



For traditional family Coffee Lovers



100% Cafezone



Cup of Inspiration



Awaken the Senses



+91-9500073580



info@cafezone.net



www.cafezone.net



INTRODUCTION

CafeZone*, a chain of South Indian Coffee Shops, an integral part of www.ethix.in, a conglomerate company pioneering in the manufacturing sector for over 2 decades, driven by highly educated and well experienced professionals.

“Building a lasng, profitable business is feasible with CafeZone*”

If you are sitting on a proverbial fence on whether or not you should start Coffee shop, we wish to inform that you are not alone. If you are having the itch to steer your ownership, then **CafeZone*** is the right decision and destination to use your business skills, work experience and your passion to create something that can provide you with lasting and “life changing” benefits. Owning **CafeZone*** will create the kind of freedom you expect.





OUR MISSION

Our mission is to ensure high profit (ROI) for all our franchise partners and adding a strong foundation of trust in every movement at **CafeZone***, which motivates our franchise to deliver their best and this trust reflects on every customer's smile at **Cafezone***

MARKET POTENTIAL

The market size of retail coffee in India is estimated at **Rs.1700 crore** plus and expected to grow at a fast pace of over 20% in the recent times.



















TRADITIONAL FILTER COFFEE

OUR VISION

Our vision is to provide Top Quality Beverages, especially Coffee at an affordable cost.

WE SUPPORT YOU

-  We help to procure all the Important Equipment
-  You get all basic stock / Consumables (Coffee & Tea Powder, Snacks, FMCG Products etc.,) from our own factory in 60% discount on its MRP.
-  Assist you to obtain all necessary (GST/FSSAI (trade)/ISO) license numbers.
-  Franchisee (Framed) Authorization certificate
-  Franchisee performance based Achievement Award
-  Help in recruiting and continuous professional training to the staff.
-  We provide Cafezone billing software
-  Inventory management through our billing software.
-  We provide logo printed t-shirts for the staffs
-  We give containers with labels to keep the consumables
-  We equip you with latest sales promotional tools and marketing strategies.
-  Guide to compile sales tax/income tax/audited balance sheet by a chartered accountant.
-  Soft copy of advertising content to promote the business in local electronic media (Cable TV) and print media/banner/stands/stickers/(No Parking) Board.
-  We give advertisements in national magazines and social media (Facebook, Twitter, Whatsapp, etc.,)
-  Soft copy of name board with your local address and design for inner wall decoration.
-  All additional eatables and Consumables at net price.

TERMS & CONDITIONS



- ☕ Royalty fee is 1% on gross sales value
- ☕ Franchise agreement will be renewed once in 5 years & Renewal fee Rs.3500
- ☕ All promotional materials will be sent on to-pay basis by cargo / transport / courier
- ☕ Franchise fee is one time investment (Tenure-5 years) which is non-refundable and attracts no interest rates.

WE CONTINUOUSLY HELP IN MAN POWER MANAGEMENT

- ☕ Recruiting Accountant, Salesman, Telecaller, Business competent Staff
- ☕ Provide continuous training for the staff to improve business
- ☕ Taking care of license renewal and submission of records to the concerned govt. department before its stipulated date.



CHUKKU COFFEE

We will help you to procure the below mentioned **Things** with top quality at the most economical price by using our (Bulk) purchase influence.

- ☕ Cafezone Filter Coffee and Tea Maker*
- ☕ Cafezone Milk Boiler*
- ☕ Cup and saucer (Dabara) sets made of bronze (20 nos)
- ☕ Name board with back light (Company norms)
- ☕ Computer and printer(Epson) for billing
- ☕ Card swipe machine (Axis Bank)
- ☕ Interiors and Furnishings
- ☕ Air conditioner
- ☕ CCTV Wireless
- ☕ Drinking water dispenser
- ☕ LED TV
- ☕ Refrigerator
- ☕ WiFi connection






TOMATO SOUP





REQUIRED STEPS TO START OUR FRANCHISE BUSINESS

- Step – 1** : Identifying a premises with minimum area above 130 Sq.Ft.
- Step – 2** : Send pictures of the premises to 9500073580 (Whatsapp).
- Step – 3** : Send your signed application form with residential proof, PAN, Aadhaar & ID proof,
- Step – 4** : Pay fee amount Rs.39,850 + 18% GST and get franchise agreement.
- Step – 5** : Preparing Blue Print of the proposed premises by civil engineer, if needed by any govt. deptt.
- Step – 6** : Send the Rental agreement copy to our Chennai address/Email.
- Step – 7** : We assist to apply for all necessary (GST/FSSAI/ISO) license numbers (We Assist).
- Step – 8** : Furnish the premises with Important equipment and PC with billing software.
- Step – 9** : Interview / Shortlist / Appoint / Train All Staff.
- Step – 10** : Do Inauguration by informing the neighborhood in an informative and innovative manner.

WHY IT IS WORTH INVESTING?





-  Because same kind of other franchise charge above 2 lakhs as a fee. But here it is only Rs.39,850.
-  Billing software and mobile app, alone may surely cost more than this fee amount.
-  Above all you are getting a nation wide well known brand, which is having centralized professional operating system

FOR THE AMOUNT RS.39,850 + 18% GST WHAT YOU PAY AS FRANCHISE FEE. YOU GET

-  Inventory and billing software to make invoices
-  Softcopy of name board, customer information sheets, time to time schemes / discounts banner
-  Cafezone's Monopoly franchise marketng rights to use the brand name at your locality (we won't provide another Cafezone franchise outlet within 3 kms from your location)
-  Competent Staff

CAFEZONE FILTER COFFEE AND TEA MAKER*












-  Automatic control warmer attached
-  Power 230 V A/C. Heater: 1 KW
-  Warmer: 200 Watts. 4 Amps
-  Dimension: L580mm x H400mm



CAFEZONE MILK BOILER*



-  Fully SS 304 construction
-  Milk Capacity 5/6 ltrs
-  Water capacity 6 Ltrs
-  Removable milk vessel with easy wash
-  Industrial heavy duty copper vessel
-  Adjustment temperature control
-  Power 230V A/C 2K Watts. 8 Amps.

-  Length 350mm x width 325mm
-  Height 425mm (Approx)



BLACK COFFEE

Return on Investment [ROI]



Start Up - Expenditures		
Franchisee Fee-Tanure-5 Years		
Franchisee Fee (39,850)		39,850
GST @ 18 %		7,173
TOTAL - Exp. - A		47,023
CAFEZONE BASIC AMENITIES		
Important Expenses		1,00,000
First Consignment, Café-Maker, Kitchen equipment, FMCG Products, etc...		2,75,000
TOTAL - Exp. - B		3,75,000
Net Amount has to be Paid to ETHIX [A+B]		5,52,000
Other Investment		
Marketing and Promotional Expenses		45,000
TOTAL - Exp. - C		45,000
Investment for CAFEZONE Setup A+B+C		5,97,000
Running Cost - Expenditures		
Working Capital [operational cost]		
Particulars	Monthly	Annual
Co-Ordinator [1] Salary	10000	120000
Cook [1] Salary	15000	180000
House Keeping [1] Salary	3000	36000
Rent / E.B. / Water	23000	276000
Other Expenses	10000	120000
TOTAL - Exp. - D	61000	732000
Total Running Cost for Year -1 (A+B+C)	61000	732000
Total Running Cost for Year -2 (@ 10% increase)	67100	805200
Total Running Cost for Year -3 (@ 15% increase)	77165	925980
Total Running Cost for Year -4 (@ 17% increase)	90283	1083397
Total Running Cost for Year -5 (@ 20% increase)	108340	1300076
From the 6th Year, Yearly working capital for CAFEZONE		13 Lacs





Sales Vs Revenue [Income]

PRODUCT SELLING	SALES / MONTH	MARGIN in %	PROFIT	FOOD SERVICE	CHARGE
Filter Coffee	210000	35%	73500	Filter Coffee	40.00
Other Coffee	165000	25%	41250	Other Coffee	55.00
Tea	157500	20%	31500	Tea	35.00
Pastries	393750	30%	118125	Pastries	75.00
Drinks and Premixes	450000	35%	157500	Drinks and Premixes	100.00
Monthly % OF PROFIT MARGIN ONLY FROM THE PRODUCTS SELLING =>			421875		

MONTH wise Sales Growth up to the first 5 years

DETAILS	MAXIMUM No. Of	End of 1st Year	End of 2nd Year	End of 3rd Year	End of 4th Year	End of 5th Year
SEGMENT WISE IN-COMING CUSTOMERS	Sales / Month	30% Capacity	40% Capacity	60% Capacity	80% Capacity	100% Capacity
Filter Coffee	5250	63000	84000	126000	168000	210000
Other Coffee	3000	49500	66000	99000	132000	165000
Tea	4500	47250	63000	94500	126000	157500
Pastries	5250	118125	157500	236250	315000	393750
Drinks and Premixes	4500	135000	180000	270000	360000	450000
Total PAYMENT COLLECTION / MONTH =>		412875	550500	825750	1101000	1376250

Projected Revenue Generation

DETAILS	30 % Capacity	40 % Capacity	60 % Capacity	80 % Capacity	100 % Capacity
Filter Coffee	22050	29400	44100	58800	73500
Other Coffee	12375	16500	24750	33000	41250
Tea	9450	12600	18900	25200	31500
Pastries	35438	47250	70875	94500	118125
Drinks and Premixes	47250	63000	94500	126000	157500
Total Profit / MONTH	126563	168750	253125	337500	421875



cofee
Awaken the Senses



LEMON TEA



Monthly Cash Flow Statement for 5-Business years

Particulas	Total Income (Per Month)		Total Expense (Per Month)		Net Earnings Per Month
	Revenue: from Core Products Selling	Revenue: Other Products Selling	Monthly Operational Cost	Inevitable Exp. (Every Month)	
End of 1st Year (30% Capacity)	126563	31641	61000	750	96453
End of 2nd Year (40% Capacity)	168750	42188	67100	1000	142838
End of 3rd Year (60% Capacity)	253125	63281	77165	1250	237991
End of 4th Year (80% Capacity)	337500	84375	90283	1500	330092
End of 5th Year (100% Capacity)	421875	105469	108340	1750	417254
Monthly Net Income for Franchise (from 6th Year onwards)					Above 4 Lacs





BRAND IMAGE

Jd Certified

Dr. Ethix's Cafezone

An Integral Part of **Ethix Industries Inc.,**
 (An ISO 9001 : 2008 & GMP Certified Co.)
 Office: No.111, Whites House, 1st Main Road, 1st Avenue,
 Anna Nagar (East), Chennai - 600 102, Tamil Nadu,
 India, Ph: +91-44-42029676, www.ethix.in

Justdial™

App available on:

CDG
 CERTIFICATE

Certificate Number
QM-10362

This is to certify that Quality Management System of
ETHIX HEALTH CARE

Location:
 62701, Kallan Street's Highway, Srirangam, Chennai,
 (District: Tamil Nadu) (PIN: 600 014)

The above mentioned and designated scope of this certificate is given for the following
 Quality Management System:

ISO 9001:2008

The scope of certification is as follows:
 Manufacturing of Pharmaceutical Formulations in: The Stages of TAPPS, Capsule and
 Process Power, Syringe, Ointments, Liquid & Soft Gel

Signature:

CDG Contribution:
 17, Jawahar Street, 600 004 Chennai,
 Tamil Nadu, India. (PIN: 600 004)
 Tel: 044-24221111
 E-Mail: info@cdgindia.com
 Web: www.cdgindia.com

AWARD

of Appreciation for
Chef

Richness worth a second cup and
 fill our cup to the rim with brim.

Presented
 by

Dr. Ethix's Cafezone
 Awaken the Senses

AN INTEGRAL
 PART OF

ETHIX

For Traditional family Coffee Lovers



GINGER TEA



GREEN TEA



Factory :

Plot No. 6 & 7, Sector 5, Parwanoo, Solan, Himachal Pradesh - 173220, India

Corporate Office:

2 & 3, Chanakya Layout, Nagawara, Bangalore - 560045, **Tel. 9857055555**

Marketing Office:

125, Industrial Area, Phase - II, Chandigarh, Pin code - 160002, **Tel. 0172-4735161**

Admin Office :

3066, 13th Main Road, Anna Nagar, Chennai - 600 040, Tamil Nadu, India.

www.ethix.in, Mobile: 95000 73580

Business Enquiries:

Email to our Business Executive : **zone@ethix.in**,  **9129144444, 7807322222**

IT Support (Billing Software & Mobile Application): Mob. 9750611748



**Ethix Industries Inc.,
SBI BANK,
A/c: 00000035210635068,
IFSC Code: SBIN0006403,
Branch: Parwanoo**



Awaken the Senses



www.cafezone.net

www.franchisorlink.com