

BREW MOOD
COFFEE & TEA

Brew Mood Investor Module



Briefly Brew Mood



It is the most successful and stable domestic representative of the Self-Service concept in terms of controllable operating costs and consumer trends.



The fact that it was established with 100% domestic capital makes the success in its field even more special.



Brew Mood Advantages

Brew Mood franchise system built as a “aim for work to branch not work to headquarter”. Brew Mood dealers included in the system;

- They purchase the most ambitious tea and coffee products which we supply from our own production facilities with the most affordable prices.
- While we are not the seller of any product that we do not directly produce, we also significantly reduce the purchasing costs of our branches.
- In addition, our branches also benefit directly from the indirect contributions of central agreements.



Brew Mood Advantages

- All employees working in our branches are determined by the center. Provision of employees and training are constantly carried out under the control and experience of the center.
- Our online employee system includes instant and monthly exams, sales quotas and targets, reportings about employees performances and a working personnel network has been established.
- When our dealers want to work in the business, they have to participate in/on the job training program and complete their entrepreneurship programs.
- With our central reporting and experience system, the most detailed financial reports of the branches are provided by the center and necessary improvements and warnings are made.



How Do I Get Brew Mood?

In order for Brew Mood stores to open, certain prerequisites must be met and then approved by the Store Development Units and Head Office. These conditions are;

120 m² min. indoor area, 80 m² min. outdoor area.

- With a minimum of 5000 people pedestrian traffic in front of store and preferably close to transportation and transfer centers.
- The store should be close to universities or in areas that are attractive to university students.
- Shopping centers (only approved by HQ).



How Do I Get Brew Mood?

- Campaigns, advertisements, activities and all center-supported event plans are shared with branches and our dealers are provided with indirect gains.
- Seasonal menu prices and concept transitions are planned by the headquarter for branches.
- We have a qualified senior management team that can provide support to branches on all matters (financial, legal, analytical, organizational etc.).



How Do I Get Brew Mood?

- Financial feasibility study is conducted for a location with approved store criteria and a report is prepared on whether the rental conditions are compatible with the operating conditions.
- If financial feasibility report is found appropriate, an investment analysis is created for this location.
- If the investment analysis is directly proportional to the business profitability analysis and investment return targets, investment approval is given for the store.



How Do I Get Brew Mood?

Then respectively;

1. Contract Phase

- Our first step is to create a contract for a store whose investment decision has been approved or for our investors who want to gain priority in the region.

2. Architectural Project and Construction Phase

- If there is a store that meets the architectural criteria and is approved by the center for the implementation of the Brew Mood retail system, the Brew Mood architectural team works on a project for that location and creates a project budget.



Turnkey System Store

- A project that is worked on and budgeted by the Brew Mood Headquarter is prepared and delivered within the promised time by the central staff.
- A detailed and special project is being worked on for each store to be opened by the center.
- Brew Mood architectural projects are generally in the same line but each store has its own unique texture.



Turnkey System Store

At this stage, the facilities provided for our dealers are briefly as follows;

- Rapid Progress
- Seamless Project
- Terms Advantage (Our dealers can pay approximately 25% of the projects implemented by the Center on terms.)
- Opening Period Support (Before the store opening, Brew Mood Headquarter teams provide on the job training and accompany the store for a while after the business opening).



Brew Mood Investment Advantages

Brew Mood central system offers it's dealers a wide range of opportunities regarding investment in order to make long and continuous promotions with its dealers. These opportunities are;

- Up to 25% of the total budget can be provided as an advantage in turnkey projects.
- Providing long-term agreements and regional exemptions to our investors who want to acquire regional dealerships.



Brew Mood Investment Advantages

- Providing entrepreneurial support by the center for partnerships with business investors.
- Informing our existing dealers about the initiatives to be taken for new stores and providing advantages to our investors who want to have more than one Brew Mood branch.
- With all the support it provides, Brew Mood has proven that it is much more than a retail system.



What Do I Earn?

Brew Mood Retail System plans investment returns for 0-36 months.

For example, the minimum expected monthly approximate income in a store with an investment of ₺5.000.000 is $\text{₺}5.000.000/30 = \text{₺}167.000$.

- The most important thing to do is the “first store analysis”.
- The “low employee costs” criterion which is the most important element of the Brew Mood retail system makes rentals more important.



What Do I Earn?

- Since our product and personnel costs are generally low, reasonable rentals increase profitability even more.
- For Brew Mood, the most important element in a store is the “Break-Even” point. Regardless of our break-even point in our retail system, we can say that an average of 66% net profit is achieved for every 100 units of turnover after this point.
- This situation explains why the rental decision must be approved by the center.





Automation System

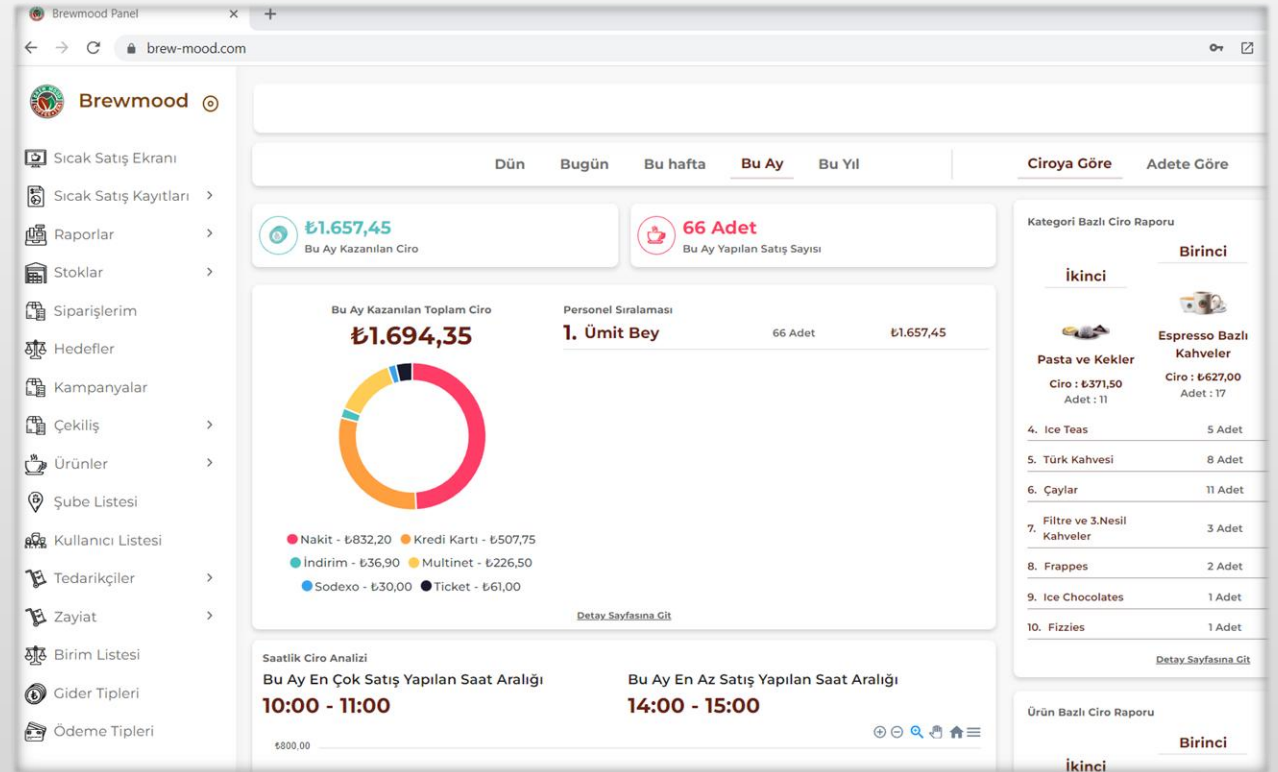
- Access from all smart devices without time and place limitations.
- Tracking revenue, sales, discount/operational loss data as instant.
- Chance to measure branch/branches operational performance.
- Order management and situation tracking.
- Stock management and instant stock tracking.

The screenshot shows the login interface of the Brew Mood system. At the top left is a 'Dokümanlar' (Documents) button. At the top right is a vertical menu with five items: 'Brew Mood İletişim Sistemi', 'RadlOrder', 'Holoco', 'Akademi', and 'Email'. In the center, the Brew Mood logo is displayed above the text 'Kullanıcı Paneli'. Below this, there are two input fields: the first is labeled 'admin' and the second is masked with dots. A link 'Şifreni mi unuttun?' is positioned below the password field. At the bottom center is a green button labeled 'GİRİŞ' (Login).



Automation Reach

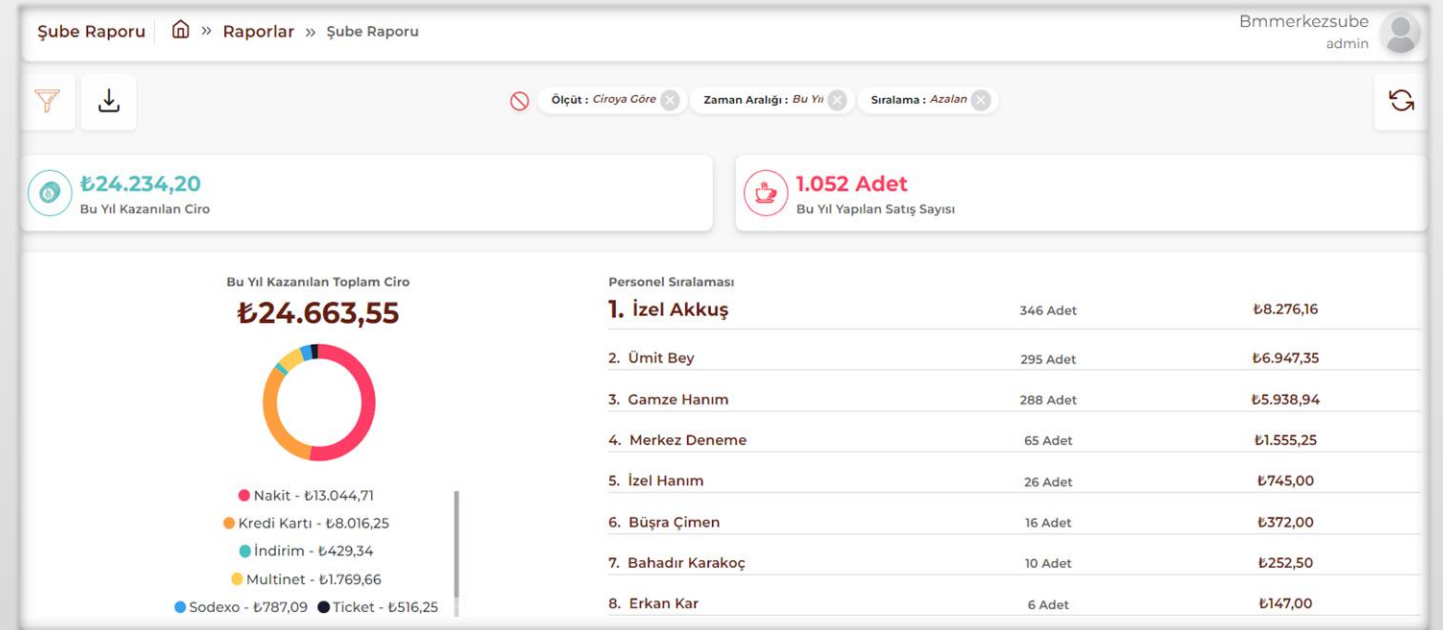
- Automation system can work on all smart devices which have internet browser.
- Users can reach the system with their ID and PW on use www.brew-mood.com domain name from browser.





Sales Tracking

- Daily, monthly, annual tracking of branch sales data can be tracking on automation system with special specific filter add-ons.
- Quantity and amount of sales datas detailed with employee info can be reach and tracking on automation system as instant.
- A detailed list of the payment methods through which the sales was made can be accessed through the application.





Tracking of Sales Data

- Tracking of sales data can be done daily, weekly, monthly, yearly, on a category or product basis, or at a specific time.
- As a result of this process, branch/branches operational performances can be measured and some important actions can be taken during process.

Zaman Aralığı : Bu hafta

Sıralama : Azalan

İkinci

Filtre ve 3.Nesil Kahveler
Ciro : 633.415,00
Adet : 440
Maaliyet : 611.733,41
Kar : 621.681,59

Birinci

Espresso Bazlı Kahveler
Ciro : 6163.355,00
Adet : 1.884
Maaliyet : 647.564,62
Kar : 6115.690,38

Üçüncü

Türk Kahvesi
Ciro : 617.580,00
Adet : 254
Maaliyet : 66.330,70
Kar : 611.249,30

İsim	Adet	Ciro	Maaliyet	Kar
4. Pasta ve Kekler	117	612.830,00	66.934,48	65.895,52
5. Çaylar	309	611.329,00	61.655,36	69.673,64
6. Fizzies	73	67.090,00	62.233,84	64.856,16
7. Meşrubatlar	275	66.568,00	61.783,78	64.784,22
8. Sandviçler	64	66.080,00	64.144,12	61.935,88
9. Kafeinsizler	43	64.163,00	61.267,92	62.895,08
10. Limonata	51	63.935,00	6579,80	63.355,20
11. Frozens	36	63.495,00	61.162,43	62.332,57

Ölçüt : Ciroya Göre

Zaman Aralığı : Bu hafta

Sıralama : Azalan

İkinci

Cafe Latte
Ciro : 644.580,00
Adet : 534
Maaliyet : 611.589,74
Kar : 633.020,26

Birinci

Americano
Ciro : 644.790,00
Adet : 576
Maaliyet : 611.956,31
Kar : 632.833,69

Üçüncü

Filtre Kahve
Ciro : 633.765,00
Adet : 445
Maaliyet : 611.855,63
Kar : 621.909,37



Discount and Operational Loss Tracking

- All discounts and operational losses made in the branch can be tracked daily, weekly, monthly, yearly or within a certain period of time through the automation system.
- Details and amounts of discounts and operational losses can be accessed instantly or retrospectively from the loss tracking section.

İndirimler » Sıcak Satış Kayıtları » İndirimler

Bmmerkezsube admin

Tarih: 1 Eyl - 23 Eyl Tip: Hepsi 1 - 10 of 24

Id	Tarih	Şube	Tutar	Personel
3976443	Salı,20 Eylül 14:09:14	Bmmerkezsube	₺0,50	Ümit
3976367	Salı,20 Eylül 13:56:09	Bmmerkezsube	₺26,50	Ümit
3976359			₺6,80	Ümit
3920391			₺22,50	Ümit
3920376			₺18,50	Ümit
3920370			₺0,05	Ümit
3920355			₺1,90	Ümit
3920347			₺1,50	Ümit
3993671	Perşembe,22 Eylül 17:05:24	Bmmerkezsube	₺34,00	Ümit
3993634	Perşembe,22 Eylül 17:02:59	Bmmerkezsube	₺0,50	Ümit

₺112,75 TL/ ₺319,55 TL

1 2 3

Salı,20 Eylül 13:56:09

Bmmerkezsube Ümit

- x1 Cafe Latte->Hot->Presto ₺26,50

İkram = ₺26,50 (26.5₺)
muhammed 2. içecek hakkı ₺26,50

Zayıtlar » Zayıt » Zayıtlar

Bmmerkezsube admin

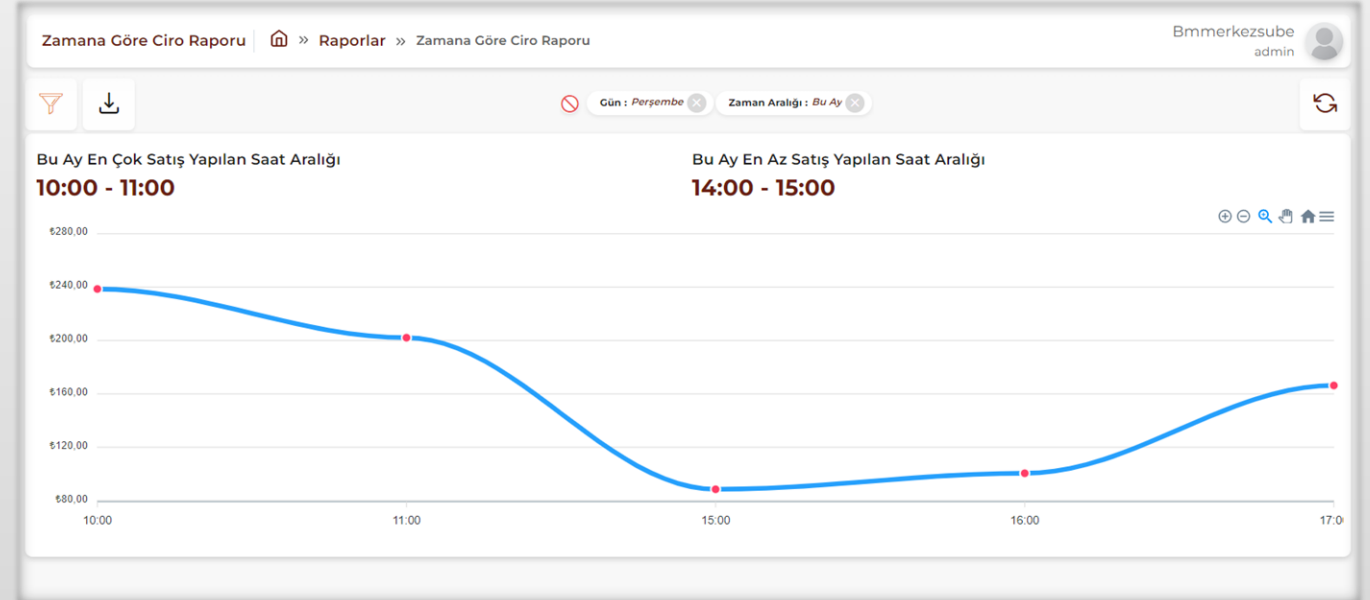
Tarih: 1 Eyl - 23 Eyl 1 - 10 of 16

No	Şube	Tarih	Personel	Sebep	Açıklama	Tutar
10750	Bmmerkezsube	Perşembe,22 Eylül 16:43:39	Merkez Deneme	Müşteri iade.	müşteri ürünü beğenmedi, yenisi yapıldı.	₺6,00
	İsim	Tür	Miktar	Birim	Maaliyet	
	Limonata->Lento	Ürün	1	Adet	₺6,00	
10749	Bmmerkezsube	Perşembe,22 Eylül 16:42:39	Merkez Deneme	Barista döktü.	çalışma esnasında bardak fişegi elimden düştü.	₺0,14
10674	Bmmerkezsube	Salı,20 Eylül 14:02:30	Merkez Deneme	Barista döktü.	çalışırken bardak fişegi elimden düştü.	₺0,12
10672	Bmmerkezsube	Salı,20 Eylül 13:59:45	Merkez Deneme	Müşteri iade.	müşteri ürünün tadını aşırı yoğun buldu bu sebeple iade alındı.	₺4,61
10463	Bmmerkezsube	Salı,13 Eylül 11:38:16	Merkez Deneme	Müşteri iade.	müşteri ürünün tadını beğenmedi.	₺4,61
10462	Bmmerkezsube	Salı,13 Eylül 11:04:15	Merkez Deneme	Barista döktü.	ürün hazırlarken elimden düştü.	₺6,00
10461	Bmmerkezsube	Salı,13 Eylül 11:02:44	Merkez Deneme	Buzlu Bardak Talebi	vardiyam boyunca toplamda 20 kişiye buzlu bardak verildi.	₺0,01
10460	Bmmerkezsube	Salı,13 Eylül	Merkez Deneme	Buzlu Bardak Talebi	gazoz yanında bardak ta	₺0,00



Measuring Branch Operational Performance by Hour

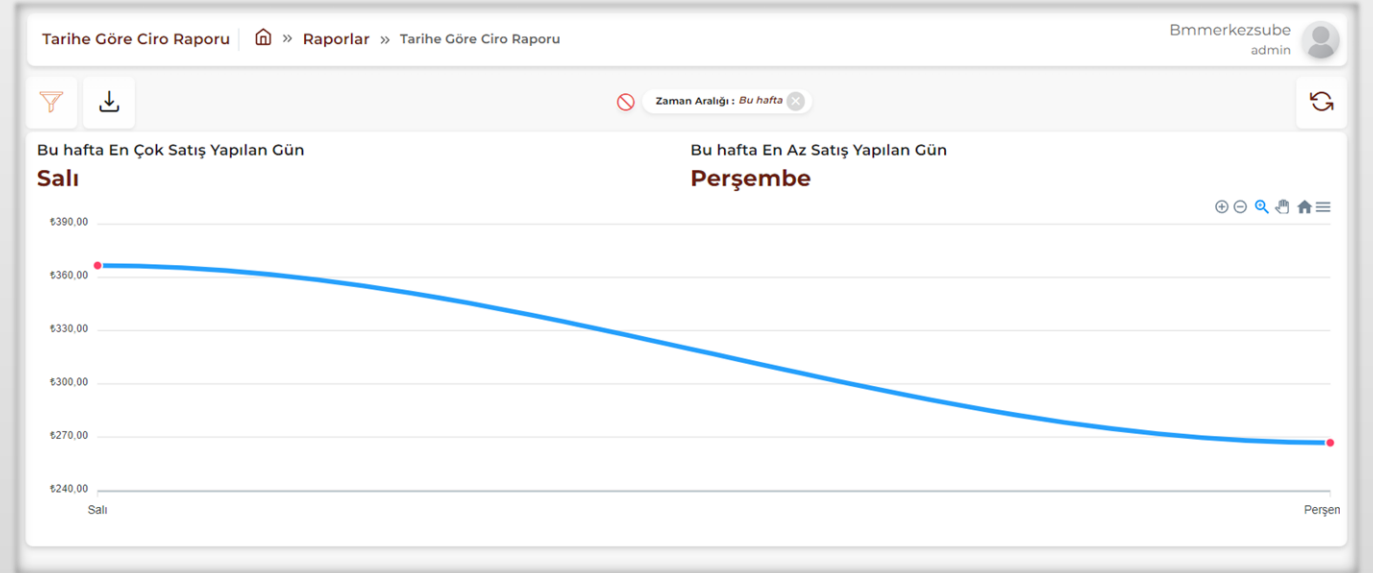
- Graphs are included in the automation system where we can examine the sales performance of the branch on a specific day or over time, covering days of the week.
- We ensure that necessary actions such as campaigns, discounts and shift schedules are taken according to these hours.





Measuring Branch Operational Performance by Day

- Graphs are included in the automation system where we can examine the sales performance of the branch for a specific day or date covering the days of the week.
- We ensure that necessary actions such as campaigns, discounts and shift schedules are taken according to these hours.





Order Management

- All raw materials and equipment used in the branch are ordered through the automation system.
- The incoming orders is automatically recorded in the branch stocks and possible stock differences are prevented.
- All products are listed in the order section with a categorical details.
- Current or retrospectively details of the order placed can be followed in the "My Orders" section.

Yeni Stok Siparişı

Hammadde Kategorileri

Sipariş vermek istediğiniz ürünleri aşağıdaki menü üzerinden seçerek **sipariş sepetine** ekleyebilirsiniz.

Q Stok İsmi Ara

Bar Ekipmanları	38 adet hammadde, 0 adet seçildi.	▼
Çay Çeşitleri	11 adet hammadde, 0 adet seçildi.	▼
Diğer	1 adet hammadde, 0 adet seçildi.	▲

Stok İsmi	Birim	Sipariş Mik.
Hulala Krema (250 GR)	Hulala Krema 12 li Koli	0

Filtre Kağıdı ve Ekipmanlar 12 adet hammadde, 0 adet seçildi. ▼

Sipariş Açıklaması

Sipariş Sepetim #Yeni Sipariş

Şubeniz için ihtiyacınız olan ürünleri sepete ekledikten ve kontrol ettikten sonra sipariş verebilirsiniz.

Sepetiniz Boş Görünüyor

Stok Sipariş Detayı

Sipariş Detayı

Vermiş olduğunuz sipariş doğrultusunda merkezden talep edilen **stoklar** aşağıda listelenmektedir.

Q Stok İsmi Ara

Ürün Adı	Birim	Miktar
Bar Ekipmanları - Ürün 1 BM Baskılı Türk Kahvesi Fincanı	12 li Set	1
Kahveler - Ürün 2 Türk Kahvesi BM (500 GR)	Türk Kahvesi 500 gr lık Paket	4
Paket - Ürün 3 Beyaz Şeker Stick (3 GR)	Şeker 2000 li Koli	1
Paket - Ürün 4 Peçete (4500 adet)	Peçete 4500 lu Koli	1

Sipariş Açıklaması

Bmmerkezsube #2453

Sipariş Tamamlandı

Tüm stoklar gönderildi ve teslim alındı. Sipariş Tamamlandı !



Stock Tracking and Management

- Inventory tracking can be done through automation, such as current stock or retrospectively stock.
- Here we can also access the branch costs of all products and recipes in the inventory.

Stok Listesi					Bmmerkezsube admin	
Stok Listesi					1 - 10 of 199	
Kod	İsim	Maaliyet	Miktar	Tedarikçi		
EBM002	110*360 Filtre Kağıdı	₺0,48 %18	1100 Adet	BM MERKEZ		
BBM011	12-16 Oz Delikli Plastik Pet Kapak (Soğuk)	₺0,78 %18	989 Adet	BM MERKEZ		
BBM002	12 Oz Plastik Pet Bardak (Soğuk)(300CC)(LENTO)	₺1,63 %18	240 Adet	BM MERKEZ		
BBM003	14-16 OZ SIYAH PLASTİK KAHVE KAPAĞI	₺0,80 %18	56 Adet	BM MERKEZ		
BBM004	14 Oz Çift Katlı Karton Bardak (Sıcak)(LENTO)	₺3,92 %18	971 Adet	BM MERKEZ		
BBM005	16 Oz Çift Katlı Karton Bardak (Sıcak)(MOLTO)	₺4,57 %18	2000 Adet	BM MERKEZ		
BBM010	16 Oz Plastik Pet Bardak (Soğuk)(400CC)(MOLTO)	₺1,62 %18	499 Adet	BM MERKEZ		
BBM012	200 ML Bardak	₺0,94 %18	9 Adet	BM MERKEZ		
EBM058	2'li Kesme Bıçağı	₺53,10 %18	0 Adet	BM MERKEZ		
BBM007	4 Oz Çift Katlı Karton Bardak (Sıcak)	₺0,89 %18	0 Adet	BM MERKEZ		
					< 1 2 3 4 ... 17 18 19 20 >	



Stock Counting And Management

- Stock counting can be done daily, weekly, monthly or any day you wish, or can be entered into the system and our stock is reset according to this count and based on the new count.
- In this way, the stock can become optimal with the correction stock counts.
- Retrospectively stock counts and their details are detailed in the stock section.

Ay Sonu Stok Sayımı ve Devir » Stoklar

Bmmerkezsube admin

1 - 10 of 37

Tarih	Durum
Perşembe,08 Eylül 12:14	Tamamlandı
Çarşamba,07 Eylül 13:26	Tamamlandı
Pazartesi,05 Eylül 17:29	Tamamlandı
Pazartesi,05 Eylül 17:24	Tamamlandı
Perşembe,21 Temmuz 17:21	Tamamlandı
Cuma,10 Haziran 14:10	Tamamlandı
Perşembe,09 Haziran 16:24	Tamamlandı
Perşembe,09 Haziran 16:22	Tamamlandı
Salı,07 Haziran 16:00	Tamamlandı
Çarşamba,01 Haziran 12:33	Geç Tamamlandı

Yeni Stok Transferi

Cuma,23 Eylül

Kaydet

Stok Adı	Stok Sayımı	Birim
110*360 Filtre Kağıdı	0	Adet
12-16 Oz Delikli Plastik Pet Kapak (Soğuk)	0	Adet
12 Oz Plastik Pet Bardak (Soğuk)(300CC)(LENTO)	0	Adet
14-16 OZ SIYAH PLASTİK KAHVE KAPAĞI	0	Adet
14 Oz Çift Katlı Karton Bardak (Sıcak)(LENTO)	0	Adet
16 Oz Çift Katlı Karton Bardak (Sıcak)(MOLTO)	0	Adet
16 Oz Plastik Pet Bardak (Soğuk)(400CC)(MOLTO)	0	Adet
200 ML Bardak	0	Adet
2'li Kesme Bıçağı	0	Adet
4 Oz Çift Katlı Karton Bardak (Sıcak)	0	Adet
7 Oz Sıcak Bardak	0	Adet



Inventory Management

- In instant or retrospective inventory management, we see the amounts of all products in stock carried over from the previous month, the amounts added during the month, the amounts remaining in stock and the automation consumption amounts during the month, and in the “Value” section, we see the stock difference.

- With inventory management, branch stock status is monitored instantly or in the desired period.

Envanter Raporu » Raporlar » Envanter Raporu

Bmmerkezsube admin

1 - 10 of 193

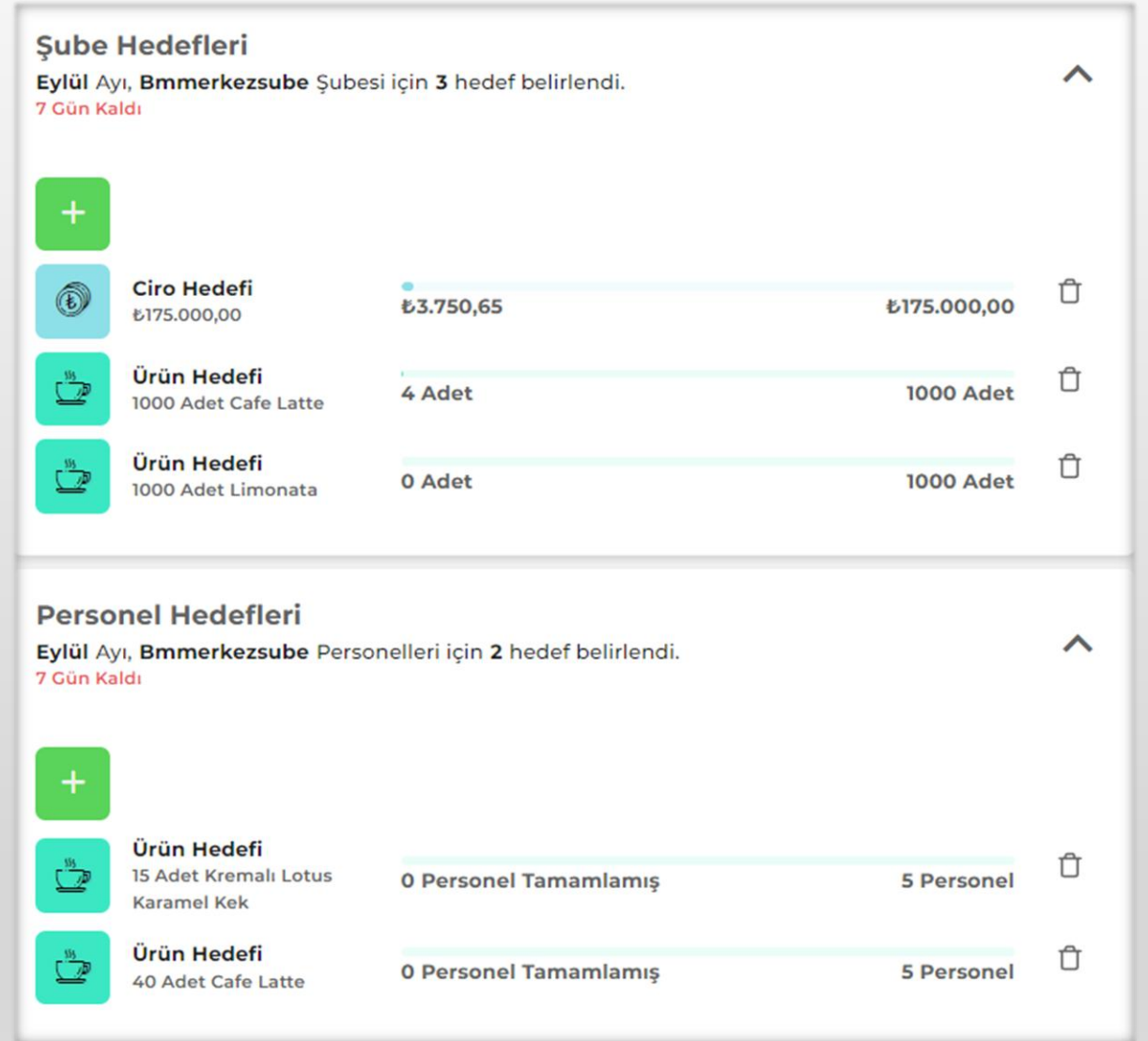
Stok Kodu/Adı	Önceki Devir	Eklenen	Kalan	Tüketim	Değer
110*360 Filtre Kağıdı	0.00	0.00	1100.00	10.00	-1110.00
12 Oz Plastik Pet Bardak (Soğuk)(300CC)(LENTO)	0.00	0.00	250.00	69.00	-319.00
12-16 Oz Delikli Plastik Pet Kapak (Soğuk)	0.00	0.00	1000.00	51.00	-1051.00
14 Oz Çift Katlı Karton Bardak (Sıcak)(LENTO)	0.00	0.00	1000.00	34.00	-1034.00
14-16 OZ SIYAH PLASTİK KAHVE KAPAĞI	0.00	0.00	60.00	86.00	-146.00
16 Oz Çift Katlı Karton Bardak (Sıcak)(MOLTO)	0.00	0.00	2000.00	2.00	-2002.00
16 Oz Plastik Pet Bardak (Soğuk)(400CC)(MOLTO)	0.00	0.00	500.00	9.00	-509.00
2'li Kesme Bıçağı	0.00	0.00	0.00	0.00	✓
200 ML Bardak	0.00	0.00	50.00	70.00	-120.00
4 Oz Çift Katlı Karton Bardak (Sıcak)	0.00	0.00	0.00	34.00	-34.00

< 1 2 3 4 ... 17 18 19 20 >



Sales Targeting as Amount or Product for Branch/Employees

- Branch or employee targets can be determined by the branch manager and the current status of these targets can be followed in the “targets” section.
- Targets can be product, category or amounts based.
- Each employee can follow their own targets but cannot see the branch turnover targets. This part is hidden and only can follow by branch managers for privacy.



Recruiting

- Employee selection and training process is carried out by our expert staff.
- Preliminary meetings and interviews are held with suitable candidates.

Training Process

- Employee candidates who pass the pre-interview and interview stage receive 2 days of theoretical barista and automation training, followed by 2 days of practical barista training, with our 2+2+1 training method, and then receive training in the store for 1 day.
- During and after the training, our expert teams visit branches and employees at regular intervals and provide technical support to the personnel.



The Academy of Brew Mood



CHOOSE
YOUR MOOD