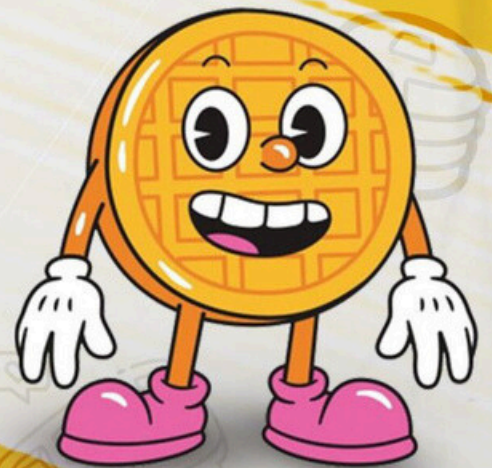




• The European Dessert



25+ Outlets across 9+ States

# WAFFCHA



•The European Dessert•

The European dessert, was born out of a passion to provide our customers with various dessert delights, and that too with friendly ambience, wonderful service, and most importantly, at a pocket-friendly price. It was founded in 2019 and opened its first outlet in 2021, and there has been no looking back since.



We take pride in being one of the few dessert-specific brands that serves 100% vegetarian items, like our flagship jar waffles, waffle sandwiches, lolly waffles, and other specialties like savoury waffles, pancakes, ice cream, and shakes, along with a variety of toppings like chocolate spread, fruit filling, and syrups.



We are a one-of-a-kind brand where you will find a wonderful and lip-smacking blend of European and Indian flavours that will leave you in awe and with a desire for more.



# INDUSTRY FACTS



It is not surprising that Indian cuisine offers a wide variety to satisfy a wide range of palates. India has a rich culinary history that has developed over many years.

In this modern age, we are witnessing an intermingling of western and Indian cultures. Western desserts like waffles are becoming more and more popular here in India, even in Tier 1 and Tier 2 cities.

The waffle market in India now accounts for 6-8% of the total dessert market. Due to options like multi-grain waffles being available at numerous locations, they are not only a favourite dish for foodies but also for health-conscious individuals.

## CONFECTIONARY STORE MARKET IN INDIA 2022-2026:

- ◆ Growth Contributed by India: 100%
- ◆ Incremental Growth (\$B): 4.32
- ◆ Growth for 2022: 12.54%
- ◆ Market growth will Accelerate at a CAGR of 13.59%



## MISSION

TO PROVIDE OUR CUSTOMERS WITH DELICIOUS, UNIQUE DESSERTS AND A WHOLESOME EXPERIENCE THAT WILL LEAVE A SMILE ON THEIR FACES.



## VISION

OUR VISION IS TO BE A TOP BRAND IN THE DESSERT SPACE, KNOWN EXCLUSIVELY FOR BLISSFUL DELICACIES, COUPLED WITH CONVENIENCE AND SIMPLICITY THAT PROVIDE AN UNMATCHED EXPERIENCE TO OUR CUSTOMERS.

## VALUE

- TO HAVE A LONG-TERM PARTNERSHIP WITH THOSE WHO SHARE THE SAME VISION AS US SO THAT WE CAN GROW TOGETHER WHILE CONTINUOUSLY IMPROVING OUR PRODUCTS, PROCESSES, AND SERVICE.
- TO BE THE BEST DESSERT BRAND IN THE QSR / KIOSK INDUSTRY.



# OUR SPECIALITIES



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## WHAT WE OFFER:

### WAFFLES



WAFFLE JARS



WAFFLE SANDWICH



LOLLY WAFFLE

### MISCELLANEOUS SPECIALS



SAVOURY WAFFLES



SWEET CORN



NACHOS



SANDWICH



MOMO



PASTA



FRENCH FRIES

# TOPPINGS



•The European Dessert•



**CHOCOLATE SPREAD**



**FRUIT FILLING**



**SYRUPS**

## 100% VEGETARIAN PRODUCTS

Our waffles are made out of ingredients that are 100% eggless and fresh, which gives them a unique aroma and delightful taste.

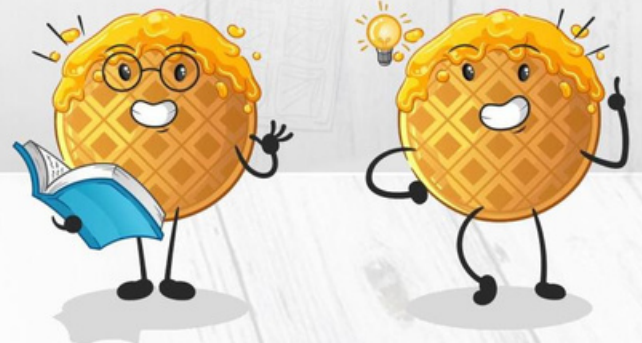


## PROFITABILITY

## OTHER REASONS WHY WE STAND OUT

To keep up with the changing palate of Indians, we update our menu on a quarterly basis as per the reviews we receive and try to innovate new and mouth-watering products for our beloved customers.

The concept of Waffcha has been created with knowledge of the limitations imposed by high rents, and it makes the best use of available space and staff to produce products of consistently high quality and aspirational standards at reasonable prices.



# OUR PRODUCTS



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**WAFFLES**



**LOLLY WAFFLES**



**SHAKES**



**MONSTER SHAKES**



**MINI PANGAKES**



**WAFFLE CAKES**



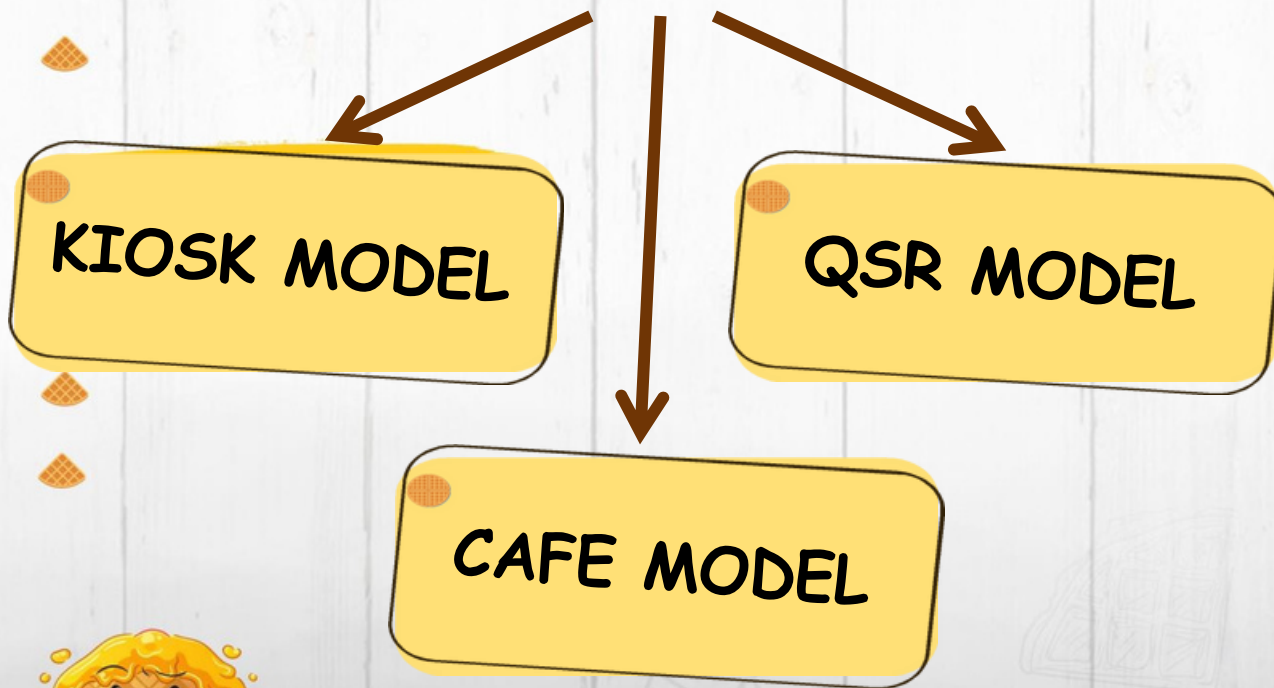
# FRANCHISE OPPORTUNITY



The European Dessert.

Owing to the overwhelming response to our products and the high profitability achieved at our flagship stores in Patna and Ranchi, we are now looking forward to taking a step further by providing franchise opportunities to emerging entrepreneurs and business people. Along with having fully fledged QSR outlets, our franchise can also be installed in public spaces like malls in the form of counters or kiosks.

**Check our complete 3 franchise business models where we have considered an affordable investment in franchise.**



# **ELIGIBILITY CRITERIA**



Offers from all kinds of business-minded people, but having prior experience in the food and beverage industry will be like the icing on the cake.

Financial Stability.



## **PREFERRED LOCATION**

- A High traffic & Mid-high-Income level area providing a direct line of sight visibility of the Outlet.



# KIOSK MODEL



◆ Franchise Fee:-	3 Lac
◆ Security Deposit:-	1 Lac (refundable)
◆ Equipment:-	2 Lac
◆ Interior:-	2 - 3 Lac
<b>Total:-</b>	<b>8 - 9 Lac</b>

**Area Req:- 60 – 150 sqft**

**Royalty:- 7.5%**

**ROI:- 12 – 14 months**



# QSR MODEL



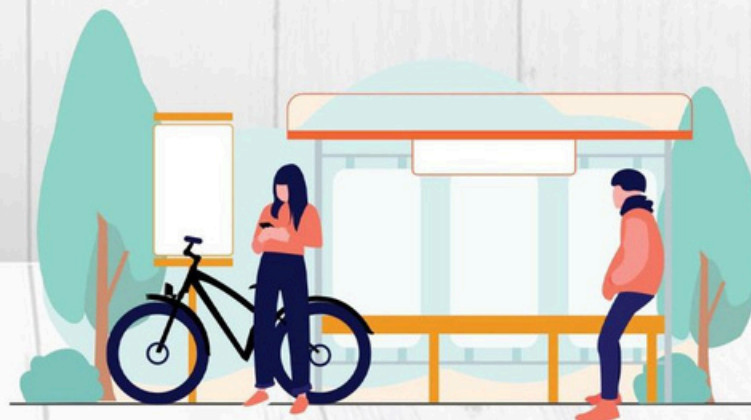
- ◆ Franchise Fee:- 3.5 Lac Security
- ◆ Deposit:- 1.5 Lac (refundable)
- ◆ Equipment:- 2.5 Lac
- ◆ Interior:- 3 - 4 Lac

**Total:- 9- 11 lac**

**Area Req:- 150 – 300 sqft**

**Royalty:- 7.5%**

**ROI:- 12 – 14 months**



# CAFÉ MODEL



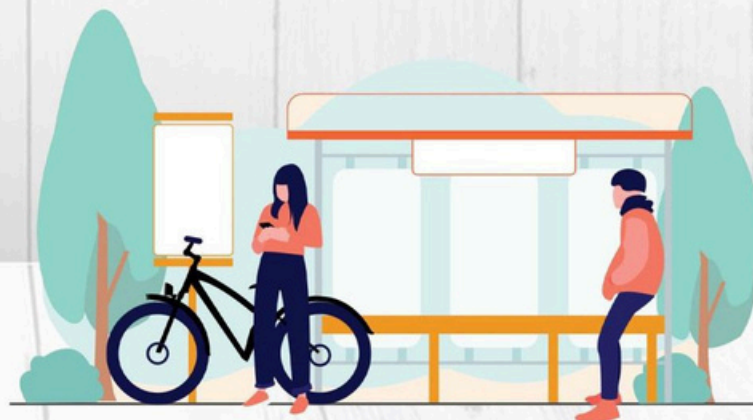
- Franchise Fee:- 4 Lac
- Security Deposit:- 1.5Lac (refundable)
- Equipment:- 3 Lac
- Interior:- 5 - 6 Lac

**Total:- 13 – 15 lac**

**Area Req:- 300+ sqft**

**Royalty:- 7.5%**

**ROI:- 12 – 14 months**



# WHAT DOES THE FRANCHISE GET?



**PROJECT AND INFRASTRUCTURE DEVELOPMENT SUPPORT IF REQUIRED.**



**ASSISTANCE IN SOURCING OF RAW INGREDIENTS.**



**ASSISTANCE IN THE RECRUITMENT OF CHEFS AND STAFF AND ALSO IN THEIR TRAINING.**



**INTEGRATED POINT-OF-SALE TECHNOLOGY**



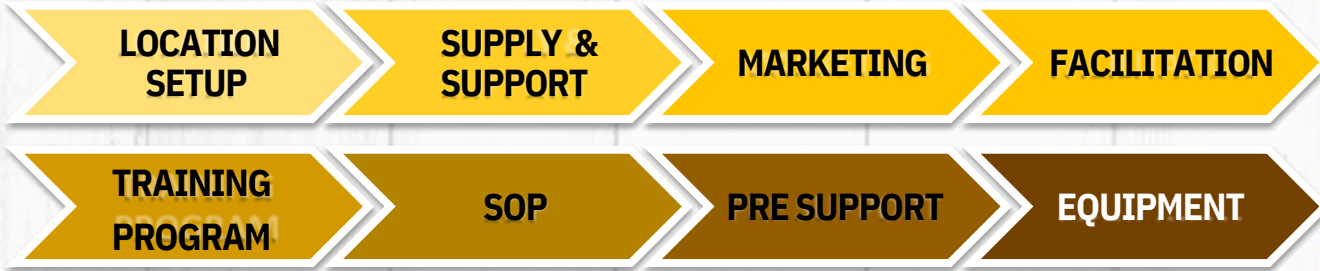
DIGITAL MARKETING

**DIGITAL MARKETING.**



**TIE-UP AND VISIBILITY ON ONLINE AGGREGATOR PLATFORMS (ZOMATO/SWIGGY).**





- ◆ **LOCATION SETUP:** Brand will assist in choosing the best locations, besides providing a blueprint of the interior design and architecture for creating a uniform ambiance.
- ◆ **SUPPLY & SOURCING:** Brand will facilitate the cost-effective sourcing of raw materials through a trusted and reliable supply network.
- ◆ **MARKETING:** To save on the cost of experimenting, the brand will share its experience and knowledge on how to market and communicate the brand proposition.
- ◆ **FACILITATION:** The franchisees will benefit from ongoing R&D, menu development, and other market development initiatives taken by the brand from time to time.
- ◆ **TRAINING PROGRAM:** Brand will conduct an all-inclusive training programme for the staff and chefs prior to the start of business operations.
- ◆ **SOP:** Brand will provide brief mandatory and suggested specifications, standards, operating procedures, and rules for running the takeaway and delivery model.
- ◆ **PR SUPPORT:** Brand will ensure regular coverage at the local level, besides helping in centralized brand building through retail and digital media.
- ◆ **EQUIPMENT:** Brand will source and provide a detailed list of equipment required for outlet operations.



# ROADMAP TO OPEN A FRANCHISE



Transfer of refundable security deposit and non-refundable franchise fee + taxes (non-refundable).

Finalization of location.

Signing of a franchise agreement

Setting up the outlet.

Staff recruitment and SOP training programme.

Raw material supply chain setup.

Tie ups with online food aggregators (Zomato/Swiggy)

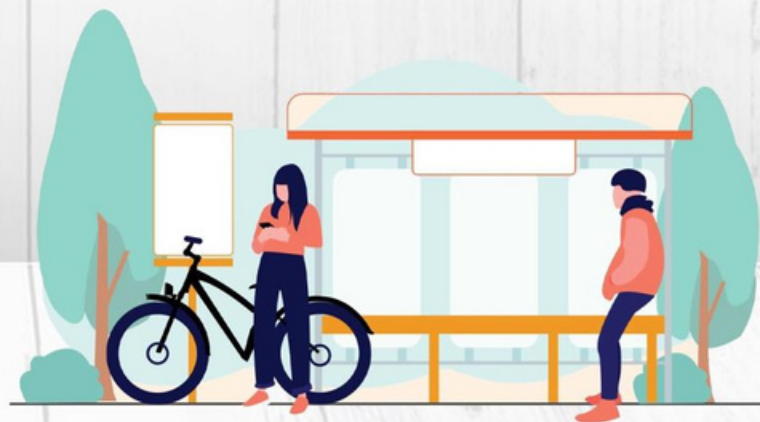
Inauguration of the outlet.



# Notes



- a) The estimated investment does not include the costs of real estate, rent, deposits, brokerage, licence fees, raw materials, etc.
- b) This is an estimate prepared based on various factors. Actual figures may vary depending on location, investment, size of the outlet, involvement of the franchise, buying power of the area, etc.
- c) Waffcha does not give any guarantee of sales, expenses, or profit figures.
- d) Raw material costs may vary depending on how production, purchase, and sales are managed by the franchise.



# OUR OUTLETS



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# THANK YOU



**Feel Free To Contact Us**

**Email:-** [waffchaofficial@gmail.com](mailto:waffchaofficial@gmail.com)

**Website:-** [www.waffcha.com](http://www.waffcha.com)



[waffchaofficial](https://www.instagram.com/waffchaofficial)





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