

MY LITTLE COCONUT

**FRANCHISE
OPPORTUNITY**

"Coconut Is the Mood"



Our Story

Founded with Passion, Crafted in Singapore My Little Coconut was born in 2020 in the heart of Singapore, inspired by the vibrant local café scene and the love for refreshing tropical flavours.

Blending authentic coconut taste influences from Thailand with Singapore's innovative food culture, we've grown from a single neighbourhood store into a thriving network of outlets loved by youths, families, and tourists for our fresh, creamy, mood-lifting coconut creations.

Brand Journey

2020

First outlet opens in Sin Ming Estate, Singapore.



2021-2024

Rapid expansion to over 13 outlets islandwide.



2025

Rebrand launched with "Coconut Is the Mood" positioning as a trendy, healthier lifestyle choice.



Why Partner With Us?



Franchise Process

Average setup time: 4–6 weeks.

Consultation

Discuss your goals & learn about our franchise package.

Site Selection

We assist in sourcing, viewing, and securing your shop location.

Grand Opening

Launch your store with marketing support & operational guidance.

Agreement

Finalize franchise details, location approval, and sign franchise agreement.

Renovation & Setup

Full outlet design, licensing, training, and equipment supply.

CONSULTATION

Discuss your goals & learn about our franchise package



AGREEMENT

Finalize franchise details, location approval, and sign franchise agreement.



Site Selection



We assist in sourcing, viewing, and securing your shop location.

Renovation & Setup

Full outlet design, licensing, training,



Investment and Fees

(Estimation)

ONE TIME INVESTMENT

ITEM	COST
1. FRANCHISE FEE (FREE) SPECIAL OFFER, U.P. \$30,000	\$ 0
2. Renovation	\$ 15,000
3. 2 month Security Deposit (For shop rental)	\$ 10,000
4. First Month Rental	\$ 5,000
5. Stamp Duty	\$ 220
6. Company Incorporation Fees	\$ 700
7. POS System	\$ 3,500
8. SFA License Application	\$ 195
9. Pest Control (\$69/month - Annual Contract)	\$ 840
10. Utilities Deposit + First Month Utilities	\$ 500
11. Equipment	\$ 5,000
TOTAL ESTIMATION	\$ 40,655

RECURRING FEES

ITEM (Monthly)	COST
1. Supplies Est 30% of Revenue (Est \$38,000)	\$ 11,400
2. Shop Rental	\$ 4900
3. Utilities	\$ 400
4. Manpower	\$ 2500
5. Marketing Fee involve printings, social media management (posting & ads boosting) Google business management & ads, delivery platform management, flyers distribution and etc	\$ 1000
TOTAL ESTIMATION	\$ 15,790

Add-on Special!

Enjoy a first-month marketing fee waiver.

Estimated Monthly Gross Sales

Walk-in sales (50–55%)

SGD 18,000 – 24,000

(Avg. 80–100 cups/day × \$6.50 × 30 days ≈ \$20,000)

Delivery sales (35–40%)

SGD 12,000 – 16,000

(Platforms add 20–35% commission,
but residents rely heavily on GrabFood/Foodpanda)

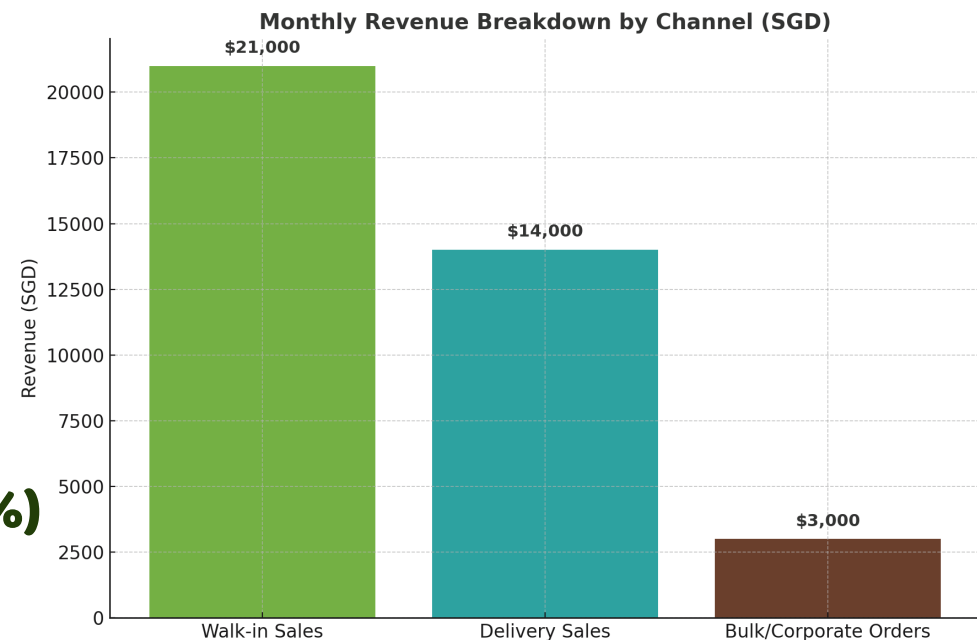
Bulk/corporate/event orders (5–10%)

SGD 2,000 – 4,000

(School catering, family events, grassroots/RC gatherings)

Total Gross Sales = SGD 32,000 – 44,000/month

**Total Nett Sales = SGD 38,000-15,790
= SGD 22,210**



Own the Mood, Sip the Profit.

Be part of the coconut wave
we're inviting passionate franchisees to join us.

Call/WhatsApp : **+65 8139 4698 (Devon)**
+65 9058 5683 (Patrick)

Email : **enquiry@mlcsg.com**

Thank you