



# PIZZATODAY INDIA™

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## Franchisee Brochure

### Overview

We are proud to introduce ourselves as PIZZATODAY INDIA™ brand run by PIZZATODAY INDIA Food & Beverages based at Singrauli, Madhya Pradesh. PIZZATODAY INDIA™ is a proud Indian pizza chain & one of the leading Pizza Chain in India. Founded on 08 dec 2015. PIZZATODAY INDIA™ is known for its Taste & Variety of Fresh Pizzas. PIZZATODAY INDIA has a wide product portfolio of pizzas and its best in Vegetarian & Non vegetarian .

### About CEO

The man standing behind the success of PIZZATODAY INDIA™ is RAJESH KUMAR SONI who has a great passion for cooking. His vast experience in various business makes him a unique Entrepreneur, but his love for food Industry started from Indian sub continent since 09 years and now he has applied all his expertise to his own venture and now his main aim is to benefit and to inspire young generation who have flair to grow individually as a young Male and Female Entrepreneurs.

### Vision

Our motto is to generate business opportunity to people who can be self employed & can create platform of job opportunities to others.

PIZZATODAY INDIA™ recipes are unique and blended well as per the Indian taste buds so from kids to elders our rates are pocket friendly.

## Business Presence

PIZZATODAY INDIA™ has operational outlets. across India

## Gallery







TM

**PizzaToday**

Fresh Dough Fresh Pizza





# PIZZATODAY India™ Franchisee

PIZZATODAY INDIA Food & Beverage is all set to become the next big name in the Indian fast food industry

with plans to open 100 outlets across the country by 2023. PIZZATODAY INDIA is already operational stores across India.

Rajesh kumar Soni the CEO of PIZZATODAY INDIA Food & Beverages has several plans to facilitate an expansion.

PIZZATODAY INDIA is also investing in research and development to boost customer engagement. Additionally, we are looking to expand our product portfolio and will be upgrading on regular intervals.

We believe franchising is one of the world's fastest growing and most lucrative modes of doing business. It is beneficial not only to the person who initiates a business but also to his partner who accepts this business concept and expands it in his own territory

## Why join PIZZATODAY India™ franchisee?

PIZZATODAY India™ franchise module is unique & designed to make you self-employed, the best part is

we do not share your business profit. When you join us you will be provided our expertise in this business domain and using which you can run your business successfully.

This is a proven formula of doing business, so there is no need to invest on setting out the strategies. Training & standard operational manuals will be provided by the Franchisor for ease in managing & operating an outlet. Assistance in selection of the right "Location for the Outlet", "Business Planning", "Business Operations" and "Business Maintenance".

Franchising minimizes the risk, thereby increases the success of the business. Franchisor provides multiple supports to the Franchisee.

## PIZZATODAY India™ FranchiseeSupport

1)SiteSelection:

a) Site Selection Criteria and Guidelines.

b)SiteEvaluation&Approval.

- 2) Operational Training
- 3) Management Training
- 4) On Job Training
- 5) Advertising–Brochures, Social Media Promotion etc.
- 6) Online ordering
- 7) IOS & Android App For Customer



## PIZZATODAY INDIA Pizza™ Franchisee Advantage

PIZZATODAY India™ allows you to run your own business but with as much guidance and support from the PIZZATODAY India™ central resources which are required to succeed. With PIZZATODAY India's proven system and infrastructure behind you, your business can start with optimism and continue to operation with confidence. To provide all the support its local and international franchisees need, PIZZATODAY India™ has another key advantage that offers you is the option of building combination stores that combine one or more brands in the same store, offering more choices to your customers and optimizing your revenue.

You can start Pure Veg. PIZZATODAY India™ outlet if you wish or start both Veg & Non Veg, you can be a part of this wonderful venture of your city, you require minimum 350 to 500 sq ft. shop to start this business in good location rented or owned, where you get good walk in business.

Take Away, Home delivery & Party Orders is a bonus to it. Pizza varieties at PIZZATODAY INDIA are definitely

unique & different from other brands & guaranteed Taste, quality with pocket friendly pricing , and addition to it other side products like Pizza, Grills, Sandwich, Pasta, Garlic Bread, French Fries, Burgers etc are available with you under one roof where customer needs are satisfied.

You can also keep shakes, soft drinks, juice, ice creams, Pastries

## **What does it take to become a PIZZATODAY INDIA™ Franchise**

Becoming a successful franchisee with PIZZATODAY India™ isn't as daunting as it might seem. Naturally, there will be challenges but the basic requirements you need to overcome them and make your franchise work are assets you probably already possess.

Essentially, we at PIZZATODAY India™ look for highly motivated organizations or entrepreneurs with a sincere commitment to building a retail brand in their territory.

More specifically, we believe that to succeed in the franchise business one needs to have the 3C - Capital, Commitment, and Competence . And the same applies to you as an aspiring franchisee.

Capital is a key ingredient to roll out enough stores to create a brand presence in the market. Also, with more stores comes more economies of scale and a wider customer reach. All this helps build the brand while the location risks are diversified over a larger portfolio. Without the proper capital momentum may be lost, and the entire business may be put at risk.

The Commitment to succeed is another vital ingredient. Food and beverage service is a business that requires managerial attention, a midterm to long-term horizon, and a daily focus on details to make sure customers are satisfied consistently.

Competence It is difficult to execute even the best systems without having a capable team. That is why PIZZATODAY India™ guarantees its systems and its training curriculum to develop good trained staff for the franchisee. Following the systems is the most reliable formula for ensuring a high level of customer satisfaction and repeat business.

It needs to be remembered that each franchisee is responsible for building their own team as well as an infrastructure for implementation of their business on the ground. However, equally, you will receive continuous support from PIZZATODAY India™ India.

If you are still wondering whether you qualify, you might like to know that PIZZATODAY India does not require a franchisee to have any direct previous experience in the food & beverage industry.

Above all, we look for evidence that each partner has the 3C - Capital, Commitment, and Competence which it takes to succeed. If so, you are already on your way.

### **Rough Estimate**

SNo	PARTICULARS	AMOUNT
1	FRANCHISE FEE ONE TIME NON REFUNDABLE in India	5,00,000 INR
2	Brand Development free(per year)	25,000
3	Franchisee has to arrange: a) Kitchen and Furniture/Interiors Cost b) Shop Security Deposit etc	<b>At Actual Price</b>
4	Minimum Outlet Size.	350 to 500 Sq Ft
5	LICENSE FEES	<b>None</b>

### **Investment**

Cost for the raw materials (PIZZATODAY INDIA cartons, seasonings, etc) in branding, provided by the company

will be borne by the franchisee. Franchise just has to manage the Rent, Salary, Electricity bill, Maintenance cost and other Miscellaneous Expenditures. Franchisee doesn't have to share his profits with franchisor.



# How do you get started

## STEP 1:

Deposit Franchisee fees on company account to confirm & reserve your location. Once the payment is confirmed on company's account, you will be provided with acknowledgement letter with territorial rights, operational manual, CDR files, etc

## STEP 2:

You would need to register a company on your name or any name you like & take VAT TIN number. This is important as it will be required for Transport supply. You will hire local staff. You will require:

2 Kitchen Staff.

(minimum qualification should be 12th pass and you don't require professional chef or cook)

1 Helper for Kitchen & Housekeeping.

1 Candidate to handle Cash counter/Reception/Store Management.

(Compulsory Graduate or franchisee owner can handle this post)

3 Table Boy for Service & Home delivery

(Should have driving licence & minimum qualification should be 12th pass)

You can give advertise in local newspapers for staff recruitment or take help of employment agency. Staff can be hired more as per the size of outlet and sale in near future.

## STEP 3:

Once the staff is lined up, you will confirm training dates with franchisor 15 days prior, it will be 7 days training on job, Food & Stay will be provided by company for 2 Kitchen Staff & Franchisee Owner or Store In charge After training is completed, Welcome kit will be provided to franchisee. You will set up all the equipments in kitchen & allow your staff to do Practice drill for 1 week and then you finalize the launch date, our executive will be there to help you at your outlet Launch & Inspection.

## Start Up Kit:

Kitchen Equipments

1) Pizza Oven 1 – 6 -8 KVA (8 pizza at a time)

2) Grill machine 1 – 1 KVA (4 Grills at a time)

3) Double Fryer 1 – 2 KVA (4 litre capacity)

4) Dough Machine 1 - (10 ltr Capacity)

Kitchen Tools

Pizza pans with lids covers, Chop Boards, Knives, Pizza Cutters, Lifter, Spooder, Grater, Piller, Strainer, Trays, Sauce Bottles, Spatula, Silicon Brush, Rolling Pin, Wooden Spoons, Measuring Scoops, Measuring Jar, Kitchen Caps, Aprons, (02)Hot Bags, (02)Delivery Box, Pizza Cartons(R,1000,M1000,L,500 ), (06)T-Shirts, (06)Caps.Other Items  
Billing Software, Customer App, Promotional Brochures, Social Media Promotion, Visit of our executive during Launch for your help, Company Support.



## ProjectEstimation:

SNo	PARTICULARS	APPROX AMOUNT
1	Franchise Fee (Start Up Kit Included)	5,00,000 INR
2	Shop Security Deposit (Shop area 250 sq ft minimum in that kitchen will be of 150 sq ft. Deposit can vary from location to location & size of shop)	50,000 INR
3	Kitchen Assembly (you can order it from Franchisor) 1 Pizza Make line Table(with refrigerator), 1 Delivery Counter, 3 Tables for equipment & storage	At Actual Price  *rate can vary as per size.
4	Interior Cost (Digital Signage, Computer, A/C , Frontage Glass, Table & chairs, Paint, Electrical fitting, Music system, TV, freeze)	1,25,000 INR *rate can vary as per size.
5	2 Delivery Vehicles (Tvs Moped or second hand Bike)	30,000 INR
6	Working Capital	25,000 INR
	<b>Aprox Estimated Total cost</b>	<b>9,00,000 INR</b>

### LOCATIONREQUIRED

Shop with prime location, road frontage ,must,near prto, colleges, marketplace. Minimum 450 sqft shop required standard size willofbekitch150 sq ft if shop is 2 and above. If you want to make biggerwalkstoreinwithcapacitymorethen shop area of 50 750 sq ft will be sufficient.

### STAFFREQUIRED

KITCHEN – 2 cooks – 1 helper – 1 house keeping 4(kitchen)

(Diploma hotel or catering Management Fresher' can be hired or experienced in fast food).



Walk inn – 3 Table boy delivery)(serving &– cleaning = 4 ( Depends walk inn capacity). You can Increase staff as your requirement.

## **INCOMERESOURCES**

Walk in – Takeaway – Home Delivery – Exhibition - Party Orders

### **ProductRange**

Pizza – Grills – Burgers – Sandwich – Pasta-Garlicbread–FrenchFries– - Fried Chicken – Dessert – Shakes – Soft drinks – etc( is from 40% to 50% you don't have to share your profits with company)

## **MONTHLYEXPENDITURE**

Rent: 35,000 approx

Salary: 65000 approx for 6 people

Electricity: 10,000 approx

Supply: 75,000 approx (Mozzarella,cheese,mayonnaise,butter, vegetables,chicken,etc)

Total: 1,85,000approx

## **MONTHLYSALES**

FROM WALK IN / TAKEAWAY / HOME DELIVERY PARTY ORDER /

### **Pizza Sale per day**

Regular pizza 30 x 110rs = 3,300

Medium pizza 20 x 190rs = 3,800

Large Pizza 15 x 450rs = 6,750

### **SidesSalesperday**

Garlic Bread / Pasta / Burger / Breadndwich //FriedGrillsChicken / Milk Shakes /

Juices, etc 40rs x 50 = 2,000 /-

**MonthlyCollection** =  $15850 \times 30 = 4,75,500/-$  (Monthly)

$4,75,500 - 1,85,000 = 290,500 - (20500 \text{ other exp})$

2,70,000 /- net profit Monthly.

**NOTE:**

\*You do not have to share your profit with Franchisor.

\*Above Profit Ratio Could vary from location to location

**FRANCHISING**  
**MINIMIZES**  
**THE RISK**

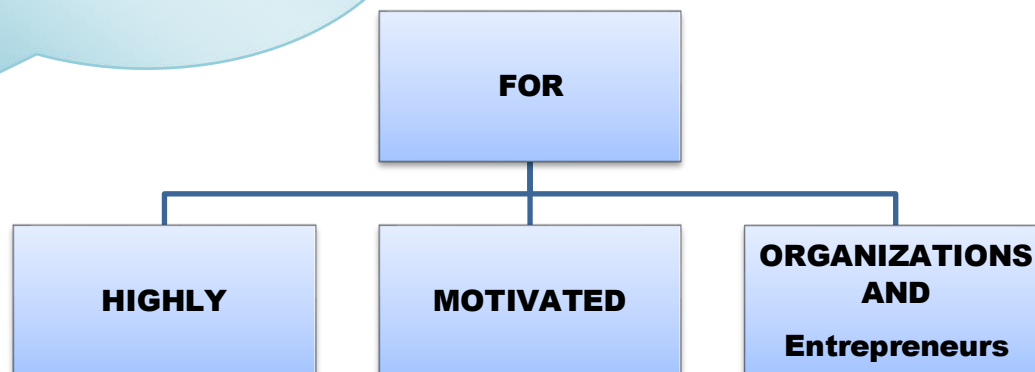


**Franchise Fact**

**Investment: 5 – 8 Lacs**

**Area: 350-800 sq.ft.**

**High ROI**



**FOR FRANCHISE:**

**[INFO@PIZZATODAY.IN](mailto:INFO@PIZZATODAY.IN)**

**[WWW.PIZZATODAY.in](http://WWW.PIZZATODAY.in)**

**We would like to see you on board with PIZZATODAY India™ Be a part  
Of this successful venture. Kindly revert to us with your queries  
and details. We look forward to your email.**



**THANK YOU**