

Case Study

# FROM 1 STORE TO 27 FRANCHISE SALES IN 14 MONTHS

How We Took Cuppa' Chaii from a Local Independent to a National Franchise Success Story

# WHO IS CUPPA' CHAI?

Founded on a cherished 1966 family recipe from Karachi, **Cuppa' Chaii** blends South Asian tradition with modern café culture. Known for its signature chaii, speciality coffee, and vibrant street food, the brand creates inviting spaces where customers can “chaii and chill” over drinks, snacks, and games.

Committed to sustainability and ethical sourcing, Cuppa' Chaii partners with award-winning farms in Colombia, Brazil, and beyond—supporting both quality and farming communities. From its Wimbledon flagship to multiple London locations, including the UK's first chaii shop in a train station, the brand continues to expand while staying rooted in culture, community, and flavour.



# WHAT WE DID



## Franchise Feasibility

Strategy, financial modelling, and roadmap



## Franchise Infrastructure

Legal documents, operations manuals, and marketing materials



## Lead Generation Funnel

Awareness, consideration, and conversion strategy



## Sales Process

Screening, qualifying, and relationship-building with prospects

# RESULTS

## 300+

Qualified franchise leads generated

## 27

Franchises sold within 14 months

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Cuppa' Chaii is an amazing success story and a testament to what's possible when an exciting, profitable brand teams up with a proven franchising specialist. Cuppa' Chaii's clear vision and wholesome mission provided an excellent launchpad from which Shapes & Sizes were able to build a supercharged franchise strategy and send the brand stratospheric in little over a year!

For any enquiries please contact:

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 **Shapes & Sizes**