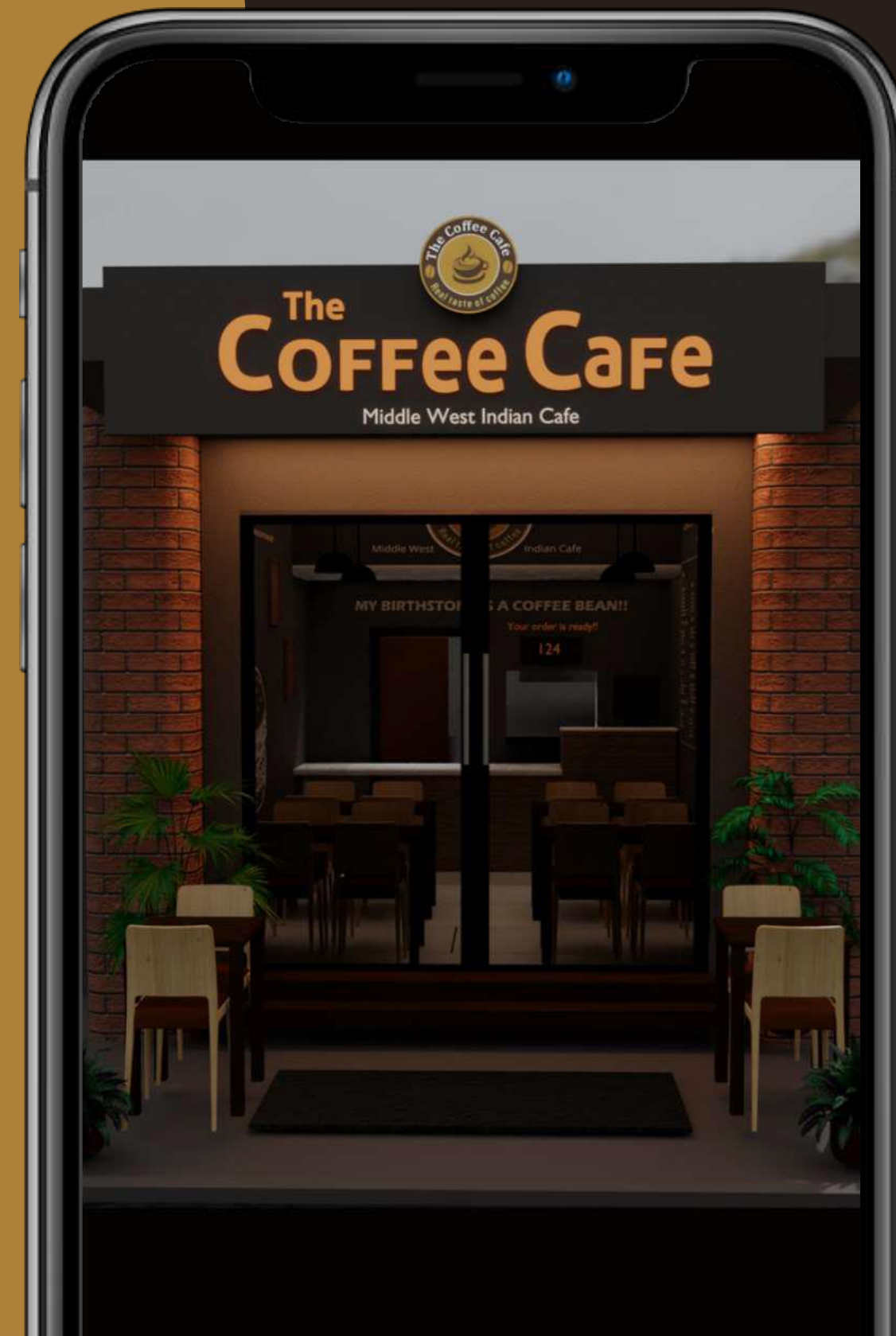




The Coffee Cafe

→ Franchise Proposal



MIDDLE EAST INDIA CAFE



About Us

We are India's ultimate coffee shop chain having 60+ products at pocket-friendly rates. We ensure faster delivery, by reducing the lead time of making the products at our central kitchen.



Vision

To make a Global Difference in The Coffee Industry by committing the quality, taste and excellence. By delivering necessary and personalized support, we always help Franchise to get the best.

Mission

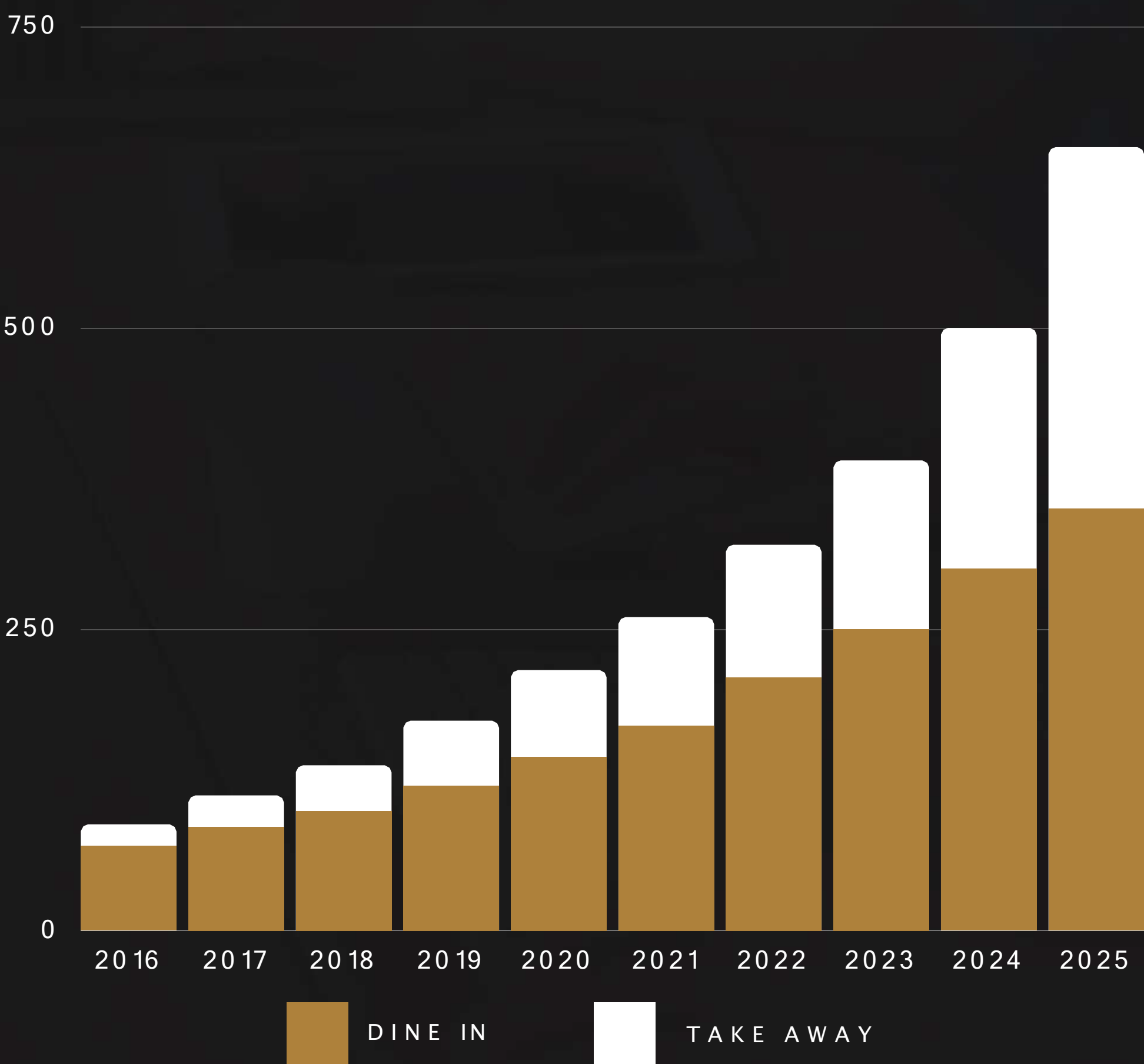
The Coffee Cafe have an Ambitious Mission to develop the process and opening our stores nationally and internationally. We are here to continuously deliver the best quality products and services to customers through our Franchises.



Why should you enter into a cafe Industry?

1. Fast-growing Market
Indian Coffee Shop market is valued at INR 6500 cores growing annually at the rate of 40-45% approximately in the last 5-6 years and becoming one of the top growing businesses in India.

INDIA COFFEE RETAIL CHAIN MARKET SIZE 2016-2025 (USD MILLION)



2. Why Coffee Industry?

- The coffee business is very safe. Any area having a decent resident population is a potential area as there are hundreds of people taking Coffee every day.
- India has predominantly been a tea consuming country and Coffee has been a luxury drink.
- However, the notion is changing with the shifting lifestyles, along with improving disposable incomes, Coffee has turned out to be a trendy beverage for the young population of the country.
- India is the sixth-largest consumer of coffee and consumption of Coffee is rising.



Why We...?

1. Professional experience in the Food & Beverages segment

We spent more than 10 years in the Food & Beverages segment. We are highly skilled at what we do and are equipped to tackle all the challenges that come our way. We are continuing in the process of development of new products by considering market requirements and our customer's feedback.

2. High Food Quality Standards & Faster Delivery

We are having 60+ best quality products including a variety of Cold and Hot coffees, Burgers, Sandwiches, Creamy Shakes, Mastani, Snacks, Chicken fried products etc. We serve our products within 2 minutes. To provide faster delivery, we minimized the lead time of manufacturing our products.

3. High-profit sharing

We offer a margin unparalleled. While most Franchises offer normally 25-30% gross margin which can hardly cover the basic cost, we are offering almost 50% plus average margin & some of our product margins goes up to 60% which may possibly only in The Coffee Café.

Our Interior



1. Ready to run shop

We provide you with the complete A-Z set up support to your outlet. The entire set up is hassle-free for our Franchisees and the set up is done within 30 - 45 days.



2. Store evaluation Support

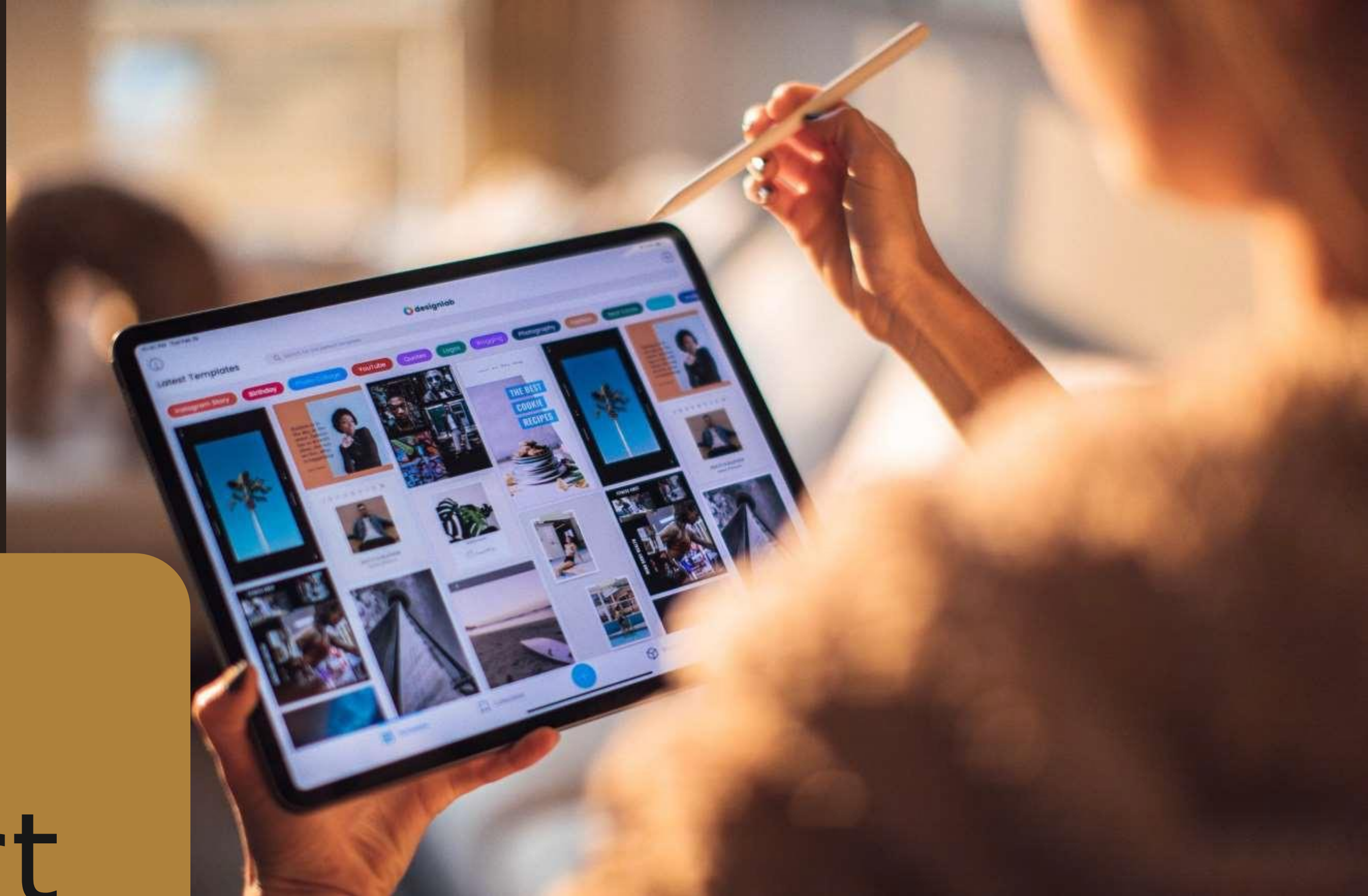
We frequently guide every Franchise to evaluate feedback, notice from the customer and offer personalized suggestions to boost sales and improve outlet performance.



TM

A to Z Support

TCC FOODS & BEVERAGES PVT LTD



We are always there to support you.

A to Z Support for our Franchise



A. Location Finalization



B. Licenses



C. Interior



D. Kitchen Setup



E. Furniture Setup



F. Equipment



G. General Material



H. Table & Chair



I. Signage



J. Internal Branding & Menu Board



K. Music System



L. Online Tie-up to Start Sale from
day one



M. Cup, Mug, Dish, Glass

A to Z Support for our Franchise



N. PC & Billing Machine



O. Billing Software



P. CCTV



Q. Disposable



R. Packaging Material



S. Kitchen Organizer



T. Jar & Container



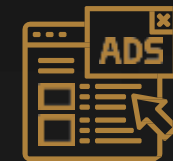
U. T-Shirt, Apron, Cap



V. Gaming & Community Building



W. Total Store Setup



X. Advertising & Outlet Launch



Y. Sale & Financial

Management



Z. Yearly Audit



Franchise Models

TCC FOODS & BEVERAGES PVT LTD

Express Model

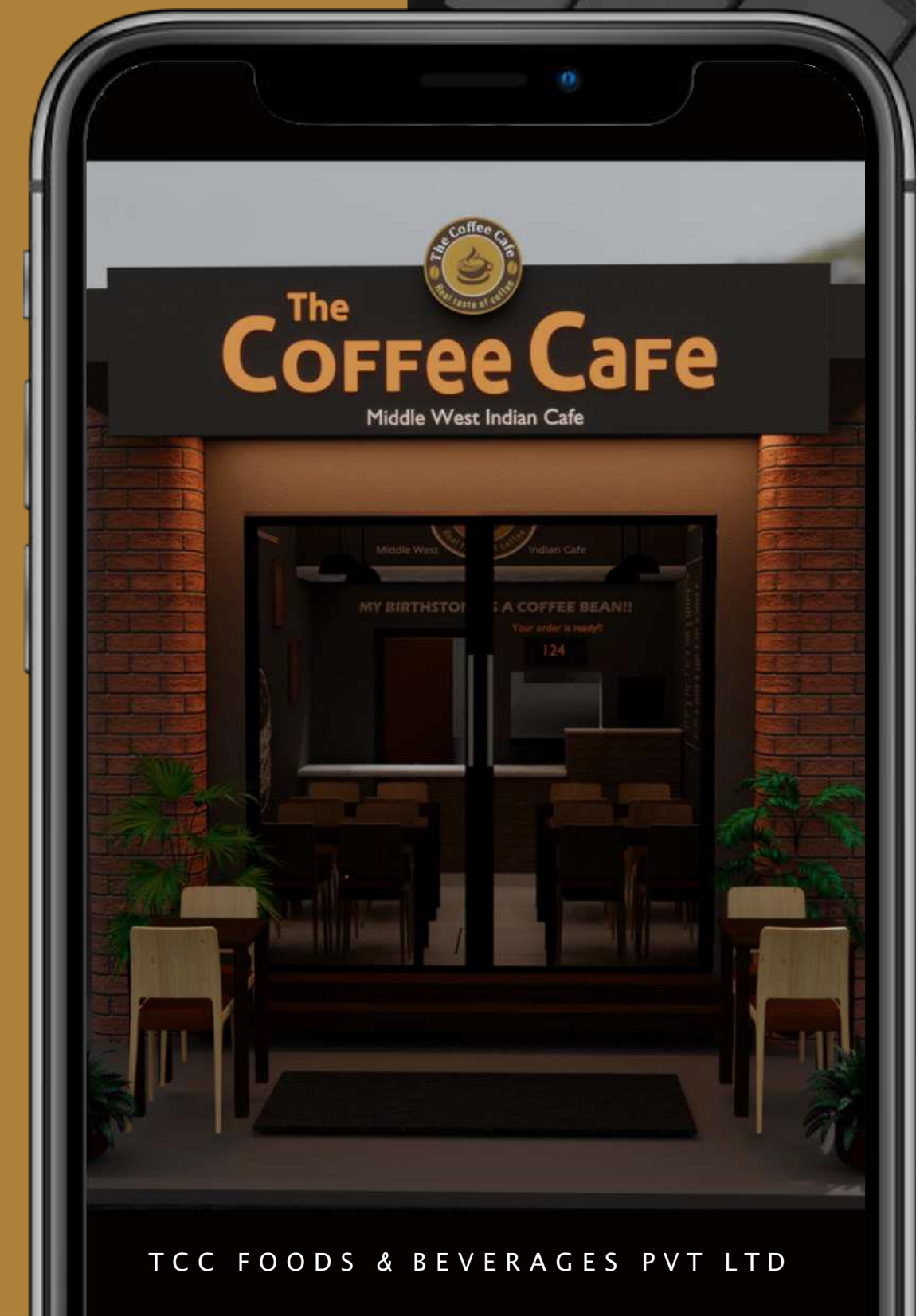
Area Required
(in Sqft)
250 to 300

Franchise Fees
3.00 lacs

Royalty
(On Gross)
7%

Setup Cost
5.99 lacs

Estimated Total Investment
8.99 lacs



TCC FOODS & BEVERAGES PVT LTD