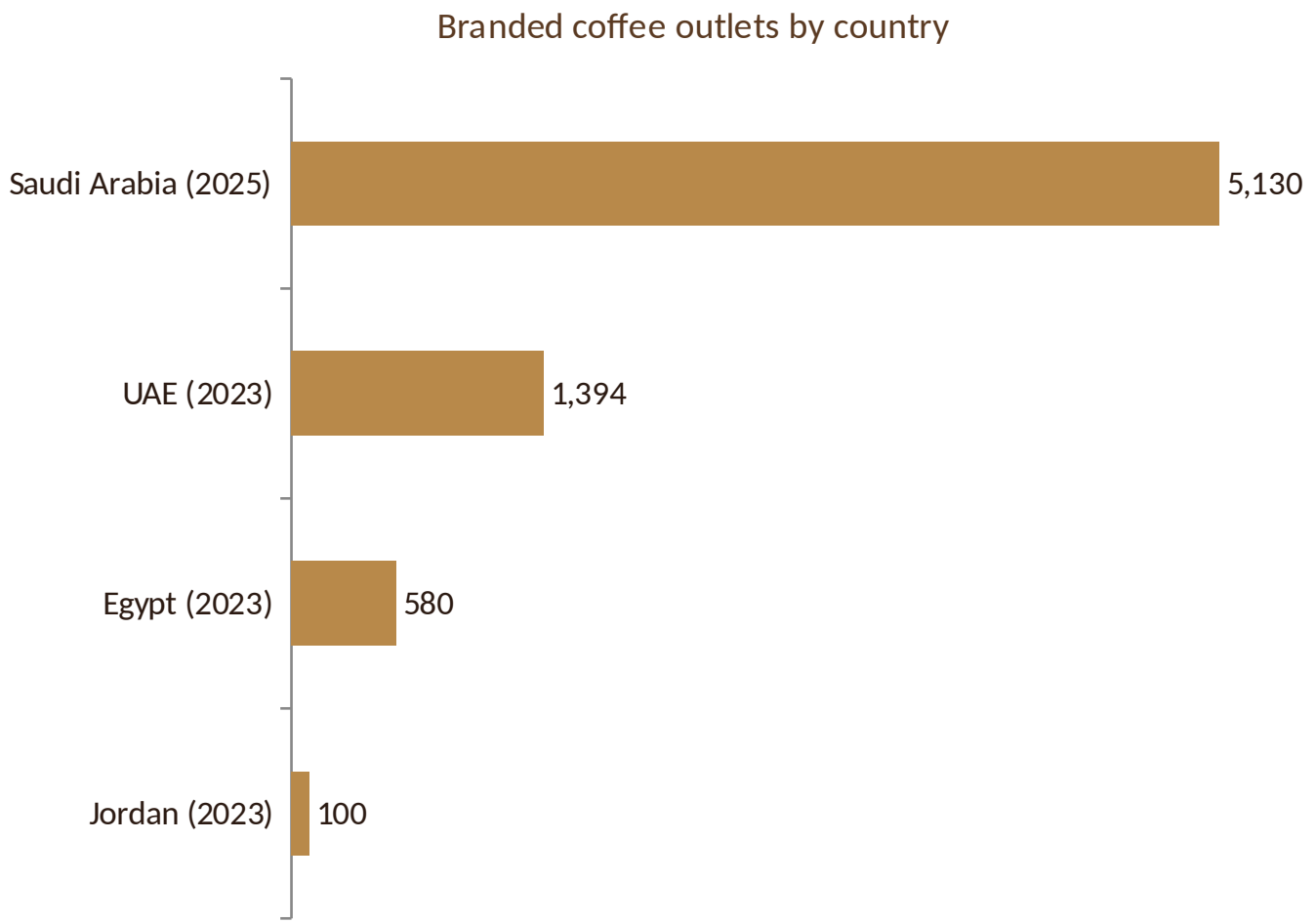
Saudi Arabia is the prize, Jordan the proving ground



Map illustration, not to scale

1. **Jordan · Years 1–2**
   Company branches, then unit franchises
2. **Saudi Arabia · Year 2**
   Master franchise, Riyadh first
3. **UAE & GCC · Year 3**
   Master franchise per country
4. **Egypt · Year 3**
   Master franchise, lower-cost menu
5. **Syria · Years 3–4**
   One Damascus pilot

Saudi Arabia leads the region's coffee shops



Source: World Coffee Portal, Project Café Middle East; POIdata (Jordan café count). Jordan figure is "over 100".

+16.5%

Saudi outlet growth in one year

+13.3%

Egypt outlet growth, forecast 831 outlets by 2027

3,177

cafés of all kinds in Jordan, 47% in Amman

n/a

Syria: no market data yet, mostly independent cafés

Each market needs a different legal route

Country	Market size (2025)	Franchise rules	Entry route
Saudi Arabia	Café market USD 6.0–6.6 bn	Franchise Law: Arabic disclosure 14 days before signing; register within 90 days	Master franchise / area developer
UAE & GCC	UAE café chains about USD 2.7 bn	No dedicated franchise law found; confirm with counsel	Master franchise per country
Jordan	No reliable value; growth ~7%	No franchise law; Commercial Agents Law No. 28 of 2001	Company branches + unit franchises
Egypt	Café market about USD 2.6 bn	No franchise law or registry; trademark is key	Master franchise with local group
Syria	No data	No franchise law found; Caesar Act repealed Dec 2025; screen partners	Damascus pilot, later

Sources: Ken Research, Credence Research, Deep Market Insights, 6Wresearch, Saudi Ministry of Commerce, Jordan MIT, Mondaq, OFAC. Figures use different definitions; compare as ranges.

Syria: the next market opening up

Dec 2025

US Caesar Act sanctions repealed; most business no longer blocked

USD 28bn

foreign investment commitments announced in 2025, mostly from the Gulf

May 2026

Franchises Committee formed to attract Arab and foreign brands

Few chains

most Damascus cafés are independent, so demand for brands is high

How 7ala enters

- Damascus is about 200 km from Amman: short supply and training route
- One screened master franchisee, USD 40,000 master fee
- Start with 1 café and 2 kiosks in years 3–4, then Aleppo and the coast
- Value menu; banking, payments and power back-up confirmed first

Sources: OFAC, AGSI, SANA, Hospitality News. Political and security risk remains high; review before any commitment.

Three things to settle before selling franchises



Stand out in Saudi Arabia

Barn's, Kyan and 1K.Coffee already sell at the same price. 7ala needs one sharp difference, such as Jordanian bakery items with specialty coffee.



Keep shisha out of the system

Shisha works in Sahab but needs separate licences in most cities. Franchise formats are coffee and bakery; shisha only in licensed flagships.



Register the trademark first

File 7ala / حلا كوفي in Jordan, Saudi Arabia, UAE, Egypt and Syria. In Egypt the trademark is the main legal protection.

Four branch formats, from kiosk to flagship



Express kiosk

15–30 m² · malls, campuses

Unit fee

USD 10,000



Drive-thru

40–80 m² + lane · KSA roadside

Unit fee

USD 15,000



Café

80–150 m² · high streets

Unit fee

USD 20,000



Flagship lounge

200 m²+ with terrace

Unit fee

USD 30,000

Illustrations are AI-generated concept images.

Proposed fees match what Saudi coffee brands charge

Item	Unit franchise	Master franchise
Upfront fee	USD 10,000–30,000 by format	KSA 200k · UAE 120k · Kuwait, Qatar, Egypt 80k each · Syria 40k (USD)
Royalty	6% of monthly gross sales	6%; HQ keeps half on sub-franchised units
Marketing fund	2% of gross sales	1% HQ brand fund, 1% spent locally
Development	–	KSA 15 units in 5 yrs · GCC 5 each · Egypt 10 · Syria 3
Term	5 years + one 5-year renewal	10 years, renewable if schedule met
Territory	1.5 km city / 5 km suburb radius	Whole country while on schedule

Benchmarks in KSA

Café Liwan
SAR 70k fee, 4.5% royalty

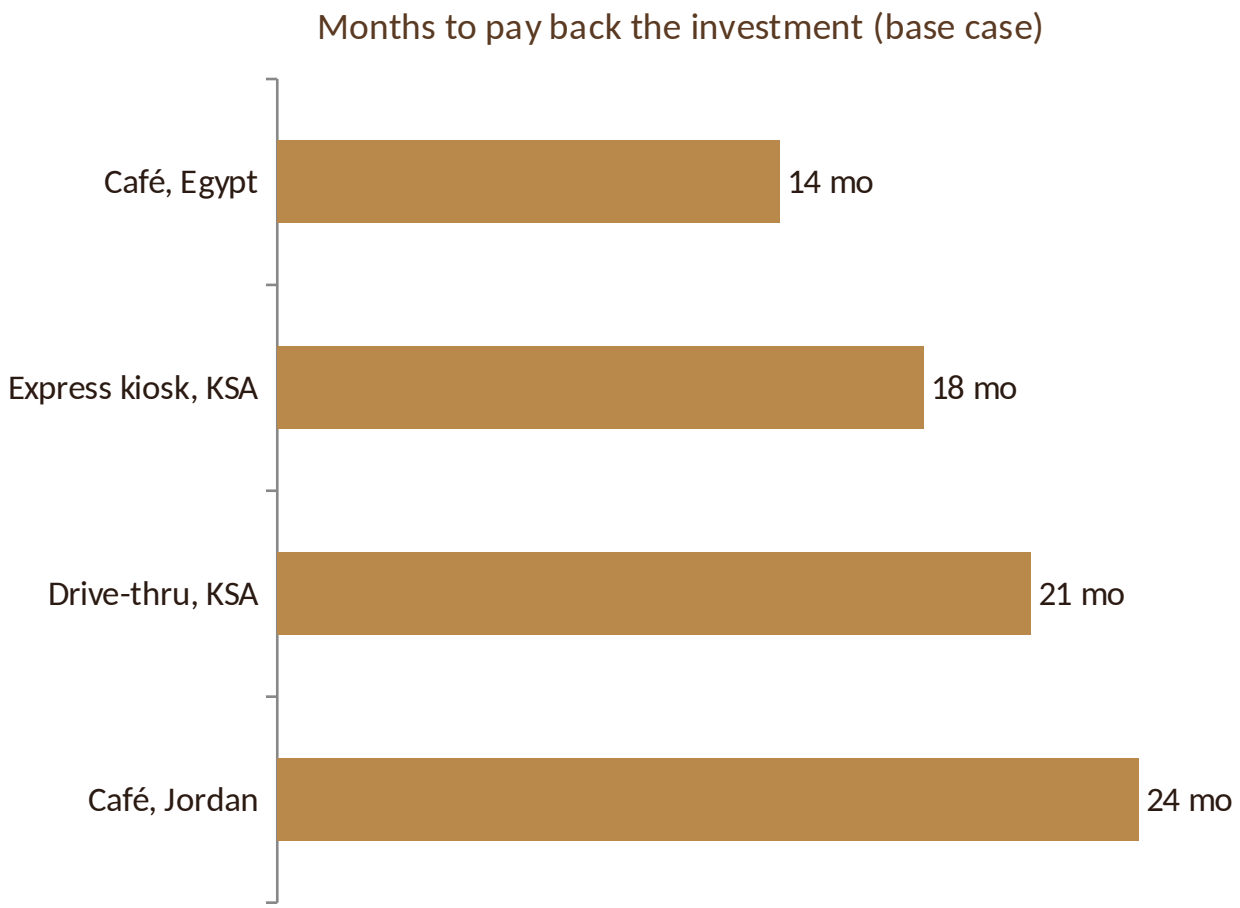
El Farouki Coffee
SAR 80k fee, 6% royalty

Five Elephants
SAR 100k fee, 6% royalty

1K.Coffee
SAR 260k package, 6% + 2%

Sources: Francorp ME listings; Sharikat Mubasher (1K.Coffee).

Branches pay back in 14 to 24 months at base traffic

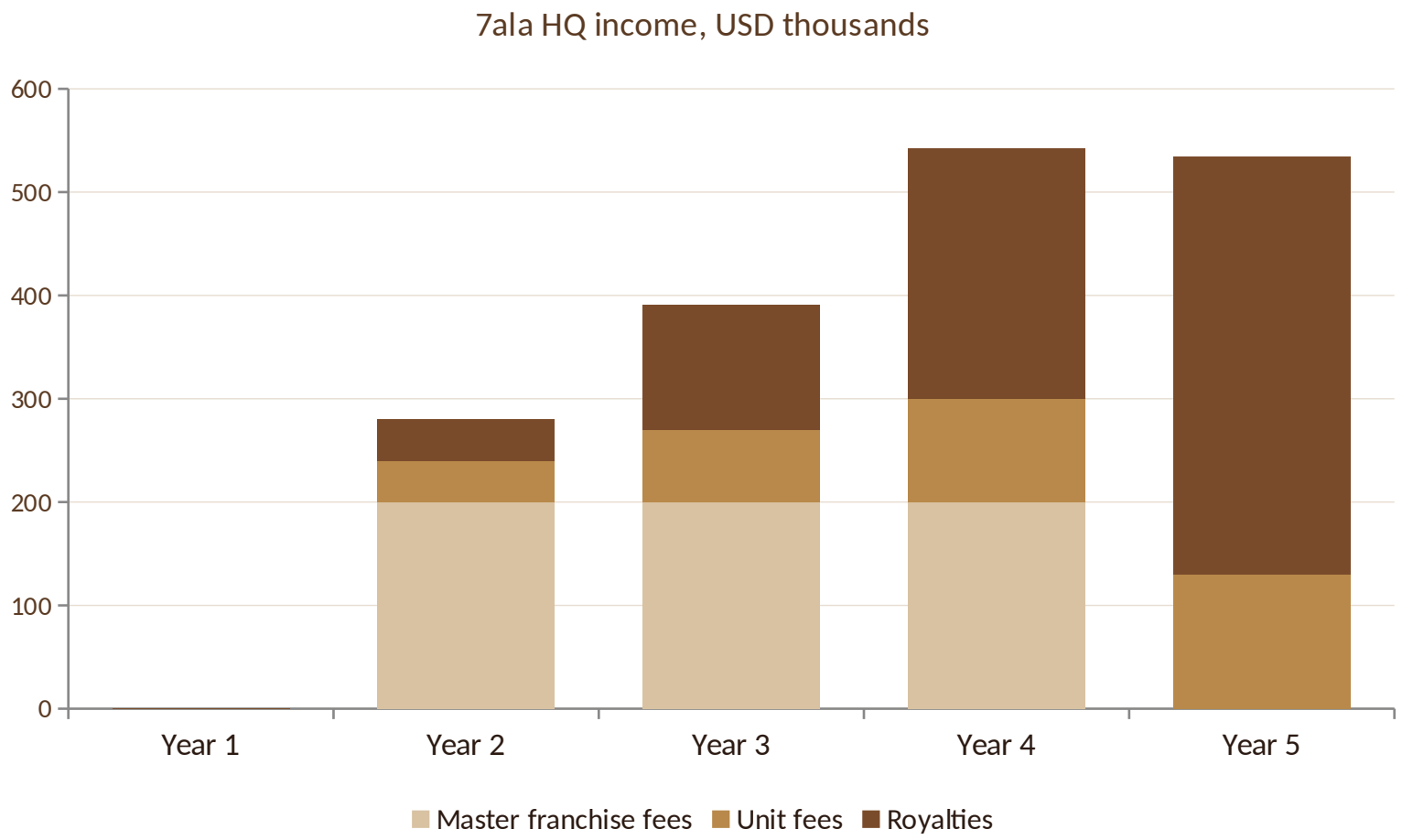


Format	Capex	Break-even orders/day	EBITDA
Café, Jordan	USD 129k	146	19%
Kiosk, KSA	USD 111k	137	21%
Drive-thru, KSA	USD 191k	188	21%
Café, Egypt	USD 70k	131	26%

The risk is the site, not the brand. At 300 orders a day the Jordan café pays back in about 12 months; at 150 it only breaks even.

Assumptions: food cost 30%, royalty + marketing 8%, other variable 5%; ticket JD 3.0 / SAR 16–18 / USD 2.5. Planning estimates, not Sahab actuals.

Royalties become the main income by year 5



Y2 **USD 280k**

Saudi master fee signed

Y3 **USD 391k**

UAE and Egypt join

Y4 **USD 542k**

Kuwait, Qatar, Syria

Y5 **USD 534k**

32 branches, royalties USD 404k

Full-year basis; each branch sells about USD 335k a year. HQ costs (franchise manager, trainer, auditor, legal) not deducted.

What turns this draft into a franchise offer

Sahab actuals

6–12 months of orders, ticket, rent, payroll, food cost

Trademark filings

7ala / حلا كوفي in 5 countries

Domains

7alacoffee.com and 7alacoffeehouse.com are free; 7ala.com is taken

Brand guideline

Colours, fonts, logo rules from the 7ALA COFFEE files

Standard layouts

Swiss Design Group fit-out kit and cost per format

Legal pack

Franchise agreement + Saudi Arabic disclosure document



7ala
COFFEE HOUSE

Great coffee, warm moments, and the sweet side

From Sahab to the region.

Companion document: 7ala Franchise Manual (booklet)