



DON'T KILL
MY VIBE

EST.
2018

FREQUENTLY ASKED QUESTIONS

What does LOVE VIBE stands for?

Situated in the vibrant heart of Dubai & Abu Dhabi, Love Vibe Cafe is the epitome of culinary fusion and social connection. A space where morning coffees seamlessly transition into gourmet dinners, and we pride ourselves on crafting moments that matter for the community.

Love Vibe brings an elevated dining experience from the team behind VIBE Cafe, one of the first instagrammable cafes in Al Wasl, Dubai that has bloomed into Dubai's trendy F&B scene in 2018. The following year, a licensed outlet was opened at the heart of DIFC, Dubai. In 2023, another branch was opened in the capital, at Khalifa City, Abu Dhabi. Love Vibe aims at growing across the globe in the coming years and extending its franchise of the most lovable and instagrammable restaurants.

Today, Love Vibe stands as a testament to culinary evolution and innovation. Guests visiting can indulge in a rich tapestry of international flavors, meticulously curated to offer a dining experience that resonates with food enthusiasts from around the globe. Even as the menu diversifies, the commitment to nourishing and mindful food choices remains unwavering, showcasing a perfect blend of taste and well-being.

What is a typical size of a LOVE VIBE outlet?

The size of a typical LOVE VIBE outlet is between 2,500 sq. feet and 3,000 sq. feet. LOVE VIBE serves multicultural middle to high-end income customers.

How much does the Franchise Fee Cost?

The initial franchise fee for an Individual franchise outlet is AED 170,000.

For the Area Development franchise fee (3 outlets and above the franchise fee per outlet will be AED 135,000 (instead of AED 510,000 for 3 outlets, the discounted amount is AED 405,000).

Event	Franchise Fee	Remarks
Upon signing	AED 270,000	Includes franchise fee for the 1st & 50% of the next 2 outlets
Upon opening 2nd outlet	AED 67,500	50% balance of the franchise fee
Upon opening 3rd outlet	AED 67,500	50% balance of the franchise fee
TOTAL	AED 405,000	

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What's the initial investment cost for an individual outlet?

The initial investment for an individual outlet ranges from **AED 3,590,000 to AED 4,400,000 (AED 3,995,000 on average)** this includes Franchise Fee, Training, 6 Months Rental, Working Capital and Others. The initial investment estimates are based on UAE outlets.

How much is the Fee for Continuing Support Services "Royalty Fee"?

The continuing services, or "royalty fee," is 7.00% of your gross sales (excluding taxes before discounts) and is paid monthly. This fee entitles you to use LOVE VIBE service mark, use of distinctive system, marketing assistance, ongoing business development and counseling, and other benefits that come with being a LOVE VIBE franchisee.

Will I have an Exclusive Territory?

LOVE VIBE grants an exclusive territory for a minimum of 3 outlets and agreed upon on a case-by-case basis. In the case of an Individual agreement, there will be a minimum radius to prevent cannibalization between outlets.

What about Advertising?

LOVE VIBE's name and reputation is an important part of our business. Franchisee will spend at least 2% of your gross sales per month on local advertising. In addition, Franchisee will be required to contribute 1.5% of their gross sales to international marketing funds.

How much Training is provided in LOVE VIBE Franchise System?

Initial assistance provided by LOVE VIBE will include the following franchisee training programs:

Phase I -- Training provided at a location designated by franchisor: LOVE VIBE's management will provide franchisees with approximately Fourteen (14) to Twenty One (21) days of initial training at headquarters or at a location designated by the LOVE VIBE's management, beginning approximately 6 to 9 weeks before the franchisee is scheduled to open for business. Phase I Instruction will pertain to administrative, operational, and sales/marketing matters; it will also include a liberal amount of on-the-job training. This training will be provided for the franchisee and One (1) to Two (2) designated attendees.

Phase II -- Training provided at the franchisee's location: On-site training typically takes place when the franchisee commences operations. Experienced trainers from LOVE VIBE will provide on-site training for a period of Seven (7) to Ten (10) days to assist the franchisee in the commencement of operations.



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What is the term of the LOVE VIBE Franchise Agreement?

The initial term of the Franchise Agreement is 5 years from the date the Franchise Agreement is signed. The franchise is renewable for 4 additional terms of 5 years each, for a total of 25 years providing you have complied with the provisions of the Franchise Agreement.

What are the Support Programs provided by VIBE Franchise?

Operational Support – LOVE VIBE's Management will provide ongoing training and support in many areas critical to the success of the franchisee's business, including outlet operations and maintenance, customer-service techniques, product/equipment ordering, food safety, suggested pricing guidelines, quality standards and administrative procedures.

Site Selection – Prior to approving a site for LOVE VIBE's outlet, the Management will provide franchisees with clear guidelines for a suitable location. LOVE VIBE requires franchisees to follow these instructions to ensure that an appropriate site is located.

Marketing Support – LOVE VIBE coordinates development of advertising materials and strategies for the benefit of all members of the franchise network. It also provides franchisees with consumer marketing plans and materials for use at the local or regional level, and retains the right to approve all local advertising materials that the franchisee chooses to develop.

Purchasing – LOVE VIBE's Management or its affiliate will negotiate quantity discounts on behalf of all its members, passing some or all of these savings on to the franchisees.

Accounting/Audit/Legal – Reporting directly to administration, this department is responsible for the financial and legal oversight of franchisees.

Internal Support – The functional areas of training, purchasing, franchisee communications, and research and development are typically included in such a department.

Ongoing Research and Development – LOVE VIBE continues to research methods and techniques for franchise operations (including purchasing and promotional schemes) that enhance outlet-level profitability.

Overall Program Oversight – LOVE VIBE's Management will provide the overall coordination and planning for the entire franchise system.

What is my Next Step?

Simply complete the Franchise Application Form and return it to us. Upon receiving the form, we will contact you.