

LA-Veg-Pizza

Model A

**100 % PURE VEG CAFE
FRANCHISE**

Low Investment. High Demand. Fast Recovery



₹10–₹13 Lakhs (For small space & limited menu model)

1. Special Veg Menu (Limited & Fast Moving)

This model focuses only on high-demand 100% vegetarian items:

- **Signature UFO Burger** – Our biggest attraction with 100% veg stuffing.
- **Cheesy Pizza Range** – From Margherita to Double Cheese Paneer.
- **Premium Burgers** – Aloo Tikki, Veggie Surprise & Paneer Burger.
- **Cold Coffee** – Classic & Chocolate with Ice Cream.
- **Refreshing Mocktails** – Virgin Mojito, Blue Lagoon & Watermelon Mint.
- **French Fries** – Regular, Peri-peri & Cheese Loaded.
- **Garlic Bread** – Plain, Cheese & Exotic Veg toppings.
- **Potato Twister** – Spicy and flavorful.
- **Grilled Sandwiches** – Bombay Masala, Cheese Chutney & Paneer Tikka.

2. Why “100% Veg” Model A?

- **Mass Appeal** – Vegetarian food has the highest demand in India.
- **Kitchen Simplicity** – No non-veg handling means easier maintenance and higher hygiene standards.
- **Trust Factor** – Families feel comfortable visiting a pure veg café.
- **Low Operational Cost** – Veg raw materials are easier and more affordable to manage.

Business Details

Total Investment: ₹10–₹13 Lakhs

Space Required: 400–500 sq. ft.

Menu Type: 100% Pure Veg Fast Food

Payback Period: 12–15 Months



ROI
30%–40%

Model A: Express / Kiosk Model (₹10–13 Lakhs)

Low investment, small space, fast recovery model.

Limited High-Selling Menu:

- **UFO Burger (Your Unique Product)**
- **Classic Veg Burger**
- **Standard Veg Pizza (7", 9" & 12" inch)**
- **French Fries (Salted & Peri-peri)**
- **Garlic Bread (Plain & Cheese)**
- **Grilled Veg & Cheese Sandwich**

What We Provide (Support Package)

Even with low investment, full support is provided:

- 1. Site Guidance – Help in selecting 400–500 sq. ft. shop at affordable rent.**
- 2. Secret Recipes – Signature masalas & sauce packs.**
- 3. Basic Staff Training – Complete training for 1–2 staff members.**
- 4. Online Setup – Registration on Swiggy & Zomato.**
- 5. Marketing Materials – Posters & flyer designs for social media.**

Model A: Startup Kit (₹10–13 Lakhs)

A complete setup for a modern 100% Veg Café.

1. What We Provide (Included in Package)

Main Kitchen & Preparation (Automation)

- **Pizza Oven (Single Deck):** For preparing all signature pizzas.
- **Deep Fryer:** For fries and potato twisters.
- **Commercial Griller:** For burgers and sandwiches.
- **Dough Sheeter/Moulder:** To give the pizza base a perfect shape.
- **Vegetable Cutter/Chopper:** For fast preparation and consistent results.
- **Blender/Mixer:** For signature mocktails and cold coffee.
- **Stainless Steel Work Tables:** To maintain hygiene standards.
- **Refrigerated Pizza Prep Table (Makeline):** Includes 8–12 GN pans to keep toppings and sauces fresh.

Branding & Technology Support

- **Premium Interior Design:** Planning of modern lighting and luxury finishes.
- **Seating Setup:** Furniture and layout arrangement for 8–10 customers.
- **Outdoor Signage:** Premium glow-sign LED board for the main entrance.
- **Indoor Branding:** “From Emirates to Your Table” story posters and wall décor.
- **CCTV System:** 24/7 monitoring with mobile access.
- **POS Billing Software:** Advanced software for inventory and sales tracking.

2. Franchisee Responsibilities (Not Included)

The following expenses and arrangements must be handled by the franchisee:

- **Licenses:** FSSAI, GST, Fire NOC, and local trade licenses.
- **Utilities:** Electricity (commercial meter), water connection, and plumbing.
- **AC & Painting:** Air conditioning for the café and interior/exterior wall paint.
- **Hardware:** Laptop or PC (for billing) and printer.
- **Cooling Units:** Deep freezer (for tikki/cheese) and vertical chiller.
- **Daily Expenses:** Café rent, staff salaries, and electricity bills.

Royalty and Franchise Rules

To maintain the brand's quality and success, every franchisee must follow the rules given below:

1. Monthly Royalty (Brand Fee)

- **Royalty Rate:** The franchisee must pay 5% of total monthly sales to the company as royalty.
- **Why?** This fee is charged for continuous brand support, new recipes, marketing assistance, and software maintenance.

2. Procurement Rules (Where Will the Supplies Come From?)

- **Secret Ingredients:** Our secret sauces, premixes, and signature spices must be purchased only from the Company (Main Brand). This ensures consistent taste across all outlets.
- **Approved Vendors:** Items such as sauces and paneer must be sourced only from the approved local vendors recommended by us to maintain quality standards.

3. Operations & Quality Control

- **Standard Taste:** No changes are allowed in the recipe. The product must be prepared and served exactly as taught during training.
- **Hygiene & Uniform:** Staff must always wear clean uniforms and follow kitchen hygiene standards (SOPs).
- **Surprise Audit:** Company representatives may visit the outlet at any time to inspect quality and cleanliness.

4. Branding & Marketing

- **Logo & Design:** The brand logo, posters, or signage cannot be changed without prior permission from the company.
- **Local Promotions:** The franchisee may conduct marketing activities in their area, but only the designs provided by the company must be used.

5. Billing & Transparency

- **Software Usage:** Every order must be entered into our POS Billing Software. Selling any item without a bill is strictly prohibited.
- **Reporting:** Monthly sales data must be shared with full transparency.

Secret Recipe (The Final Step)

Now we come to the most important part – the Secret Recipe.

- 1. We will provide Dubai-inspired premixes and secret sauces.**
- 2. There is no need to depend on a chef. Even if a chef leaves the job, our machines and ready-to-use spices will ensure that the taste remains 100% consistent.**
- 3. This recipe is our confidential secret and will be provided only to those who take our franchise.**

ROI & Rules (30% to 40% Profit)

- **Low Expenses (Low OPEX):** In this model, electricity bills and staff salaries are lower, resulting in higher profit margins.
- **Payback Period:** The investment can be recovered within 12 to 15 months due to the lower initial investment.
- **Rule:** There will be no compromise on quality. Only our approved spices and ingredients must be used to maintain consistent taste.

Key Highlights of the Model

This model is best suited for first-time entrepreneurs. It offers low risk, requires minimal space, and comes with our exclusive “Secret Recipe”, ensuring 100% pure vegetarian success.