

Company Overview

Gahwa Dot Co



Gahwa Dot Co

Manufacturer of authentic Arabic and Latin coffee and tea capsules



Mahmood Alaraibi
CEO

About the founder

Mahmood Alaraibi | Founder & CEO

- Bachelors Degree: Human Resource Management from Newcastle UK.
- HR Generalist at Hasan & Habib Sons of Mahmood - FMCG
- Track record: Self Publishing finalized and pipelined to be published.
- Assisted many startups with workflow automation such as (Loyale App, DEFT Valuation Services and Fish.me).
- Food Safety for Manufacturing – Highfiled UK
- Food Safety for Catering – Highfiled UK
- International award in delivering Training – Highfiled UK

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INVESTMENT WARNING!

GAHWA DOT CO IS A HOME BUSINESS WITH A NEW WLL CR (WITHOUT LICENSE). HENCE, THE INFORMATION PRESENTED ARE IN THE FORM OF FORECAST WITH NO SUPPORTING AUDITED FINANCIAL STATEMENT.

About the business

- 1) While Mahmood was studying abroad in the UK, he noticed that there was a huge gap for the Arabic coffee and red tea in Gulf authentic flavors.
- 2) Mahmood was thinking of a way to get those drinks abroad but in single pack which can be prepared instantly without the need of mixing and boiling.

Therefore, Gahwa.co started as a productive family business "Home Business" back in 2019 and it was only a concept and early-stage prototype.

"Red tea and Arabic coffee capsules in our Gulf aromatic and authentic taste!"

At Gahwa.co, we are inspired to take the first step in continuing the legacy of the original taste of the Arabic Coffee. Our goal is to influence people to keep hold of the authentic taste in accordance with the market trends and technology of preparing the Arabic Coffee.

Why Us?

We differentiate ourselves by offering local ownership, healthier ingredients with all natural recipes than other competitors. More interesting flavours and freshly grinded spices.

Product description:

Coffee & tea capsules that have delicious Arabic and Latin roasted coffee and tea blends based on recipes that the chief roaster blends from his own Arabic roots for a reasonable and affordable prices.

- Gold Gahwa
- Red Tea
- Espresso

Target audience:

Downtown coffee lovers, office workers and students on campus locally or abroad deserves the best and yet the most convenient way of preparing Arabic Coffee, Red Tea and Espresso on the go.

Revenue streams:

- Sales through retail shops
- Sales through eCommerce (business' website & Instagram account)

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About the business (Continued)

Use of fund:

- **USD 24,000 (30%) Machinery and product development**
- **USD 32,000 (40%) Working capital and running expenses for 2 years**
- **USD 24,000 (30%) Marketing, distribution, and retail expenses**

Next steps:

Go to Market Strategy

To determine if Gahwa.co is successful, it is different from B2C and B2B sales strategy. The goal here is to keep our plan alive by tracking our actual results, identifying poor assumptions or weak performance as early as possible, and correcting course right away to keep our business on track.

Second Half of 2023 - Bahrain Market Expansion:

- After securing the Investment amount, we will allocate amount "USD 24,000" for Research and Development and buy the machinery in order to achieve the proposed net profit projection of 2024 "USD 188,000".
- Register Gahwa.co as an international Registered Brand.
- Gain more exposure and participate in as much events and venues as possible.

2024:

Business to Customer Sales - B2C scenario: Gahwa.co will focus mainly on eCommerce sales through its platform www.Gahwa.co and across other Marketplaces. Then expand locally to the supermarkets and cold stores.

Business to Business - B2B scenario: numbers and sales projections could be achieved with two B2B contracts only! We are currently finalizing a major B2B contract with a huge FMCG distributor in the MENA Region.

2025:

Business to Customer Sales - B2C scenario: Exist in all GCC countries and the whole MENA Region through our partnership with an international Hypermarket Chain. Ultimately, Gahwa.co will be the number one choice for ordering coffee supplies and appliances. Further, activate international shipping through our eCommerce and major providers such as Amazon.

Exit Plan

After 2025, Gahwa.co is ready for another acceleration either buy searching for another investment or sell the company with 70% more in terms of existing valuation

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CR No	157625-1	Sector/Subsector	Food & Beverage
Establishment Year	2021	Legal Structure	W.L.L

Fundraising details

Ask amount	Equity interest	Company value	Funding source
USD 40,000	10%	USD400,000	Beban TV Show
USD 40,000	10%		Beban Crowdfunding Platform

Official Cap Table

	Pre-investment	Post-investment
Maryam Abdulhasan Mansoor Al Swar	100%	80%
TV show investor(s)	-	10%
Incoming investor(s)	-	10%

*Post Beban TV show, an agreement with Mr. Yousif was not reached as his investment was conditional to outsourcing the coffee production which Gahwa Dot Co W.L.L sees best to produce the products in house as this will allow to manage and maintain quality control and help in reducing the cost of production.

Financial Highlights

Key financial information in USD	Unaudited / Unreviewed		Forecast		
	2021	2022	2023	2024	2025
Revenue	18,655	19,894	100,796	421,751	891,247
Net Profit / (Loss)	2,194	2,989	36,042	188,220	456,902

Margins 2022

Gross profit Margin:

Gold Gahwa **60%**

Gahwa.co Espresso Blend **75%**

Red Tea Mix **55%**

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Additional information

Team Overview	2 members Mahmood Alaraibi, Founder & CEO Mansoor Bukhalaf, COO
Key Milestones	<ul style="list-style-type: none">• Fully functional eCommerce Solution in www.gahwa.co• Perfected blends and Market ready product (Unique Barcode SKU per product, attractive design and product quality).• Increased production capacity (even though we aim to increase it way more to open new markets).• In final stages with three major B2B clients from the MENA region.• Finalizing Bahrain Export collaboration very soon!• Will be present in many outlets and events in 2023!
Competitors	<ul style="list-style-type: none">• Nespresso• Starbucks• Dallaspreso• Carrefour• New York Coffee

List of Machinery

- Semi-Automatic Capsule Sealing Machine
- Coffee Grinder
- Nespresso coffee Machines x2
- Small Fridge
- Label Printer
- Plastic Bags printing mold

Production Capacity:

- Our current production capacity is 5,000+ per month. After we secure the full automatic machine we expect the production of the **second half of 2023** not less than 18,000 packet per month which is 25% of production capacity only.
- By **2024** the machine will produce 1,800 capsule per hour, which is equivalent to 25,000 finished good per month. But our target sales is going to utilize 80,000 finished good from 414,000 finished goods capacity, which is 20% of the full production capacity for 8 hours shift.
- In **2025** the machine will produce 160,000 finished good from 829,000 production capacity which is equivalent to 20% of the full production capacity for 8 hours shift.

Red Tea شاي أحمر



Espresso إسبريسو



Gold Gahwa القهوة الذهبية



Thank you!

The information provided is not intended to be and does not constitute a financial advice, investment advice, trading advice or any other advice.

For more information, please contact us on:

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