

# Unit Franchise Proposal

**Chai Kaburlu**



# Revamping Our Brand



## **BRAND REDESIGN COMPONENTS**

Business Goals

Brand Personality

Market and User Research

User Friendly

Visual Elements

Corporate Brand Style



*Mrs. Sahithya*

## **FOUNDER**

### *ABOUT ME*

#### **Personal Qualities**

- Self-motivated
- Creative
- Adaptable
- Having an eye for detail

#### **Skills**

- Management skills
- Communication skills
- Problem-solving skills

#### **Experience**

- 5 years experience in Marketing
- Extensive background in R&D
- Executive in Team Leads





*Mr. Santhosh*

**CHIEF  
EXECUTIVE  
OFFICER**

*ABOUT ME*

I am a highly organized, dedicated, diplomatic CEO, hardworking and ambitious individual with a great passion for my dreams. I have excellent communication skills, enabling me to effectively communicate with a wide range of people. I am seeing a great vision towards Tea industry in which I can put into practice my knowledge and experience, ultimately benefiting the operations of the organization that I work for.



# Why Chai Kaburlu ?



THE PROFILE OF OUR BUSINESS IN THE TEA AND WELLNESS COMMUNITY GREW RAPIDLY MAINLY THROUGH WORD OF MOUTH ADVERTISEMENT. CHAI KABURLU CHAI IS A HEALTHY TASTE OF GOODNESS PACKAGED WITH ALL THE ORGANIC VALUES FROM SPICES USED. WITH THE RICH BLENDED MASALA SPICES, OUR CHAI DISPLAYS THE BEST OF INDIAN CHAI. REFRESHING AND DELIGHTFULLY MILKY ARE OFTEN THE TWO DESCRIPTORS THAT GO HAND IN HAND WHEN DESCRIBING A HOT CUP OF CHAI. EACH FRESH CUP OF LEAF CHAI TEA PROVIDES YOU WITH A RICH, DISTINCT FLAVOUR.

**PROFIT MARGIN & ROI**

**40 - 70 %**

**LESS INVESTMENT**

**5.5 Lakhs**

## WHAT WE AIM TO ACHIEVE



# Our Business Goals

- Less Investment
- High Profit Margin
- Customer Profitability
- Time To Market
- Brand Recognition
- Return on Investment
- Customer Satisfaction
- Sustainability
- Win Rate



# Market Research



## *LESS INVESTMENT*

5 Lakhs is the amount required to start a unit franchise of Chai Kaburlu. It includes the Franchise fee, Marketing fee, 15 days of Training for Masters with food & Accommodation, 7 days of training for the franchisee owner, and Full Setup of Outlet Ready.

## *HIGH PROFIT MARGIN*

The profitability is between 40% - 70%. Average Returns will be in 6 to 8 months. Menu Prices will be Customized depends upon location. Our price menu begins at a very reasonable price of Rs.10 (Regular Chai).

## OUTLET

At least 150 sqft in a busy place near colleges, bus stops, highways, hospitals, markets, shopping centers, IT hubs, universities and etc.,

## INTERIOR

The outlet should have Good Mat finishing flooring, kitchen partition, Electricity connection with 2 boards, water connection, Outlet Counter, Wall Stickers, Portable Chairs & Tables.



# Unit Franchise Requirements



## KITCHEN

Our chef trains two Masters to run your business. In fifteen days, anyone can learn the whole Chai Kaburlu menu. We recommend all kitchen equipment, food, and groceries as well.

## COMMITMENT & DEDICATION

Commitment is about emotional attachment towards something and dedication is about an interpersonal commitment towards something. These two terms are therefore linked to the individual's level of interest in the franchise.



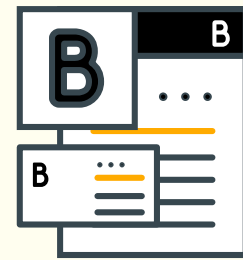
# Our Branding Journey



## KEY COMPONENTS IN THE EXERCISE



Closer look at customer needs



Reflect on brand philosophy



Branding collateral development



Implement new strategies and Business performance



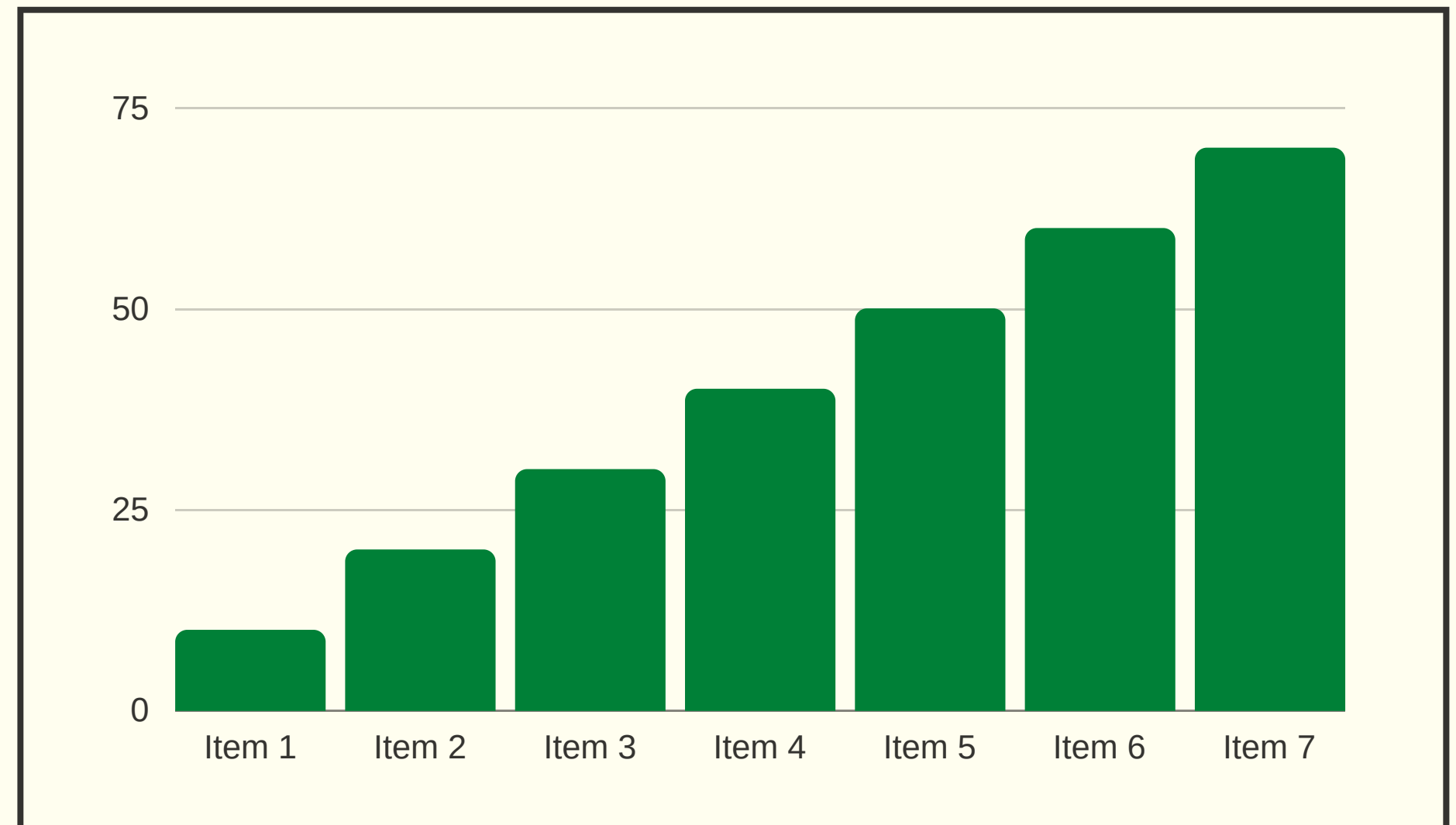
Roll out online and on social media



# LESS INVESTMENT HIGH ROI

For suppose your average daily revenue is Rs. 10,000/- and you just sell the lowest profit margin (which is unlikely, however) and although you do so all the month, your profit (income) is Rs. 70,000/- 1 Lakh when you subtract rents, wages, electrical power, product cost, and royalty.

It tells your ROI will be returned in 6 to 8 months.



# RETURN OF INVESTMENT / PROFIT MARGINS



## CASE 1

### TEA

For Suppose,  
Tea cost 10/-.  
Every day 10,000/-  
getting on only TEA.  
it means 1000cups are  
selling, on each cup we  
get 3/- gross profit.  
 $1000\text{cups} * \text{Rs.}3$   
 $= 3000/-$   
Rs.3000 for 30 days is  
equal to **90,000/-**

## CASE 2

### Milk Shakes

For Suppose,  
Shakes cost 45/-  
Every day at least 25  
shakes will sell out.  
on each shake, we get  
22/- gross profit.  
 $25\text{ shakes} * \text{Rs.}22$   
 $= 550/-$   
Rs.550 for 30 days is  
equal to **16,500/-**

## CASE 3

### Snacks

For Suppose,  
In snacks, we have Egg  
Rolls which costs 45/-.  
Every day at least 20  
Rolls will sell out.  
on each Roll, we get  
20/- gross profit.  
 $20\text{ Rolls} * \text{Rs.}20 = 400/-$   
Rs.400 for 30 days is  
equal to **12,000/-**

# HOT BEVERAGES



# CHAI'S



**REGULAR  
CHAI**



**10/-**

**GINGER  
CHAI**



**15/-**

**GREEN  
CHAI**



**20/-**

**BLACK  
CHAI**



**12/-**

**KADAK  
CHAI**



**20/-**

**LEMON  
CHAI**



**15/-**

**MASALA  
CHAI**



**20/-**

**PEPPER  
CHAI**



**12/-**

**BADAM  
CHAI**



**25/-**

**ELACHI  
CHAI**



**25/-**

# HOT BEVERAGES

# COFFEE & MILK



## COFFEE'S

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- Coffee
- Black Coffee
- Cold Coffee
- Chocolate Cold Coffee
- Ice cream Cold Coffee
- Ice cream Chocolate Cold Coffee

## MILK'S

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- Milk
- Badam Milk
- Turmeric Milk
- Sonti Milk
- Pepper Milk



## EXTRA'S

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- Boost
- Horlicks
- Bournvita

# COLD BEVERAGES



## JUICE'S

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- Lassi
- Spl. Lassi
- Fresh Lime
- Virgin Mojito
- Orange
- Mango
- Black Current
- Blue Lime
- Berry Pepper Shot
- Blue Berry

## MILK SHAKES'S

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- Oreo Shake
- Kitkat Shake
- Munch Shake
- Banana Shake
- Chocolate Shake
- Vannilla Shake
- Strawberry Shake
- Sharjah
- Oreo Sharjah
- Chocolate Sharjah

## ICE CREAMS

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- Vanilla
- Butterscotch
- Strawberry
- Chocolate
- Cones
- Bars
- Cups
- Matka Ice Creams
- Family packs

# SNACKS



## SANDWICH'S

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- Veg Grill Sandwich
- Veg Cheese Grill Sandwich
- Bread Butter Jam Grill Sandwich
- Bread Butter
- Egg Grill Sandwich
- Tandoori Grill sandwich
- Chicken Grill Sandwich

## MAGGIE'S

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- Veg Maggi
- Egg Maggi
- Double Egg Maggi
- Cheese Maggi
- Panneer Maggi
- Butter Maggi
- Chicken Maggi

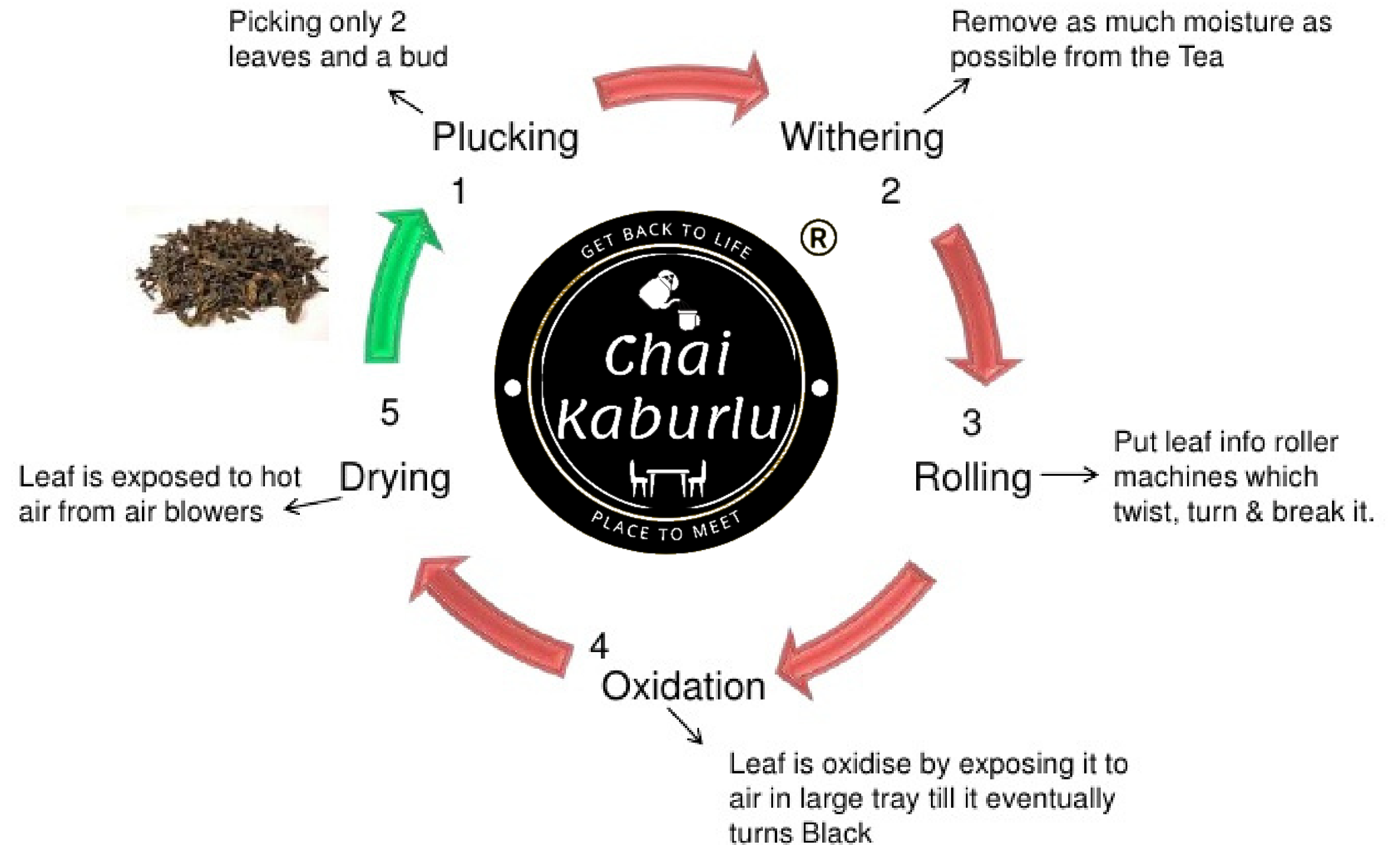
## ROLL'S

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- Veg Roll
- Egg Roll
- Chicken Egg Roll
- Bread Egg Roll
- Masala Omelette
- Bread Omelette

# Process in Chai Making

GETTING  
CUSTOMERS  
INVOLVED





# Our Banner

Chai @10



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## Chai Kaburlu

*Place to meet...*

**Milk Shakes**

**Sandwich**

**Maggies**

**Rolls**

**Ice Creams**

**For Franchise Contact: +91 86399 66296**

# OUR SUPPORT



- ASSISTANCE TO OUTLET SELECTION.
- BASIC MANAGEMENT TRAINING.
- THE CHAI KABURLU MENU IS SUPPORTED.
- COMPLETE WORK SUPPORT.
- MARKETING & ADVERTISING WILL BE DONE.
- UPDATES REGARDING R&D SYSTEM.
- SUPPORT FOR SERVICES, REPRESENTS SCM, CONSISTENCY AND CRM SYSTEM.



# How to Reach Us

## Chai Kaburlu



### ADDRESS

**Flat no. 306, Sanjana's II, Gangasthan,  
Dhulapally, Medchal, Telangana, 500100.**

### EMAIL ADDRESS

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### PHONE NUMBER

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