



# Understanding Total Investment in Our Franchise

When considering investing in a franchise, it's important to understand the components that make up the total investment. This can help you plan your finances effectively and ensure you're prepared for all associated costs.

## Components of Total Investment

The total investment in a franchise is generally comprised of two main components:

1. Franchise Fee
2. Setup Cost

### Franchise Fee

The franchise fee is an upfront charge that grants you the rights to operate under the franchisor's brand and utilize their business model. This fee is typically a one-time payment and can vary significantly depending on the brand and industry. It often covers initial training, support, and the right to use the franchisor's trademarks.

Franchise Fee- Includes	2.5Lakh For All Business Models
Equipment	Included
Raw Material	Included
Cost Price Calculation Training for Owner's	Included

Vendor Management Setup	Included
Shop Search	Included
Chefs Hiring and Training	Included
Menu Addition	Included
Required Licence	Included
Swiggy Zomato assistance	Included
Sale Boostup Plan	Included
Manager Assign for first 45 days	Included
Marketing	Included
Chef Replacement	Included
Billing Hardware	Included
Welcome Kit	Included
Tshirt and Aprons for Chef	Included
Branding Material	Included

### Factors Influencing Franchise Fee

- Brand Reputation
- Industry Standards
- Franchisor Support
- Manager Assign for Project
- Equipment and Raw material
- Chef Support

### Setup Cost Includes

Freezers	On Cost
SS Table	On Cost
Printing	On Cost
Utensils	On Cost
Furniture-Tables and Chairs	On Cost
Camera	On Cost
Branding Utensils	On Cost
Billing Software	On Cost

Setup costs are the expenses incurred to get the business up and running. These costs can include a variety of expenses such as:

- **Printing:** Costs associated with led hoardings and menu.
- **SS Table:** Costs associated with Cooking Tables inside kitchen.
- **Utensils:** Purchasing necessary Utensils to operate.
- **Interior Design :** Costs for designing and setting up the outlet space.
- **Inventory:** Initial stock or inventory needed to start operations.

### Considerations for Setup Costs

- **Location:** Prime locations can be more expensive but may offer higher returns.
- **Business Size:** Larger operations typically involve higher setup costs.

## Calculating Total Investment

To calculate the total investment required for a franchise, simply add the franchise fee to the setup cost:

**Total Investment = Franchise Fee + Setup Cost**

This formula provides a clear picture of the initial financial commitment needed to start a franchise and helps in planning resources accordingly.

By understanding these components and their influencing factors, potential franchisees can make informed decisions and prepare for a successful business venture.

## Total Cost For All Business Models

<b>Business Model</b>	<b>Shop Size (Within)</b>	<b>Setup Cost(Excluding Interior)</b>	<b>Total Cost</b>
<b>Take Away</b>	<b>200sft</b>	<b>2.5Lakh</b>	<b>5Lakh</b>
<b>Café</b>	<b>300sft</b>	<b>3Lakh</b>	<b>5.5Lakh</b>
<b>Premium Café</b>	<b>300sft</b>	<b>3.5Lakh</b>	<b>6Lakh</b>
<b>Restaurent Model</b>	<b>400sft</b>	<b>4Lakh</b>	<b>6.5Lakh</b>
<b>IT Company Model/Office Model</b>	<b>150sft</b>	<b>2.5Lakh</b>	<b>5Lakh</b>
<b>Petrol Pump Model</b>	<b>150sft</b>	<b>2.5Lakh</b>	<b>5Lakh</b>
<b>Highway Model</b>	<b>150sft</b>	<b>2.5Lakh</b>	<b>5Lakh</b>
<b>Metro Station Model</b>	<b>150sft</b>	<b>3Lakh</b>	<b>5.5Lakh</b>
<b>Kiosk Model</b>	<b>200sft</b>	<b>2.5Lakh</b>	<b>5Lakh</b>
<b>Resort Model</b>	<b>200sft</b>	<b>7.5Lakh</b>	<b>10Lakh</b>