

LA-Veg-Pizza

Model A

**100 % PURE VEG CAFE
FRANCHISE**

Low Investment High Demand. Fast Recovery



₹10-₹13 Lakh (Chote space or limited menu ke liye)

1. Special Veg Menu (Limited & Fast)

Is model mein humne sirf high-demand pure veg items rakhe hain:

- **Signature UFO Burger:** Hamara sabse bada attraction, 100% veg stuffing ke saath.
- **Cheesy Pizza Range:** Margherita se lekar Double Cheese Paneer tak.
- **Premium Burgers:** Aloo Tikki, Veggie Surprise, aur Paneer Burgers.
- **Cold Coffee:** Classic, aur Chocolate with Ice Cream.
- **Refreshing Mocktails:** Virgin Mojito, Blue Lagoon, aur Watermelon Mint.
- **Crispy French Fries:** Regular, Peri-peri, aur Cheese Loaded
- **Garlic Bread:** Plain, Cheese aur Exotic Veggie toppings.
- **Potato Twister:** Spicy aur chatpata
- **Grilled Sandwiches:** Bombay Masala, Cheese Chutney, aur Paneer Tikka Sandwiches.

2. Why "100% Veg" Model A?

- **Mass Appeal:** Bharat mein veg food ki demand sabse zyada hai.
- **Kitchen Simplicity:** Non-veg ka jhanjhat nahi, toh kitchen maintain karna aasaan hai aur hygiene standards high rehte hain.
- **Trust Factor:** Pure veg hone ki wajah se poori family ek saath aa sakti hai
- **Low Operational Cost:** Veg raw material manage karna sasta aur easy hota hai.

Detail Description Total Investment ₹10 Lakh - ₹13 Lakh

Space Required 400-500 sq.ft

Menu Type 100% Pure Veg

Fast Food Target

Payback Period 12-15 Months



ROI
30% to 40%

Model A: Express/Kiosk Model (₹10-13 Lakh)

Is budget mein hum focus sirf un items par karenge jo sabse zyada bikte hain aur jinhe banane mein kitchen space kam lagti hai:

1. Kam investment, choti jagah, aur fast recovery wala model.

100% Veg Limited Menu

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

2. Hum Kya-Kya Denge (The Support Pack)

Investment kam hai, lekin support poora rahega

- 1. Site Guidance: Standard dukan (400-500 sq. ft.) kaise dhundein jahan rent kam ho.**
- 2. Secret Recipe: Humare signature masale aur sauces ka pack.**
- 3. Basic Staff Training: 1 ya 2 staff members ko poora menu sikhana.**
- 4. Online Setup: Swiggy aur Zomato par dukan register karwana.**
- 5. Marketing Material: Social media ke liye posters aur flyers ke designs.**

Model A: Startup Kit (₹10-13 Lakh)

Ek modern 100% Veg Cafe ka complete setup.

1. Hum Kya-Kya Denge (Included in Package)

Main Kitchen & Prep (Automation)

- **Pizza Oven (Single Deck):** Sabhi signature pizzas ke liye.
- **Deep Fryer:** Fries aur Twisters ke liye.
- **Commercial Griller:** Burgers aur Sandwiches ke liye.
- **Dough Shecter/Moulder:** Pizza base ko perfect shape dene ke liye.
- **Vegetable Cutter/Chopper:** Fast prep aur consistency ke liye.
- **Blender/Mixer:** Signature Mocktails aur Cold Coffee ke liye.
- **Stainless Steel Work Tables:** Hygiene maintain karne ke liye.
- **Refrigerated Pizza Prep Table (Makeline):** Isme 8-12 GN Pans honge taaki toppings aur sauces fresh rahein.

Branding & Tech:

- **Premium Interior Design:** Modern lighting aur luxury finish ki planning
- **Seating Setup:** 8-10 logo ke liye furniture aur layout.
- **Outdoor Signage:** Main gate ke liye Premium Glow-sign LED board.
- **Indoor Branding:** "Emirates se Aapki Table tak" story posters aur wall decor.
- **CCTV System:** Mobile access ke saath 24/7 monitoring.
- **POS Billing Software:** Advanced software (Inventory aur Sales tracking ke liye).

2. Franchisee ki Zimmedari (Not Included)

Ye kharche aur intezaam Franchisee ko khud karne honge

- **Licenses: FSSAL, GST, Fire NOC, aur local Trade Licenses.**
- **Utilities: Electricity (Commercial Meter), Water connection aur Plumbing.**
- **AC & Paint: Cafe ka Air Conditioning aur diwalon ka Paint Color inside outside.**
- **Hardware: Laptop ya PC (Billing ke liye) aur Printer.**
- **Cooling Units: Deep Freezer (Tikki/Cheese ke liye) aur Vertical Chiller.**
- **Daily Expenses: Cafe ka Rent, Staff Salary aur Bijli ka bill**

Royalty aur Franchise Rules

Ek brand ki quality aur success maintain karne ke liye, har franchisee ko niche diye gaye rules follow karne honge

1. Monthly Royalty (Brand Fee)

- **Royalty Rate:** Franchisee ko har mahine ki total sale ka 5% royalty fee company ko deni hogi.
- **Kyun?** Ye fee brand ki continuous support, nayi recipes, marketing aur software maintenance ke liye li jati hai.

2. Procurement Rules (Saman Kahan se Ayega?)

- **Secret Ingredients:** Hamari secret sauces, premixes, aur signature masale sirf Company (Main Brand) se hi lene honge. Isse taste har outlet par ek jaisa rahega.
- **Approved Vendors:** sauces aur paneer jaise items aap hamare bataye hue approved local vendors se hi le sakte hain taaki quality bani rabe.

3. Operations & Quality Control

- **Standard Taste:** Recipe mein koi badlav nahi kiya jayega. Jo training mein sikhaya gaya hai, wahi serve hoga.
- **Hygiene & Uniform:** Staff ko hamesha saaf-suthri uniform pehenni hogi aur kitchen ki safai ke standards (SOPs) follow karne honge.
- **Surprise Audit:** Company ke log kabhi bhi outlet visit karke quality aur safai check kar sakte hain.

4. Branding & Marketing

- **Logo & Design:** Brand ka logo, posters ya signage bina company ki permission ke change nahi kiya ja sakta.
- **Local Promotions:** Franchisee apne area mein marketing kar sakta hai, lekin designs wahi use karne honge jo company provide karegi.

5. Billing & Transparency

- **Software Usage:** Har order hamare POS Billing Software par hi punch hona chahiye. Bina bill ke koi bhi item sell karna sakht mana hai.
- **Reporting:** Monthly sales ka data transparency ke saath share karna hoga.

Secret Recipe (The Final Step)

Ab aate hain sabse main baat par-Secret Recipe.

- 1. Hum unhe Dubai-inspired premixes aur secret sauces denge.**
- 2. Unhe chef par depend hone ki zaroorat nahi hai. Agar chef naukri chhod bhi de, toh hamari machines aur ready-to-use masalo ki wajah se taste 100% wahi rahega.**
- 3. Ye recipe hamari secret hai jo sirf unhe hi di jayegi jo hamari franchise lenge.**

ROI & Rules (30% to 40% Profit)

- **Kam Kharcha (Low OPEX):** Is model mein bijli ka bill aur staff ki salary kam hogi, isliye munafa (profit margin) zyada nikalta hai.
- **Payback Period:** Is model mein paisa 12 se 15 mahino mein recover ho sakta hai kyunki investme kam hai.
- **Rule:** Quality se samjhota nahi hoga. Masale hamare hi use honge taaki taste wahi rahe.

Model ki Khas Baat

Ye model un logo ke liye best hai jo pehli baar business kar rahe hain. Kam risk, kam jagah, aur hamari 'Secret Recipe' ke saath 100% veg success ki guarantee.