

THE DAILY FARM STALL FRANCHISE MODEL



A COFFEE DESTINATION WITH COUNTRY APPEAL!

The Daily Farm Stall franchise model gives franchisees an opportunity to welcome travellers as they pause for a break on South Africa's network of highways and byways. This business concept brings The Daily Coffee Café's trusted blend of good coffee, modern style, and genuine hospitality into a farm stall setting with unique charm and a steady flow of clientele, where coffee is part of the traveller's journey.

WHY CHOOSE A THE DAILY FARM STALL FRANCHISE?



CONSISTENT PASSING TRADE

From holidaymakers and commuters to locals, you'll serve customers who are already planning to stop and enjoy a moment to relax.



LESS DIRECT COMPETITION

Unlike busy shopping centres with multiple coffee cafés, farm stalls often offer a more exclusive environment where you can build a loyal following.



A DESTINATION EXPERIENCE

Your coffee café becomes part of the journey – a stop people love to make while travelling.



LIFESTYLE APPEAL

A farm stall franchise offers a relaxed setting and an opportunity to connect closely with the travelling community and regulars.



CROSS-PROMOTION POTENTIAL

The Daily's coffee and food offering naturally complements farm stall retail – fresh produce, local products, and homemade treats that bring visitors back time and again.

**READY TO
UNLOCK THE
FULL POTENTIAL
OF YOUR FARM
STALL?**

Want to create a destination worth stopping for? This franchise model is the perfect match. Combine your unique setting with The Daily's trusted brand, broad appeal and proven know-how. Turn travelling customers into loyal regulars by making your coffee café a memorable part of their journey!

FREQUENTLY ASKED QUESTIONS

1. WHO IS THE FRANCHISOR?

The Daily Farm Stall franchise is offered by The Daily Coffee Group, a rapidly growing, authentic South African coffee franchise business with already 40 coffee café franchises countrywide in South Africa.

We offer more than just franchise opportunities. We provide a premium

investment platform that allows you to be part of South Africa's thriving coffee industry. As lifestyles evolve and the number of coffee enthusiasts continues to rise, there's an increasing demand for quality coffee and branded lifestyle coffee destinations. Join us in tapping into this lucrative and exciting market!



2. WHY INVEST IN THE COFFEE INDUSTRY?

Our two franchise models – The Daily Coffee Café and The Daily Farm Stall – are thoughtfully designed and strategically positioned for an investment venture – community-based and conveniently located within neighbourhoods, or on South Africa’s highways and byways where coffee culture thrives.

Each The Daily offers exactly what the market requires

– a welcoming space for meeting with family and friends, for business discussions, to catch up with work over a cup of coffee (coffee café franchise model), or for the ultimate refreshment stop while travelling (farm stall franchise model).

This is what people need today. This is the lucrative investment opportunity to consider!





3. WHAT IS A FARM STALL FRANCHISE?

A farm stall franchise is a fully-fledged The Daily Coffee Café located within or alongside an established farm stall on a main route. It operates with the same

menu, service standards, and branding as our coffee café model in shopping centres but benefits from a unique, destination-style setting.

4. HOW IS THIS DIFFERENT FROM YOUR SHOPPING CENTRE FRANCHISES?

While the core café experience remains the same, the farm stall model is designed to serve a mix of travellers, holidaymakers, and locals. It often has less

direct competition, benefits from consistent passing trade, and can have a more relaxed, community-focused atmosphere.



5. DO I NEED TO OWN A FARM STALL TO OPEN THIS TYPE OF FRANCHISE?

Yes, this model applies to existing farm stalls. We can guide you through assessing

whether your specific venue meets our requirements.

6. WHAT ARE THE TYPICAL TRADING HOURS?

Trading hours may differ from those of our coffee cafés located in shopping centres. Many farm stall cafés open earlier to serve travellers

and may close earlier in the afternoon, depending on customer flow. We'll help you determine optimal hours for your location.

7. WHAT DOES THE INVESTMENT COST LOOK LIKE?

The total investment will vary depending on the site, size, and fit-out requirements. We'll provide a detailed

estimate once a specific location has been assessed, to be discussed with each individual applicant.



8. WILL I GET TRAINING AND SUPPORT?

Yes. All franchisees receive comprehensive training covering operations, customer service, and product preparation. Our support continues after

opening with marketing assistance, operational guidance, and regular business reviews during field visits.

9. IS THE MENU THE SAME AS OTHER THE DAILY COFFEE CAFÉ LOCATIONS?

Yes. Guests will enjoy the same range of premium coffee, breakfast, light meals, and treats they expect from The Daily Coffee Café.

You may have the option to include selected local farm stall products if they complement our offering and align with brand standards.



10. WHO HANDLES MARKETING FOR A FARM STALL CAFÉ?

We provide brand marketing materials and guidance. You'll also benefit from the farm stall's own customer base and can work with the

farm stall operator on local promotions. Our team will help you tailor marketing to reach travellers and locals effectively.

11. HOW DO I KNOW IF MY AREA OR SITE IS SUITABLE?

A member of our team will evaluate the location based on traffic volume, visibility, available space,

and surrounding businesses. We'll advise whether it meets the criteria for a successful The Daily Coffee Café.

**CONTACT US TODAY
TO UNLOCK THE FULL POTENTIAL
OF YOUR EXISTING FARM STALL!**



082 781 0899

adriaan@thedailygroup.africa

Read more about The Daily Coffee Group at
www.thedailycoffeecafe.co.za

@thedailycoffeegroup

