

LA-Veg-Pizza

Model B: Premium Cafe

100% Pure Veg
Premium Cafe

₹25 – ₹30 Lakhs (For larger space and extended menu)



Extended Veg Menu (Variety & Experience)

In this model, along with all the items from Model A, premium additions are also included:

- **Signature UFO Burger:** Our main attraction with premium 100% veg stuffing.
- **Premium Pizza Range:** 7-inch, 9-inch, and 12-inch options.
- **Pasta Station:** Red Sauce, White Sauce, and Pink Sauce Pasta.
- **Noodles & Maggi:** Veg Hakka Noodles and different varieties of Fusion Maggi.
- **Full Burger Range:** Aloo Tikki, Veggie Surprise, and Paneer Burgers.
- **Thick Shakes:** Oreo, KitKat, and Strawberry premium shakes.
- **Cold Coffee & Mocktails:** Classic Coffee with Ice Cream, Virgin Mojito, and Blue Lagoon.
- **Sides:** Potato Twister, Spring Rolls, Cheese Loaded Fries, and Garlic Bread.

Why “100% Veg” Model B?

- **Family Appeal:** With a larger space, complete pure-veg families can sit together and enjoy comfortably.
- **High Revenue:** More menu items and greater seating capacity increase per-customer billing.
- **Market Trust:** The pure-veg tag attracts premium families, especially in bigger cities.

Detail	Description
Total Investment	₹25 Lakh-₹30 Lakh
Space Required	800-1200 sq. ft.
Menu Type	100% Pure Veg Multi-Cuisine Fast Food
Target ROI	35% to 40%
Payback Period	18-24 Months

Model B: Premium Café Model

1. A high-profit model with designer interiors and a family experience concept.

Support Pack (What We Provide):

- **Site Selection: Assistance in finding a premium 800–1200 sq. ft. location.**
- **Advanced Training: Complete training of chefs and service staff (3–5 people) for the entire menu.**
- **Marketing Support: Social media advertisements and local area branding designs.**
- **Operational Setup: Swiggy and Zomato integration.**

Model B: Premium Café Experience (Everything Included)

We have designed this model as a “Plug-and-Play” business. This means we provide not just a shop, but a fully operational “Success Machine,” where everything from A to Z is handled by us.

1. World-Class Kitchen & Cooling (The Powerhouse)

We provide advanced technology used by leading international brands to ensure your speed and quality always remain at the highest level:

- **High-Speed Cooking:** A Double Deck Pizza Oven to handle heavy rush hours. Also includes a Double Basket Deep Fryer, Commercial Griller, and automated Dough Sheeter or Vegetable Cutter to reduce effort and increase profits.
- **Advanced Cooling Solution:** No need to purchase separate refrigerators. We provide a Vertical Chiller (for freshness) and a Deep Freezer (for stock storage).
- **Luxury Prep Station:** A large Refrigerated Pizza Prep Table (12–15 GN Pans) to keep toppings and secret sauces fresh at all times.
- **Beverage Junction:** A Heavy-Duty Blender/Mixer for shakes and mocktails to help you serve signature drinks efficiently.

2. Interior, Comfort & Hardware (The Luxury Feel)

In this model, we prioritize comfort and style to ensure customers keep coming back.

- **Grand Seating Setup (20–25 Pax):** We provide a premium furniture setup with seating capacity for 20 to 25 people. It includes designer chairs and comfortable sofas so families and groups of friends can sit together and enjoy their time.
- **Full Climate Control (AC):** We install air conditioning to maintain a cool and comfortable café environment.
- **Designer Walls & Paint:** Our expert team designs the interior and exterior walls with our signature branding and premium color themes.
- **Complete IT Solutions:** We provide a high-speed laptop/PC and printer for billing. Our POS billing software is pre-installed to manage stock and sales efficiently.
- **Safety & Surveillance:** A CCTV camera system will be installed for café security, which can be monitored remotely via mobile.
- **Grand Ambience:** Premium designer lighting, luxurious furniture, and an attractive outdoor LED signage board at the main entrance to draw customer attention from a distance.

3. 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.**
- **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 listed 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 company approval.
- **Local Promotions:** The franchisee may conduct marketing activities in their area, but only the company-provided designs 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 complete 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 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 (35% 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 18 to 24 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 Highlight of the Model

This model is ideal for those who want to open not just a café, but a premium food destination in their city. With high seating capacity, luxury ambience, and our exclusive Dubai-inspired secret recipes, it offers the perfect combination of higher profits and guaranteed 100% pure vegetarian success.