INTERGRATED FRANCHISE DIGEST

GALLERY

MENU

INTEGRATED BRAND DETAILS

CONCEPT:
A bold fried chicken brand serving crispy, juicy, and flavor-packed chicken inspired by global taste profiles with an Indian touch — crafted for today's fast-paced QSR and delivery lifestyle.

MENU:
Fried Chicken Buckets, Hot Wings, Chicken Strips, Chicken Burgers, Chicken Rolls, Rice Bowls, Combo Meals, Fries, Dips & Beverages.

DIFFERENTIATION:
Crispy made-to-order products with strong flavor variety, combo-driven ordering, and delivery-friendly packaging designed for repeat cravings.

CONCEPT:
A modern gourmet burger brand offering indulgent burgers, loaded sides, and refreshing beverages — delivering a satisfying café-style fast-food experience.

MENU:
Veg & Chicken Burgers, Loaded Fries, Sliders, Wraps, Quick Bites, Cheese Snacks, Desserts, Milkshakes & Coolers.

DIFFERENTIATION:
Premium layered burgers with signature sauces, visually appealing presentation, and youth-focused menu innovation built for dine-in and delivery demand.

ADVANTAGES OF MULTI BRANDS

1. SHARED INFRASTRUCTURE, EQUIPMENT, AND TEAM
2. COMMON BASE INGREDIENTS USED EFFICIENTLY FOR BOTH BRANDS
3. STREAMLINED OPERATIONS WITH COST-EFFECTIVENESS
4. ABILITY TO SERVE DIVERSE AUDIENCE PREFERENCES UNDER ONE ROOF

CLOUD KITCHEN

KEY POINTERS

- **Integrated Multi-Brand QSR Business Model**
- **Combines High-Demand Burgers & Fried Chicken Categories**
- **trong Delivery & Takeaway Focused Operations**
- **Youth-Centric Menu with High Repeat Order Potential**

Faster ROI & Payback Period

IDEAL FOR

- **Entrepreneurs Seeking a Scalable Fast-Food Business**
- **Food Businesses Targeting Burgers, Chicken & Combo Lovers**

Area : 100-120 Sq.Ft.
Investment : 5L - 6L
Margins : 20%

CAPITAL INVESTMENT

UNIT FRANCHISE FEE	1,99,000
KITCHEN SMALLWARE COST	20,000
KITCHENEQUIPMENT COST	80,000
MISC COST (UNIFORM, LICENSES, COMPANY INCORPORATION	20,000
COMMON AREA DEVELOPMENT COST (APPROX)	30,000
TOTAL CAPITAL INVESTMENT	3,49,000/-

OTHER CASH FLOW REQUIRED:
PREMISE DEPOSIT RENT ADVANCE GREENING
INITIAL STOCK PURCHASE (INGREDIENTS TRAINING PERIOD)
MISC EXP ON PRE OPENING
INITIAL WORK PERSONAL PURCHASE (WORK DETAIL)

PROJECTED P&L	Month 1-12	Month 13-24
DAILY SALE PROJECTED	10,000	18,000
MONTHLY NET SALE	3,00,000	5,40,000
PROPOSED DELIVERY COMMISSION (25%)	75,000	1,35,000
COGS (32%) & PACKAGING	96,000	1,72,800
RENT	15,000	15,000
SALARY	40,000	60,000
ELECTRICITY	5,000	10,000
REVIEW & RATINGS	5,000	8,000
MARKETING SOCIAL MEDIA & LEAFLET CHARGE ALLOCATED TO THE STORE	5,000	5,000
ROYALTY FOR THE BRAND @ 6%	18,000	32,400
TOTAL EXPENSES	2,59,000	4,38,200
NET PROFIT	41,000	1,01,800

QSR

Area : 200-300 Sq. Ft.
Investment : 9L- 15L + GST
Margins : 25% - 40%

UNIT ECONOMICS

Average Daily Order : 100-150 orders
Average Order Value : 225 - 275
Monthly Revenue : 10L - 12L

IDEAL LOCATION

- **High footfall Streets**
- **Near Colleges**
- **Dense residential Zones**

PAYBACK PERIOD 10 - 12 MONTHS

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END TO END SETUP

FRANCHISE SUPPORT

Complete End-to-End Support for Your Success

As a franchisor, we don't just give you a brand — we provide complete guidance, systems, and ongoing support to ensure your outlet runs smoothly and profitably.

Setup & Launch Support
Location guidance & feasibility check
Kitchen layout planning
Equipment sourcing & vendor support
Assistance in outlet setup

Licensing & Documentation
Guidance for FSSAI and required licenses
Support in documentation process

Training & SOPs
Complete kitchen training
Standardized recipes & preparation methods
Staff training for operations

Raw Material & Supply Support
Vendor connections for raw materials
Packaging sourcing
Standard ingredient guidelines

Technology & POS Setup
POS system guidance
Billing & inventory setup
Integration with food delivery platforms

Online Platform Setup
Zomato & Swiggy onboarding support
Menu listing & photo guidance
Pricing strategy guidance

Marketing & Branding Support
Social media creatives
Launch promotion guidance
Branding & packaging design support

Pre-Launch & Launch Support
Pre-launch marketing strategy
Opening support
Initial sales push planning

Ongoing Support
Regular performance guidance
Menu updates & innovation
Problem-solving assistance

Your success is our priority.
We provide everything you need to build a profitable and scalable business.

• ONE KITCHEN • TWO BRANDS • MAXIMUM UTILISATION

Using Same Kitchen, Same Equipments, Same Staff
Add one more brand and grow your revenue
Brand details and Price on special request

ADD MORE BRANDS = SAME KITCHEN

CONTACT US

+91 81780 80065

YOU ARE INVITED TO A FOOD TASTING SESSION