



SENSUM IS A NON-STANDARD APPROACH TO IMPLEMENTING IDEAS AND ORIGINAL SOLUTIONS THAT HIGHLIGHT THE DISTINCTIVE FEATURES OF EACH.

The team of specialists at SENSUM will share their years of experience and skills in starting and successfully managing a business. We provide a ready-made solution for developing a business idea and its implementation, including space design, interior decoration, and selection of professional equipment.

**THE CONCEPT OF A BUSINESS PROPOSAL
INVOLVES TWO IMPLEMENTATION MODELS.**

COFFEE TO GO & COFFEE IN STORE

THE "TO GO" MODEL

The "To Go" model is based on the idea of creating a coffee takeaway window, a mobile food truck for selling fast food and beverages, as well as selling in food courts. The advantages of this model include cost savings invested in a physical establishment and the flexibility of mobility without being tied to a specific location, allowing for expanding the consumer audience as the location changes.

The cost range of the project is from 18,000 to 25,000 AZN.

Investment forecast - TO GO concept	
Direction	Amount
Coffee equipment	9.138 AZN
Other equipment	9.980 AZN
Logo	800 AZN
Service fee package	1.912 AZN
• education	Included in the service fee package
• technical service	Included in the service fee package
Project cost	21.830 AZN

TAKEAWAY COFFEE WINDOW



FOOD TRUCK



FOOD COURT



THE "IN STORE" MODEL

The "In Store" model is based on the opening of a brick-and-mortar establishment designed to accommodate a large number of visitors.

The financial implementation of projects is carried out through favorable loan conditions from a bank.

The project cost range is from 35,000 to 50,000 AZN.

Investment forecast - IN STORE concept	
Direction	Amount
Coffee equipment	15.677 AZN
Other equipment	20.800 AZN
Logo	2.000 AZN
Service fee package	3.648 AZN
● education	Included in the service fee package
● technical service	Included in the service fee package
Project cost	42.125 AZN

IN STORE



SERVICE FEE PACKAGE INCLUDES:

Legal consultation:

1. Organization of the process of opening an establishment (legal consultation)
2. Consultation on preparation of documents for registration of a Mobile Coffee Shop (MCS) in government institutions
3. Consultation on obtaining quality and origin certificates

Technical support:

1. Consultation on location selection for the client
2. Cost estimation
3. Equipment selection
4. Coffee supply (corporate offer)
5. Technical service for coffee equipment (for 6 months, with free monthly diagnostics)
6. Free training course for 1 barista.

ADDITIONAL ADVANTAGES OF COOPERATING WITH SENSUM:

- 1. Professional event organization for opening establishments**
- 2. Layout and design project for an establishment**
- 3. Interior and exterior decoration of premises**
- 4. Content shooting for social media advertising**
- 5. Compilation of the menu for the establishment**
- 6. Staff selection.**

DISTRIBUTION

SENSUM is an official distributor of leading European manufacturers of professional coffee equipment, such as:

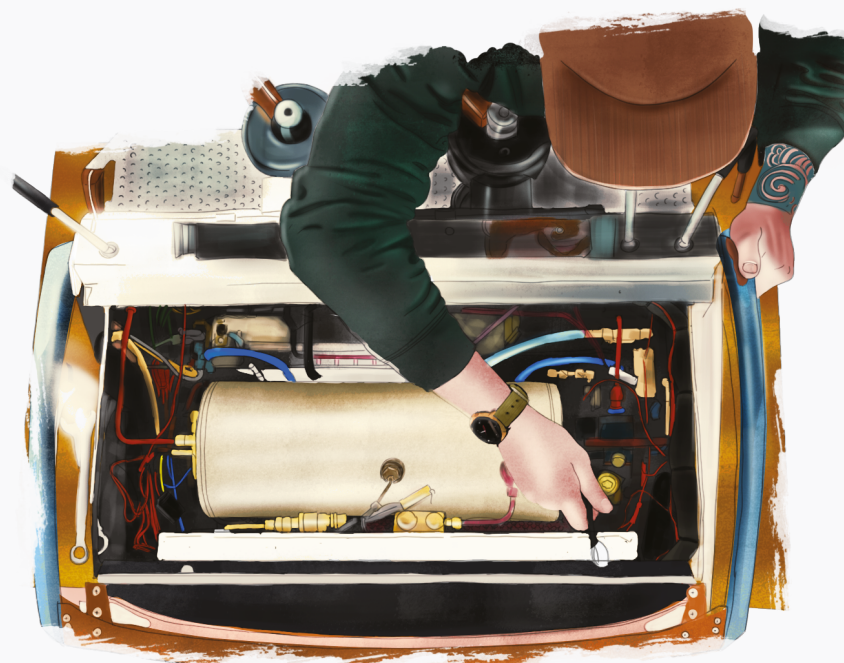


As well as being a representative of the Loveramics brand - an undisputed leader in the production of ceramic and porcelain tableware designed for impeccable tea and coffee presentation. We sell professional coffee equipment that is tailored to meet the needs of your establishment.

TECHNICAL SERVICE

To ensure the uninterrupted operation of your establishment, it is necessary to maintain the fitness for use of the equipment. Technical maintenance of coffee machines must necessarily include periodic cleaning to preserve the true taste of coffee, eliminating the presence of foreign impurities.

A delicate process like troubleshooting coffee equipment should be entrusted only to professionals in their field. Our team of qualified technicians provides high-quality technical maintenance services for coffee equipment, thoroughly examining all the causes of machine damage, guaranteeing competent troubleshooting and maintaining the functionality of the devices.



EDUCATION

SENSUM Coffee provides staff training services based on the program of the Specialty Coffee Association (SCA) - an international coffee association.

Competent specialists in the field of coffee production will train your establishment's staff in all the intricacies of the trade with the aim of improving their professional skills and enhancing the quality of services provided.

Knowledge is an invaluable key to a successful future and a significant resource aimed at achieving the best results in your work.



SENSUM COFFEE

SENSUM Coffee is a delicate approach to production and preservation of values, based on the impeccable combination of taste components.

We are proud to present SENSUM coffee products that meet international quality standards. Only premium varieties and meticulous control at every stage of production, from roasting to packaging.

We offer Specialty coffee with SCA scores of 80+ that is freshly roasted and carefully stored to ensure impeccable taste and a persistent aroma. We provide coffee supply service to your establishment based on favorable contract terms with our partners, to ensure your customers are served with fresh and high-quality coffee products.



SENSUM Coffee - production from roasting the beans to transforming them into a high-quality product ready for consumption.

*We create the magic of unparalleled taste!
We thank you for your trust and the successful start of our partnership based on a professional approach to work and high quality of the products we provide.*



SENSUM

info@sensum.az | www.sensum.az \ Ahmad Rajabli 2/29