GS – We Contribute & Grow

#It’s Chai Time, Opposite to Velankani Gate no.2, Electronic city, Phase 1, Bangalore - 560 093. P: +91 8197989889

**Café & Fast Food Retail Entrepreneur (CFRE)**

# Disclosure

This document provides general overview of Just ‘It’s Chai Time’ CFRE program. Contents of this document are subject to change. Please refer to your Franchisee agreement for up-to-date details.



# Welcome

Thank you for your interest in ’Chaai Resto (CR)’ Café & Fast Food Retail Entrepreneurship (CFRE) Program. In this brochure, we would like to provide an overview of the necessary information you may need to come on board with CR team.

CR is a “Quick Service Café” & a small format “Kiosk” Food Retail chain from GS – We Contribute & Grow. The company is the only multi-location, managed food retail venture which exclusively focuses on India’s core beverage ‘Chai’.

With the CFRE program, CR is looking to revolutionize successful entrepreneurship in the food retail industry. The dream is to partner with individuals who are passionate and driven to join our CFRE program and be a part of a team that aims to offer Indian consumers fresh healthy hygienic Chai in India’s favorite flavors & Snacks as a superior alternative to the Western food invading the country. These handpicked few will be equipped with knowledge and strategy required to become a part of our success story.

We welcome you aboard!

# CHAAI RESTO

Homemade in India

CHAAI RESTO is a new age concept Café & Fast food retail store that seeks to redefine successful food retailing in India by offering consumers “Fresh, Healthy, and Tasty Indian Food at affordable price”.

CHAAI RESTO seeks to re-create the traditional Indian culture of **“celebrating life’s special moments with friends, Colleagues & Family through a nice cup of Chai & Indian Fast food”.** We do so by serving our signature tradi- tional Flavors of Chai, A Chai that is the Strong, Thick and has the great taste.

Our purpose is to celebrate life’s

special moments with family & friends with Indian cuisine.

Our Goal is to offer consumers fresh, healthy, hygienic & authentic Indian cuisine that is affordable & a superior alterna tiv e to unhea lth y western fa st food.

Our Strategy is to build a chain of QSR & small format “take away” food retail format in India. The application of world-class systems, structures and

processes will help us to partner with Food Retail Entrepreneurs who will deliver healthy food at affordable prices.

Our dream is to make it a successful and profitable Indian food retail brand. Going by the philosophy of ‘Paying It Forward’, we will strive to ensure that our business partners are profitable and that they, in turn, help us to make a meaningful

contribution to the society we all live in.

Traditional and the most authentic recipes of India’s most consuming hot beverage.

So fascinated by the art that We decided to capture it and present it to modern India.

We were set about recreating these recipes using the healthiest and Natural Ingredients. The result Was a recipe that is authentically Indian, traditional in values yet Contemporary in relevance.

**CFRE Process**

Selection and On-boarding CR’s Café & Food Retail Entrepreneurship Program have six steps.

Step 1: Application & Screening (1 Day)

Step 2: Background checks, Interviews & Business presentation (1 Day)

 First round discussion to understand mutual interest

 CFRE Due-diligence

Step 3: Short listing prospects & Management approval process (1 day)

 Interview with CR Team

Step 4: Initial CFRE fee payment & signing of agreement and operations planning (3 Days)

 Signing CFRE agreement & Initial CFRE Franchisee fee payment

 Sharing CR financial, location selection and operational inputs & statutory compliances to start the retail out

 Sharing vendor details & CR preferred pricing

Step 5: Site evaluation, selection & acquisitions (3 weeks)

 CFRE to select the site location based on CR recommendation

 CR approves site location and layout

 Tri-party rental agreement with CR, CFRE and Landlord

 Initiate paperwork for getting relevant licenses & permits

 Store design & execution

Step 6: Training on store operations & marketing workshop (1 week)

 And then, the Grand opening of the store and creating a revolution.

**Roles & Responsibilities**

**Before Store opening:**



**After Store Opening:**



**CR - Benefits:**

1. As the core product is ‘Chai’ – India’s most consuming beverage – The business is nonperishable.
2. Its Healthy, Fresh, Traditionally brewed & Natural
3. Customers gets really excited to see almost 30 flavors of chai in a single Menu
4. Our Recipe and formula is proven and once a person tastes our chai will never like to have chai elsewhere.
5. Traditional but contemporary Fast Food along with Chai
6. High Potential business idea for which customers are every where
7. Concept is designed in such a way that it is very easy to manage by any person who takes the franchise.

**Processes:**

1. Proven Product recipe
2. Supply Chain Management
3. Inventory Support & Guidelines

 **Chaai Resto**

1. Branding
2. Legal Documentation
3. Training
4. Location Identification
5. IT System implementation for billing
6. MIS Generation
7. Theft Preventive measure support
8. Interviewing & selecting Manpower

**Branding:**

CR considers brand equity as an important asset to build in a food retail business. The

company has brand managers to design the strategy and execute the campaigns in case of requirement. CR will never compromise on outlet Branding.