

# Cooler City – ROI Plan (Sri Lanka)

## 1. Initial Investment

Item Cost (LKR)

- Franchise + management + deposit + training- roughly 8,000,000
- Interior renovation (ground floor, 500+ sq ft) 3,000,000
- Contingency (permits, initial working capital) 1,000,000
- **Total 12,000,000**

\*All monthly operating costs (rent, staff, utilities, ingredients, marketing, etc.) are included in Net Margin.

## 2. Three Performance Tiers

Average cup price  $\approx$  375LKR

Net profit margin (all cost included) = 40%/ Raw ingredient gross margin is 65%-70%

	Daily	Monthly revenue	Payback
Conservative	245	2,756,250	<b>11 months</b>
Moderate	355	3,993,750	<b>7.5 months</b>
Optimistic	485	5,456,250	<b>5.5 months</b>

## 3. Location & Operational Requirements

- Ground floor, minimum 500 sq ft
- High footfall (mall, bus stand, university, or busy street – main road not mandatory)