

The logo features the word "VERTICAL" in a large, bold, white, sans-serif font. Below it, the words "COFFEE BAR" are written in a smaller, white, sans-serif font. The text is centered and overlaid on a dark blue background with abstract, geometric shapes and a subtle pattern of light blue lines.

**VERTICAL**  
COFFEE BAR

A person with dark, curly hair is seen from behind, wearing a black t-shirt. The t-shirt has the text "YOU CAN DO IT!" in large, white, bold, sans-serif capital letters. Below this, in a smaller, white, italicized font, is the text "- Coffee". The person is standing in a coffee shop or cafe, with a wooden counter in front of them. In the background, another person is visible, working behind the counter. The lighting is warm and focused on the person in the foreground.

**“YOU CAN DO IT!”**  
*- Coffee*



Somos una **cafetería de especialidad**

donde cada detalle es importante.

Seleccionamos ingredientes de calidad  
teniendo una **gran atención** en la  
preparación hasta la entrega de cada  
bebida o alimento.



Contamos con una **amplia oferta en el menú**, siempre en la búsqueda de **la opción más saludable**, variedad de leches vegetales, jarabes a base de miel de agave con menos de 1 gr de azúcar y proteínas de alta calidad.





Nos caracteriza nuestro **excelente servicio**

A woman with dark hair pulled back, wearing a dark jacket, is smiling warmly. She is in a crowd of people, with a man in a dark shirt and tie visible in the foreground, slightly out of focus. The background is dark and indistinct.

y **la comunidad** que formamos con nuestros **clientes** y **colaboradores**.

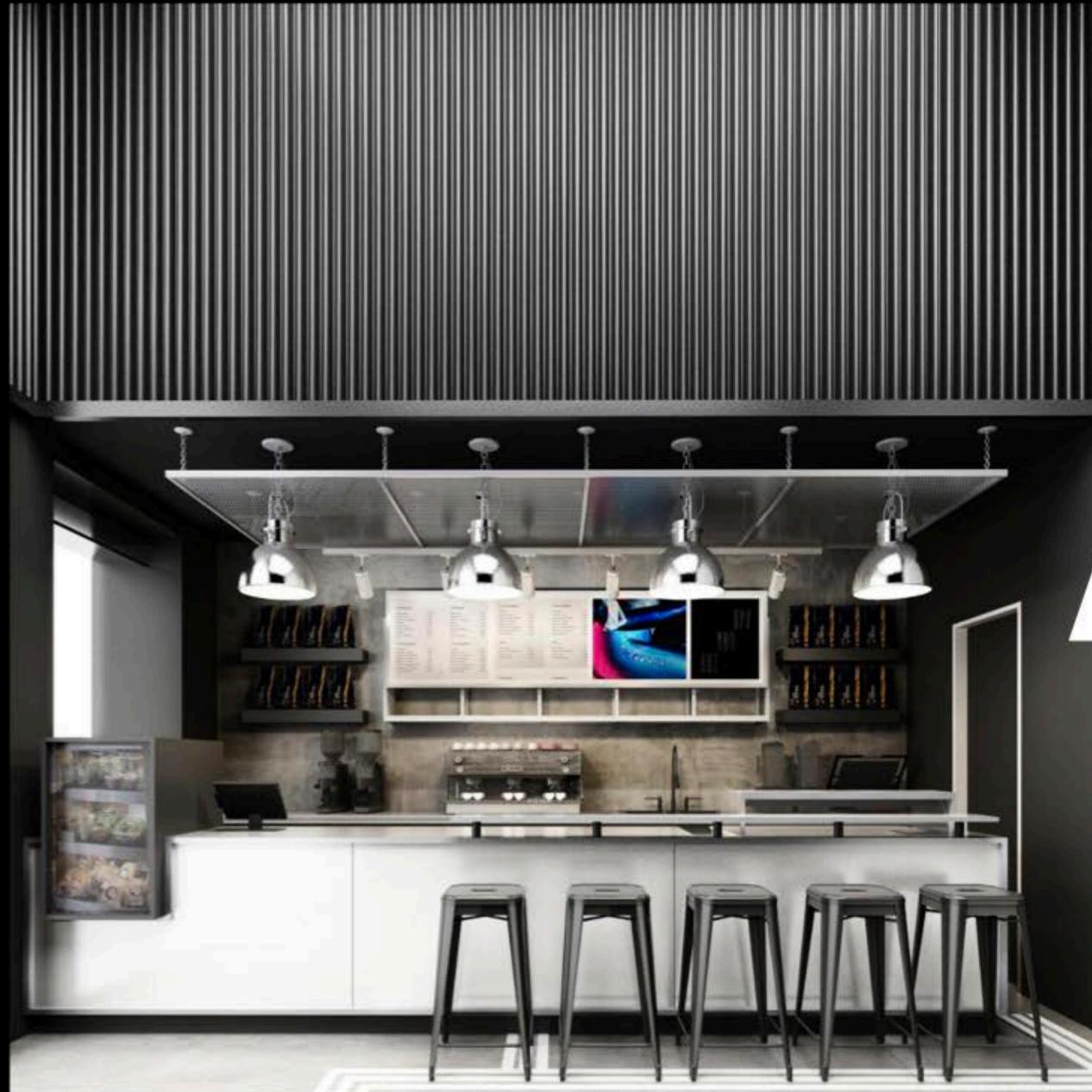


# **/ UNIDAD**

PROTOTIPO.

VERTICAL  
COFFEE BAR





**/ RENDER.**

**VERTICAL**  
COFFEE BAR







**VERTICAL**  
COFFEE BAR

# **/ VALOR DE LA FRANQUICIA**

**ROI DE 24 MESES**

**LOCAL DE 50M<sup>2</sup> A 60M<sup>2</sup> APROX.**

**5% DE REGALÍA  
\$2,500.00 PUBLICIDAD**

|                            |                       |
|----------------------------|-----------------------|
| <b>CUOTA DE FRANQUICIA</b> | <b>\$600,000.00</b>   |
| <b>STOCK.</b>              | <b>\$50,000.00</b>    |
| <b>MOBILIARIO Y EQUIPO</b> |                       |
| <b>REMODELACIÓN</b>        |                       |
| <b>ANUNCIO</b>             | <b>\$1,150,000.00</b> |
| <b>UTENSILIOS</b>          | <b>\$57,500.00</b>    |
| <hr/>                      |                       |
| <b>TOTAL</b>               | <b>\$1,857,500.00</b> |



