BEHIND THE SCENES AT COFFEENET™

The Triad of CoffeeNet

Simple, concise and instantly conveying the essence of CoffeeNet, the crisp triad logo displays the tenets that any community will recognize: great coffee and technology. The steaming mug of coffee is a buoyant symbol for freshly brewed beverages. The duet of the monitor and mouse entices the savvy patron to venture into the café to see how technology influences the premises. The logo consisting of the mug , monitor and mouse have the ability to stand apart from the local restaurant by capturing the mindshare of passers-by, particularly the caffeine craved and email starved.

With the bursting red backdrop, the triad logo imposes a bright backdrop to the marriage of gourmet coffee and technological convenience. The traveling salesperson, entrepreneur, multi-tasking commuter, student or outing bound soccer mom or dad can all partake in the CoffeeNet community delighting in fresh brewed lattes and pastries while surfing the internet beneath the folds of the red triad.

TANTALIZING...

FRESH...

RICH...

THE PERFECT COFFEE BEVERAGE

We serve enjoyment by the cup. CoffeeNet has built a reputation for packaging an experience in every cup. Using only the finest free trade beans, CoffeeNet brews perfection. Each hand selected bean is roasted and transported to CoffeeNet from countries of origin worldwide. Upon arriving to CoffeeNet, the roasted beans as well as some of the finest chocolates, caramels and syrups are combined in strenuously standardized processes so that each beverage attains the exact same great taste, cup after cup, drop after drop. CoffeeNet provides you the best cup of coffee, espresso, tea, smoothie and steamer in the world.

Just like our bright triad, the warm colors of the CoffeeNet stores invite fun, energy and a sense of community. As the lively CoffeeNet murals and commercial free music envelop the storefront , customers can enjoy the CoffeeNet fare in an environment that is comfortable, clean and friendly. With the sales floor optimized for high ROI of each square foot, the customer is not only drawn to the point of order but to sales displays, internet access points, productivity centers and ways to meet and mingle..

CoffeeNet meets the customer at the point of their need: thirst, hunger, convenience, business productivity or community. CoffeeNet becomes a partner to the loyal customer, helping to make their day a bit brighter.

CoffeeNet's environment fosters the development of the most capable employees. Employees are exposed to pedigree coffees and high technology. Employees can become versed in every aspect of brewing Arabica beans as well as indulge in the freedom of desktop publishing, the world-wide web and wi-fi. CoffeeNet's blend of coffee and technology is a unique experience bettering our employees by the diversity of job tasks. Moreover our management guidelines and principals enable employees to keep each CoffeeNet premise standardized, clean and efficient.

EMPLOYEES ONLY

Lattes

Mailboxes

Blueberry Scones

Meeting Rooms

Internet

Turkey Italian Subs

CoffeeNet's Menu is a cornucopia of fun, delicacies and convenience. Where else can one get a Signature Breakfast blend coffee or caramel apple steamer, make collated color copies, respond to email, pick up mail, before attending a meeting while munching on a delicious sub. Only at CoffeeNet ...

branding power and brand identity. A single independent operator is alone trying to negotiate with vendors and between competing business aspects such as: marketing, inventory levels, product development and human resources. An independent who shares CoffeeNet's vision would be much better served leveraging CoffeeNet's knowledge base rather than reinvent the wheel. CoffeeNet's franchisees have the luxury of utilizing CoffeeNet's expertise while exclusively focusing on the profitability of their store.

The benefits of partnering with CoffeeNet by joining the network of emerging franchise stores is unlimited. CoffeeNet has developed proven processes to facilitate design, build out, operations, marketing, financial planning, menus and food service delivery, services deployment, staffing development and much more.

As a part of the network, one gets access to this knowledge as well as the ever expanding library of operational improvement,

COFFEENET™

WWW.COFFEE-NET.NET