

Grid Waffle co

FRANCHISE DIGEST

GALLERY



MENU

VEG POCKET WAFFLE	
Classic Honey Waffle.....	179
Dark Chocolate Pocket Waffle.....	189
Milk Chocolate Pocket Waffle.....	189
White Chocolate Pocket Waffle.....	189
Black & White Chocolate Pocket Waffle.....	189
Exotic Kitkat Pocket Waffle.....	199
Oreo Chocolate Pocket Waffle.....	199
Classic Nutella Pocket Waffle.....	229
Strawberry Cream cheese Pocket Waffle.....	229
Ferrero Rocher Pocket Waffle.....	259
VEG JAW BREAKERS WAFFLE	
Strawberry Creamcheese Jawbreaker.....	259
Double Trouble Nutella Belgian Jawbreaker.....	279
Death by Chocolate Belgian Jawbreaker.....	279
Kitkat Oreo Belgian Jawbreaker.....	289
VEG WAFFLE PIZZA CAKE	
Brownie Nut Attack Waffle Cake.....	349
4 Chocolate Waffle Cake.....	349
Strawberry Cream Cheese Waffle Pizza.....	349
White Face Waffle Pizza.....	359
Fantastic Four Waffle Pizza.....	369
Ferrero Rocher Waffle Pizza.....	399

MINI PANCAKES	
American Dream Pancake.....	179
Blueberry Creamcheese pancake.....	199
Strawberry CreamCheese pancakes.....	199
Chocolate Therapy Pancakes.....	199
Crunchy Kitkat Pancake.....	199
Oreo Obsession Pancake.....	199
Nasty Nutella Pancake.....	209
Dark White Affair Pancake.....	189
Peanut butter Mini Pancakes.....	179
MILK SHAKES	
Chocolate milkshake.....	189
Strawberry milkshake.....	189
Bubblegum milkshake.....	189
Paan milkshake.....	189
Blueberry milkshake.....	189
Chocolate Oreo shake.....	199
Oreo Brownie Shake.....	199
Cold coffee.....	189
Chocolate Kitkat shake.....	209
Ferrero Rocher Shake.....	249
Classic Nutella Shake.....	239
Brownie Fudge Shake.....	249
COOLERS	
Classic Virgin Mojito.....	169
Watermelon Mojito.....	159
Lemon Iced Tea.....	149
Thump sup.....	30
Coco Cola.....	30
Sprite.....	30

CLOUD KITCHEN

Key Pointers :

- Focused on Premium Desserts, Waffles & Beverage
- Trendy, High-Demand & Youth-Centric Menu
- Easy-to-Operate & Scalable Business Model
- Built for India's Fast-Growing Dessert Market

Faster ROI & Payback Period

Ideal For :

- Entrepreneurs Seeking a Trendy Low-Investment Food Business
- First-Time Food Business Owners

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 BEFORE OPENING
SALARIES BEFORE OPENING (DURING TRAINING PERIOD)
MISC EXP AS PER ACTUALS
INITIAL RAW MATERIAL PURCHASE TAXES EXTRA

Area : 100-120 Sq.Ft.

Investment : 5L - 6L

Margins : 20%

PROJECTED P&L	Month 2 to 6	Month 7 to 12+
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

Low-Investment High-Return

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

Payback
Period
10 - 12
Months

Ideal Location :

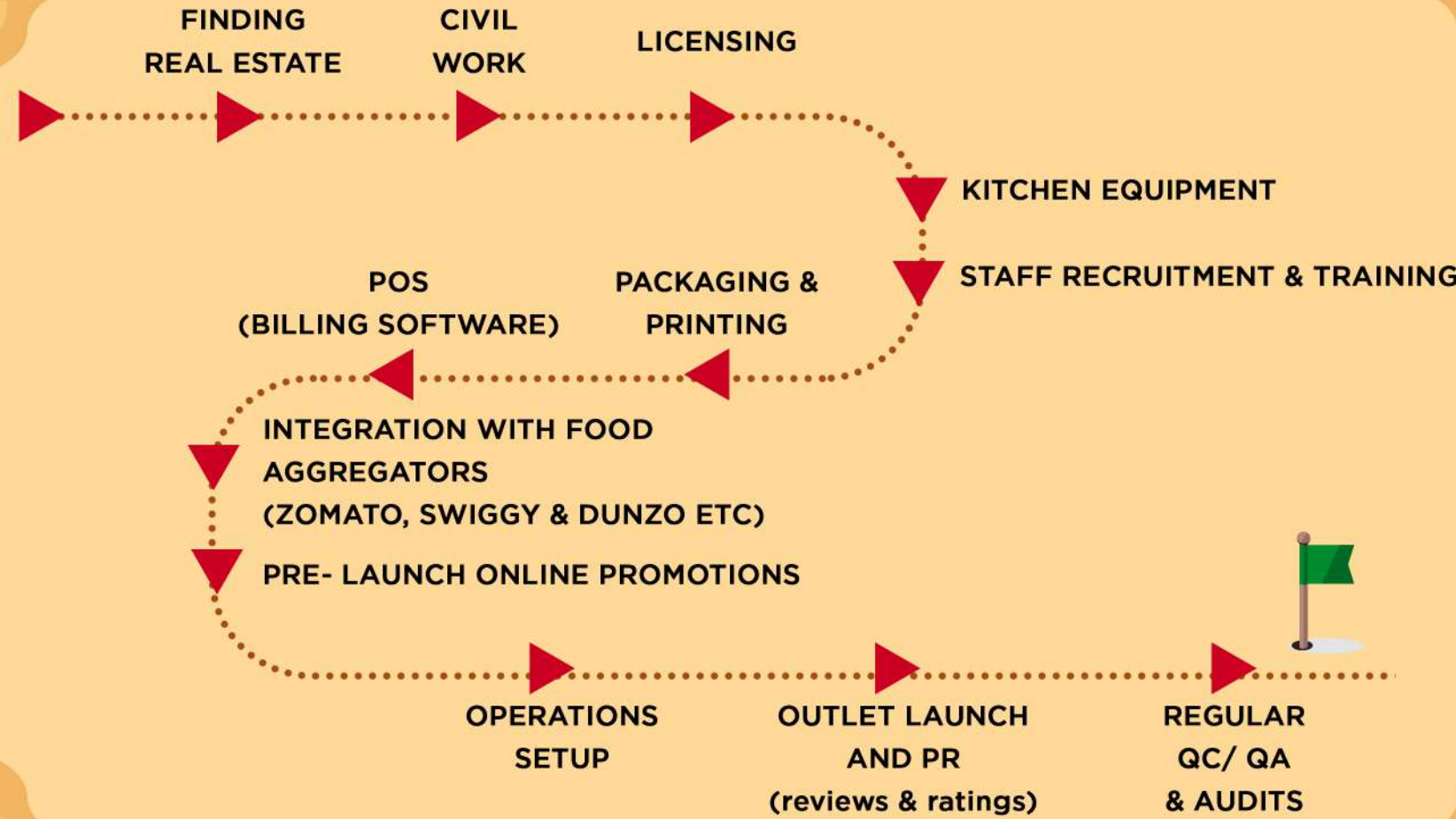
- High Footfall Commercial Areas
- Near Colleges & Educational Hubs
- Shopping Streets & Mall Food Zones

Setup Cost :

UNIT FRANCHISE FEE	1,99,000
KITCHEN EQUIPMENT & SMALLWARE	2,20,000
UNIFORM, LICENSES & PACKAGING	30,000
CIVIL DEVELOPMENT COST (APPROX)	25,000
POS SYSTEM & COMPUTER	20,000
ONLINE LISTING	5,000
TOTAL CAPITAL INVESTMENT	4,99,000/-

OTHER CASH FLOW REQUIRED:
PREMISE RENT BEFORE & AFTER OPENING | SALARIES BEFORE & AFTER OPENING |
MISC EXP AS PER ACTUALS
INITIAL RAW MATERIAL PURCHASE | TAXES EXTRA

END TO END SETUP



YOU INVEST WE SUPPORT

we provide end-to-end support so you can focus solely on growing your business



BACKENDED RAW MATERIAL

Raw Material Sourcing & Recipes are enabled, End to End training is provided to enable standardization across products.



KITCHEN R&D CENTER

A dedicated team and process for R&D of new recipes for periodic menu changes. In-house capability to scale those recipe before launch in each store.



FOOD SAFETY & HYGIENE

Standard food hygiene practice, standard sourcing & packaging material.



STANDARD KITCHEN OPERATIONS

Standardized process, Training modules, Recipe cards, SOPs and Look and cook of recipes are very well defined for quicker training and opening of new stores.



AGGREGATOR RELATIONSHIP

We monitor & analyse operational metrics like Menu Funnels, Kitchen Preparation Time, Cancellations, Delivery Time, Repeat Ratios, Customer Segmentation amongst others, helping us to tweak menus and exploit aggregator's algorithm better.



DIGITAL MARKETING

We analyze data to determine best discounting, campaign participation and Cost Per click strategy for better ROI. Social media marketing is also targeted after analysis of demography.

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

CONTACT US

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YOU ARE INVITED TO
A FOOD TASTING SESSION