
SUCCESS IS BEST WHEN SHARED

- Howard Schultz
Chairman & CEO of Starbucks

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BARISTA

THE LARGEST CAFÉ CHAIN IN SRI LANKA



BARISTA

OUR PHILOSOPHY

OUR VISION

To be the Undisputed Leader and the Most Preferred Cafe Chain in Sri Lanka While Making the best Contribution to Our Team, Guests and the Community at Large.

OUR MISSION

As the Largest Cafe Chain in Sri Lanka, We Will Ensure that We Create and Deliver the Best Value to all Our Stakeholders while being Responsible for Safeguarding the Interests of the Environment and the Community

DEMAND FACTORS

The brand equity Barista has built over 24 years of operations

Large share of young population in Sri Lanka

Increasing population of urban working professionals

Changing consumer lifestyle

Expanding tourism in Sri Lanka

Sri Lanka regaining economic strength



FACTORS FOR THE GROWTH OF THE INDUSTRY

VALUES WE SWEAR BY

1

HARD WORK

We recognize that hard work is essential for achieving sustained success, driving innovation, and fostering continuous improvement. We are committed to going above and beyond to deliver exceptional results with unwavering dedication and perseverance.

2

PASSION

Our passion is the driving force behind all our endeavors, motivating us to approach each challenge with enthusiasm and dedication. It fuels our commitment to making a meaningful impact to the cafe industry in Sri Lanka and delivering outstanding outcomes.

3

QUALITY

We are committed to maintaining the highest standards of quality across all our products, services and processes, ensuring excellence in every aspect of our business. Our focus is on consistently exceeding customer expectations and delivering superior value.

4

EXCELLENCE

Excellence is the benchmark for all that we do. We are dedicated to performing at the highest level, empowering our team to deliver exceptional results and establish new industry standards.

5

RESPECT

We deeply value diverse perspectives and contributions, cultivating an inclusive and collaborative culture. Mutual respect is the foundation of trust, enabling us to build enduring, meaningful relationships.

WHY SHOULD YOU INVEST

BRAND LINEAGE

- Enhanced brand visibility and widespread accessibility
- The largest and most recognized café chain in Sri Lanka
- 24 years of proven success and growth
- Internationally recognized franchise model
- Award-winning customer service excellence
- A strong, loyal customer base of 119,000 customers across the island

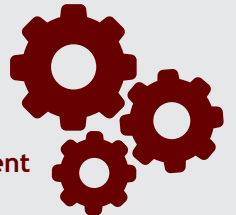


SCALABILITY

- Streamlined process for store development and expansion
- Opportunities for multi-location growth
- E-commerce and delivery capabilities integrated
- Comprehensive support for design and construction
- Systems and automations

EASE OF OPERATIONS

- A time-tested and efficient operational framework
- Seamless store launch and ongoing sustainability
- Ongoing tactical support for optimal performance
- Dedicated commitment to 100% training and development
- SOPs, Academy app to train the staff
- Central kitchen facility, Distribution facility



BEST INVESTMENT OPPORTUNITY

- Coffee consumption expanding at a rate of 20% - 25% in urban areas
- Food industry growth projected at a CAGR of 20-25%
- Investment opportunities starting from Rs 20M
- Payback period of less than 24 months
- Coffee culture appeals to a broad and diverse demographic
- Guaranteed positive returns and long-term profitability



OPERATIONS & SUPPORT

- Dedicated team
- Forward planning



Business Planning & Operations



Recruitment of Staff & Development



Marketing & Loyalty Support



Products, NPD & Quality Support

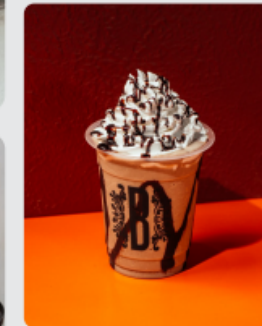


Supply Chain Support



IT System & Software Support

OUR PRODUCTS



GEOGRAPHICAL FOOTPRINT

450 Stores globally

Franchise stores 200

51 Domestic Stores

International

India
Nepal
Maldives
Bangladesh
Myanmar

OUR STORE LOCATIONS

World Trade Center

Level 3, World Trade Centre, Colombo 01:

Laksala Thummulla

Laksala Building #7, Reid Mawatha, Cinnamon Gardens:

Bandaranaike International Airport

C Shop #66/D, Bandaranaike International Airport Katunayake:

Southern Highway A

Service Area A:

Rajagiriya

No 55 A, Buthgamuwa Road, Rajagiriya:

Mirissa

Sri Ramya, Galle Road, Mirissa:

Nawala

446 Nawala Rd, Sri Jayewardenepura Kotte:

Orion City

No.752 Dr Danister De Silva Mawatha, Colombo 09:

Kiribathgoda

No 91, Ground Floor, Kandy Road, Kiribathgoda:

Malabe

390, Kaduwela Road, Malabe:

Athurugiriya - Express

311, Borella Road, Athurugiriya:

Sigiriya

121/A, Main Road, Sigiriya:

Dehiwala

35, Hill Street, Dehiwala:

Nugegoda Diner

No. 117, Pagoda Road, Nugegoda:

Wattala Diner

No.542 A, Negombo Road, Wattala:

Ja-Ela

18 Negombo Rd, Ja-Ela:

Barista Kurunegala

PWDR Cafe (Pvt). Ltd, Yaggapitiya, Kurunegala – Dambulla Rd, Kurunegala

Barista Kottawa

292, 1 High Level Rd, Pannipitiya

Barista Kiosk - BIA

Transit Area, BIA, Katunayake 11450

Barista Moratuwa

11 Galle Rd New Deviation, Moratuwa 10400

Jaffna Express

No 420, Hospital Road, Jaffna

Barista Piliyandala

No 188, Colombo Road, Mampe

Barista Seeduwa

No. 444, Seeduwa Village, Colombo Road, Seeduwa

Barista Shanthipura

Eagle's View Point, Nuwara Eliya

Barista Yakkala

264, Henpitimulla Kandy Rd, Yakkala

Café Mocha by Barista

28, Stafford Avenue, Colombo 06 (Near Gandhara):

Bambalapitiya

Pizza Hut Premises, #7/2, Station Road, Colombo 04:

Staple Street Lakarade

33 Staple St, Colombo 02:

Thalawathugoda

No.1136/B/5, Pannipitiya Road, Thalawathugoda:

Maharagama - Express

No. 171, Colombo Road, Maharagama:

Mount Lavinia

198, Galle Road, Mount Lavinia:

Southern Highway B

Service Area B, Wellpenna:

Thimbirigasyaya - Express

No 61, Isipathana Mawatha, Colombo 05:

Galle

No. 53, Pedler's Street, Galle Fort:

Ella

No.01, Ella Junction, Ella:

Nugegoda - Express

27, S De S Jayasinghe Mawatha, Nugegoda:

Perahera Mawatha

181, Sir James Peiris Mawatha, Colombo 02:

Negombo

631, Colombo Road, Negombo:

Kurunegala

First Floor, 61, Baudhaloka Mawatha, Kurunegala:

Kandy Diner

No 498, Peradeniya Road, Kandy:

Barista Double XL

Dbl XL, No 108, Reid Avenue, Colombo 7:

Barista Horton Place

Lanka IOC Fuel Filling Station, 75 Alexandra Pl, Colombo 7:

Barista Katubedda

239 Galle Rd, Moratuwa

Barista Ethul Kotte

932/A Kotte Rd, Sri Jayawardenepura, Kotte

Barista Matara

No.7B, Beach Road, Matara

Barista Kohuwala

129/2 Dutugemunu St, Colombo 10250

Barista Boralessgamuwa

129/2 90, Katuwawala Road, Boralessgamuwa

Barista Nuwara Eliya

Greenways, Badulla Road, Nuwara Eliya

Barista Nawam Mawatha

48, IBM Building, Nawam Mawatha, Colombo