

1. What is the initial investment required for a franchise?

a. We have various plans based on your needs and requirements. The basic franchise cost is INR 1,49,000 for a period of 5 years which is non-refundable. Currently these rates are only for Tamilnadu Territory. The cost may vary based on other territory and country.

2. What kind of equipment and machinery do I need to operate the franchise, and do you provide recommendations or suppliers?

a. Yes, we have in-house equipment manufacturers as per the need of the location. Basic Equipment list will be provided to you. We would also recommend the additional equipment based on location and menu selection. In case you have your own supplier for equipment we could accommodate as well on a case-to-case basis.

3. Can I choose the location for my franchise, or do you assist in site selection?

a. Yes, of course. We would assist you to choose the location. However, Brand will finalize the location from your choices.

4. How long does it typically take to open a franchise location?

a. From the Agreement Date it would take approximately 17 days to 35 days to Inauguration. It might vary based on manufacturing and customization.

5. Are there any restrictions on menu items or pricing?

a. We have 100+ Menu options and based on the location we can finalize the pricing of selected menu items without affecting your profit margin.

6. Can I customize the menu or decor of my franchise location?

a. Yes, without affecting the standard branding you can customize. However, prior permission to be taken from the brand for the décor.

7. Can I incorporate my own unique recipes or specialty drinks into the menu?

a. Subject to Brand Interest and approval, Yes.

8. Are there territorial rights or exclusivity options available?

a. Yes, within a 2 km radius we will not provide franchise to others. However, on fewer exclusions like commercial or market place it will be allowed to have another shop. The preference would be given to the existing franchisee.

9. What are the typical operating hours for franchise locations, and do franchisees have flexibility in setting their hours?

a. Typical working hours of our outlet is 8 am to 8 pm. However, based on the location you can have the flexibility of running outlets at your comfort and profits.

10. What are the requirements or qualifications for becoming a franchisee?

a. Passion about being an entrepreneur and requirement of a secondary steady source of income is the basic qualification of taking our franchise.

11. What is the average revenue or profit margin for franchise locations?

a. The average revenue depends on Four factors: Location, Menu, Quality and Service. Hence it depends on the outlet to outlet. But don't worry, we are here to fix it and support it to grow. Let's grow together.

12. Is there ongoing royalty?

a. Royalty for the first 5 months is Nil. From 6th Month there will be a standard flat royalty applicable outlet to outlet.

13. What support do you provide for franchisees?

a. Branding, Business Consulting, Infrastructure, Marketing, Staffing assistance, Operations Consulting, Staff Training, Designing Menu and offers etc.,

14. Do you offer any financing options or assistance for franchisees?

a. We would assist in availing personal finance and bank loans within our capacity; however, it is subject to case-to-case basis only and the credibility of franchisee.

15. Are there any specific requirements regarding staffing or employee training?

a. Any pleasing personality aging between 18 to 35 would be ideal choice for hiring. However, currently we give the hiring option to franchisees only. We would be assisting in hiring. Hired staff would be trained completely in our training facility.

16. What type of ongoing support do you provide after the franchise is established?

a. Operational Consulting, Daily Assistance and Monitoring, Staff Training, Brand Marketing, Accounts Management, Supplier Management, etc..

17. Do you offer ongoing training for baristas and staff members to ensure product consistency and quality?

a. Absolutely, the new menu training would happen in franchisee locations. However, based on request we would undertake training in our training center as well for the new joiners or refresher courses.

18. How do you handle customer feedback and complaints at the franchise level?

a. On a daily basis our Customer Care team would monitor the franchise. We would often have conversations with the owners and staff in all the locations to have a check.

19. Can I visit existing franchise locations to observe operations and get a better sense of the business?

a. Possibly yes, but based on the franchise owner's permission.

20. Do you help with obtaining necessary permits and licenses?

a. Of course, we would be guiding and assisting you for the regulatory and certifications, do not worry.

21. What are the insurance requirements for franchisees?

a. Shop Insurance and staff insurance is necessary in case of adversity. Nothing more.

