



Franchise Packages 2025

www.twelvecoffee.ph

All About Us : Mission, Values & Vision : Products : Franchise Packages



POURING A QUALITY DOSE OF COFFEE.

With the right team, fueled with burning passion, our main goal is to share a good cup of coffee to all.

12
TWELVE



ALL ABOUT US

We started as a humble café in Kidapawan City with one main goal, to serve quality yet affordable coffee to our customers. Twelve Coffee has stood out amongst other competitors with a distinct taste and craftsmanship.

All drinks took time before it was marketed and sold to the public. The owner, Ruel Vargas together with some mentor in the field of coffee industry, made it sure that the recipes crafted are sustainable and best of all, the taste, that could compete with domestic and even to the international market. Our humble beginnings, thorough R&D and tested recipes which currently maintains the standards of Twelve Coffee.

We are excited to welcome you and be part of Twelve!



Mission

To create a standout, high-quality and reasonably-priced coffee for all coffee-lovers.

Values

Everyone deserves a good cup of coffee by maintaining an affordable yet high-quality coffee.

Vision

We aim to expand our brand to neighboring and major cities including prime tourist destinations in the country.



Products

We pour a good cup of coffee.

At TWELVE COFFEE, we undergo a thorough R&D before and even after launching a product.

Best-Sellers:

- Dulce de leche (Caramel Macchiato)
- Madrid (Spanish Latte)
- Shibuya Crossing (Matcha Espresso)
- December Affair (Mocha ala Mode)
- Ube Pastillas Latte (Non-coffee)
- Strawberry Matcha Latte (Non-coffee)



Menu

- Twelve Coffee aims to provide reasonably priced yet high-quality coffee.
- The addition of some items in the menu upon opening will be gradual.
- Some prices may vary/differ per branch.

TWELVE CLASSICS <small>some of our classics</small>		hot/iced	
		12 oz.	16 oz.
Black Hole	Americano	110	120
White Noise	caffè latte	140	150
Barcelona	muscovado iced-shaken oatmilk espresso	160	180
HoChiMinh	Vietnamese coconut seasalt latte	150	160
KLM	Milo espresso affogato	165	175
Milkyway	white mocha	155	165

TWELVE SIGNATURE <small>our bests, yet.</small>			
Dulce de Leche	caramel machiatto	150	160
Shibuya Crossing	matcha machiatto	160	170
December Affair	mocha ala mode	170	180
Madrid	Spanish latte	145	155
Love & Thunder	white chocolate strawberry	150	160
Pick me up!	tiramisu latte	n/a	180

FRAPPE <small>ice blended-based drinks</small>			
nutella	Hazelnut Frappe		220
	Mixed Berries Frappe		225
Tres Leches			215

COLD BREW <small>steeped for 22 hours straight</small>			
Afterdark	brown sugar shaken cold brew	140	
First Dose	classic white cold brew	160	
Siargao	peaches & berry infused cold brew	150	
Godfather	vanilla seasalt foam cold brew	155	

MATCHA CLUB SERIES <small>our matcha-based drinks</small>			
Signature Matcha Latte		155	165
Ceremonial Matcha Latte		225	n/a
Strawberry Matcha Latte		n/a	185
Matcha Cream Frappe		n/a	220

FRUIT TEAFRESHERS <small>hand-shaken fruit teafreshers</small>			
Acai Mixed Berries			160
Mango Passionfruit			160
Cranberry Pomegranate			165
Honey Apple Cinnamon			160

NON-COFFEE <small>off the grid/caffeine-free</small>			
Malagos chocolate	hot/iced chocolate	160	180
Passion-X Soda		120	130
Peach Mango Latte		135	145
Ube Pastillas Latte		150	160
Strawberry Milk		n/a	160
Fresh Honey Lemonade		n/a	160
Fresh Honey Orange Juice		n/a	180

ADD-ON'S <small>go-extra</small>			
Whipped Cream	Espresso Shot	Ice Cream	50
Sweet Cream Foam	Oat Milk	Syrup/Sauce	30

twelve
KIDAPAWAN

12
TWELVE



PROMOTIONS

- Social Media Advertisement
- Featured Drink (Monthly)
- Discounts and Promos

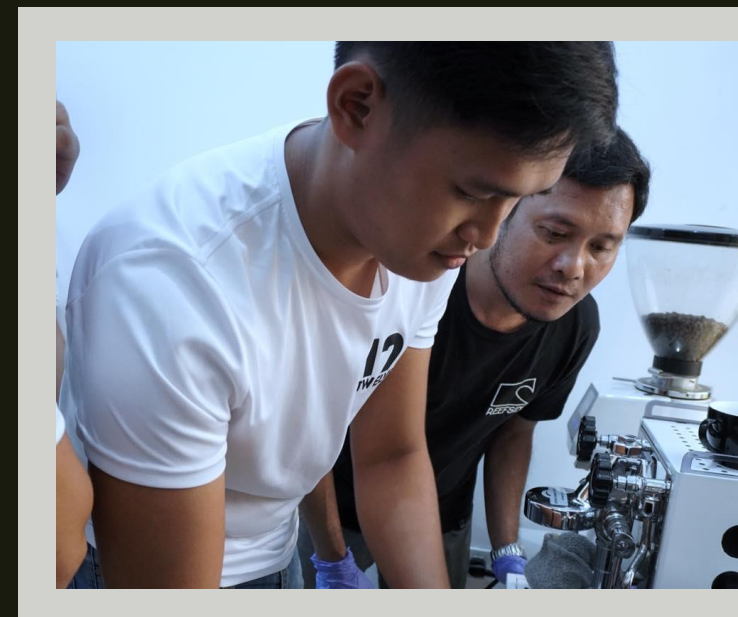
Current Franchise Locations

- 📍 KABACAN – NORTH COTABATO (SOON TO OPEN)
- 📍 ECOLAND - DAVAO CITY
- 📍 F. TORRES - DAVAO CITY (SOON TO OPEN)
- 📍 MIDSAYAP, NORTH COTABATO
- 📍 KIDAPAWAN CITY – BRANCH
- 📍 KABACAN – (SOON TO OPEN)



TRAININGS

- We continuously train our staff along with the current standards in the coffee industry.
- As franchisee, we will also keep track your staff in providing training and assistance.



OWN YOUR TWELVE COFFEE TODAY!

① ONE-TIME
FRANCHISE FEE

② CONTINUOUS
TRAINING

③ MARKETING
ASSISTANCE



COFFEE CART

One-time franchise fee*

3% monthly royalty fee

Recipe Manual (soft/hard copy)

Use of Brand Name & Logo

Marketing Assistance

FREE Basic POS System

Basic Supplies & Equipment*

Staff Training

Php. 15,000 Stock Credits

Exclusion:

Coffee Cart

Business & Government Permits

PHP. 249,000*

Subject to 12% VAT



CUSTOMIZED STORE

One-time franchise fee

5% monthly royalty fee

Recipe Manual (soft/hard copy)

Use of Brand Name & Logo

Marketing Assistance

FREE Basic POS System

Basic Supplies & Equipment*

Staff Training

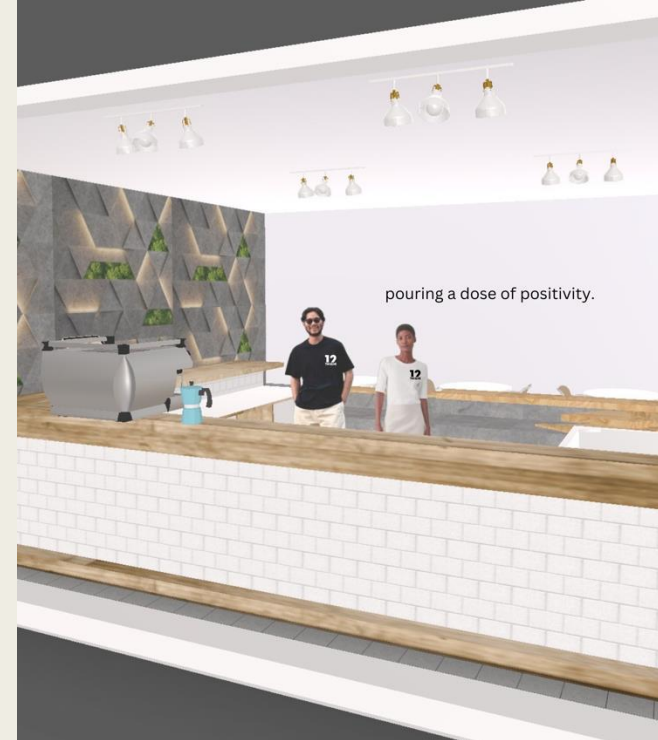
Php. 30,000 Stock Credits

Exclusion:

Layout & Construction Cost

Business & Government Permits

PHP. 349,000



Net Income Sample Computation

DAILY SALES	MONTHLY GROSS	COST OF GOODS SOLD	RENT	SALARIES	UTILITIES	ROYALTY/MARKETING	NET INCOME
₱10,000	₱300,000	₱120,000	₱20,000	₱50,000	₱10,000	₱19,000	₱81,000
₱12,000	₱360,000	₱144,000	₱20,000	₱50,000	₱10,000	₱22,600	₱113,400
₱15,000	₱450,000	₱180,000	₱20,000	₱50,000	₱10,000	₱28,000	₱162,000
₱20,000	₱600,000	₱240,000	₱20,000	₱50,000	₱10,000	₱37,000	₱243,000
₱25,000	₱750,000	₱300,000	₱20,000	₱50,000	₱10,000	₱45,000	₱325,000

ROI Sample Computation

12 Month/1 Year Basis

DAILY SALES	₱12,000	₱15,000	₱20,000	₱25,000
TOTAL CAPITAL	₱1,000,000	₱1,000,000	₱1,000,000	₱1,000,000
ROI Value per Mo. (12-month period)	₱83,333.33	₱83,333.33	₱83,333.33	₱83,333.33
Daily Sales x 30	₱360,000	₱450,000	₱600,000	₱750,000
Operating Expenses (75%)	₱270,000	₱337,000	₱450,000	₱562,500
NET INCOME (25%)	₱90,000	₱112,500	₱150,000	₱187,500
Profit/Earnings after ROI	₱6,666.67	₱29,166.67	₱66,666.67	₱104,166.67
ROI TIMELINE	12 MONTHS	12 MONTHS	12 MONTHS	12 MONTHS

Assuming the owner/investor chooses to amortize the total capital in a year to reach/return its initial investment - we can deduct the fix sum from the Net Income from that month. The remaining is full earnings/profit after ROI. This approach is beneficial as you may treat the initial investment as a monthly expense (Capital Expense), allowing the remaining funds to be classified as earnings.

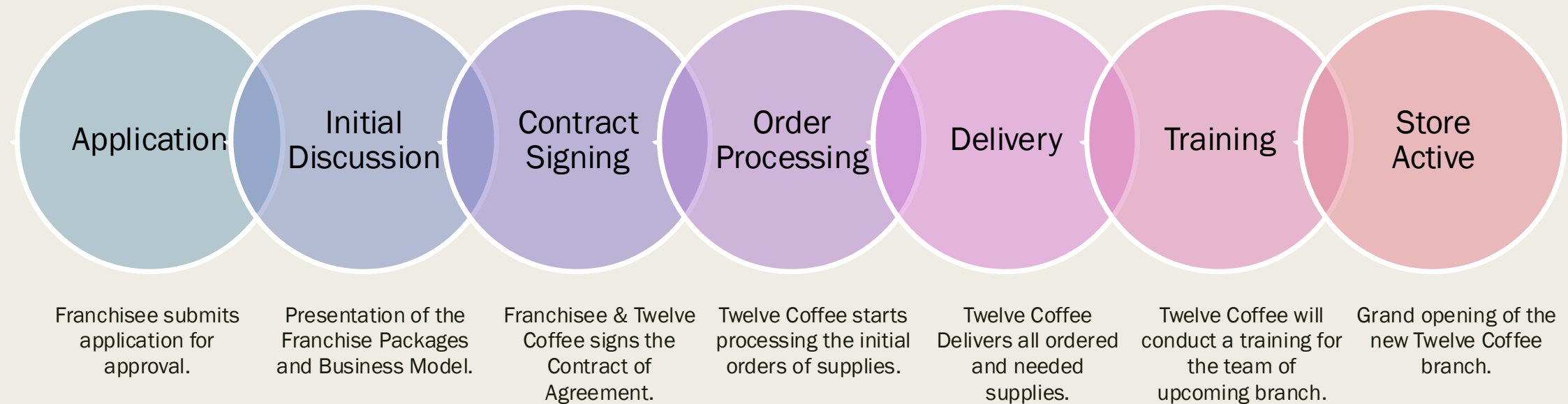
ROI Sample Computation

ROI with no profit share

DAILY SALES	₱12,000	₱15,000	₱20,000	₱25,000
TOTAL CAPITAL	₱1,000,000	₱1,000,000	₱1,000,000	₱1,000,000
Daily Sales x 30	₱360,000	₱450,000	₱600,000	₱750,000
Operating Expenses (75%)	₱270,000	₱337,000	₱450,000	₱562,500
NET INCOME (25%)	₱90,000	₱112,500	₱150,000	₱187,500
Profit/Earnings after ROI	-	-	-	-
ROI TIMELINE	10-11 MONTHS	8-9 MONTHS	6-7 MONTHS	5-6 MONTHS

If the owner/investor chooses to return all of that month's net income to its capital, it will be deducted until we reach/meet our total capital investment. The length of it will depend on the branch's daily sales.. Although this method might be quicker than using a 12 month/1 year basis, the length of time will still rely on daily average sales.

Franchise On-Boarding



FAQ's

How much is the initial investment?

The total initial investment will depend on the franchisee on how much he/she will spend on the equipment, construction and manpower.



What is the required store area?

There is no required specific store area as long as it is enough for the the flow of operation to be efficient.



Who will provide the manpower?

The franchisee will be the one to outsource their staff.



How many staff is needed to hire?

1-OIC/2-barista



Who's in-charge of the Facebook Page for marketing?

The franchisee will be in-charge of the page but we will send marketing materials to assist with marketing posts.



E-mail us your proposed design & lay-out!

- Send us some pictures of your preferred restaurant layout.
- We can help you with your design.
- All pegs for your design and layout is subject for approval.

Got more questions?

- 09087708696
- (064)-258-0468
- bonefirekidapawan@gmail.com
- www.twelvecoffee.ph

