



HOME

ABOUT

SERVICE

HELP



LASSI CORNER FRANCHISE PROPOSAL

The fastest growing Lassi chain in India, winning hearts through taste and quality



JAN 2025

Introduction

Lassi Corner is a substantial food & beverage cafe chain with a solid presence of 400+ outlets in 18 states and 34 cities of India. Lassi Corner's scope of business revolves around offering freshly prepared, finest quality food and a wide range of beverages to the people at reasonable costs, all while providing them the experience of a great ambiance. Started in year 2016, we have established ourselves as an Indian brand that offers high-quality products and world-class service to ensure complete customer satisfaction.

JOIN US AS A FRANCHISE PARTNER

AND BECOME A PART OF THIS LASSI REVOLUTION!



Step into the magical world of **LASSI CORNER**...



By offering franchises, We Aim to reach more customers with our delicious products at low prices.

In addition, we are developing a platform for aspiring entrepreneurs to launch their own businesses.

Lassi Corner's mission is to serve fresh, healthy, and tasty lassis that are both refreshing and nourishing. We believe there's no alternative to healthy food. We are giving a greater number of people access to delicious lassis at reasonable prices by offering franchises. At the same time, we are expanding a platform for food entrepreneurs to become business owners.

Discover the blend of **health** **and taste**

It's all about finding delicious yet nutritious options that nourish both body and soul. We offers variety of lassis, snacks, and other beverages and they are a real treat because they are not only delicious but also healthy. Our customers receive a daily serving of nutrients while enjoying our beloved fresh lassis and other foods. That is what we refer to as the "icing on the cake" or, more accurately, the "malai on the lassi!"



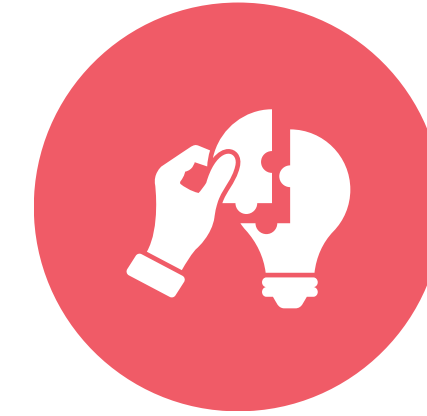
OUR EXPENDING FOOTSTEPS AND RAPID EXPANTION



**INCREASED
BRAND
VALUE**



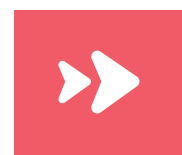
**MAINTAINED
PRODUCT'S
QUALITY**



**EFFICIENT TEAM
WORKFLOW**

THE MEAL EXPERIENCE FACTORS

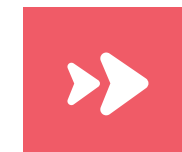
Mostly customers are looking for flexibility for special offers and the quality of the food items. Customers estimate how much they are willing to spend on a particular type and quality of meal.



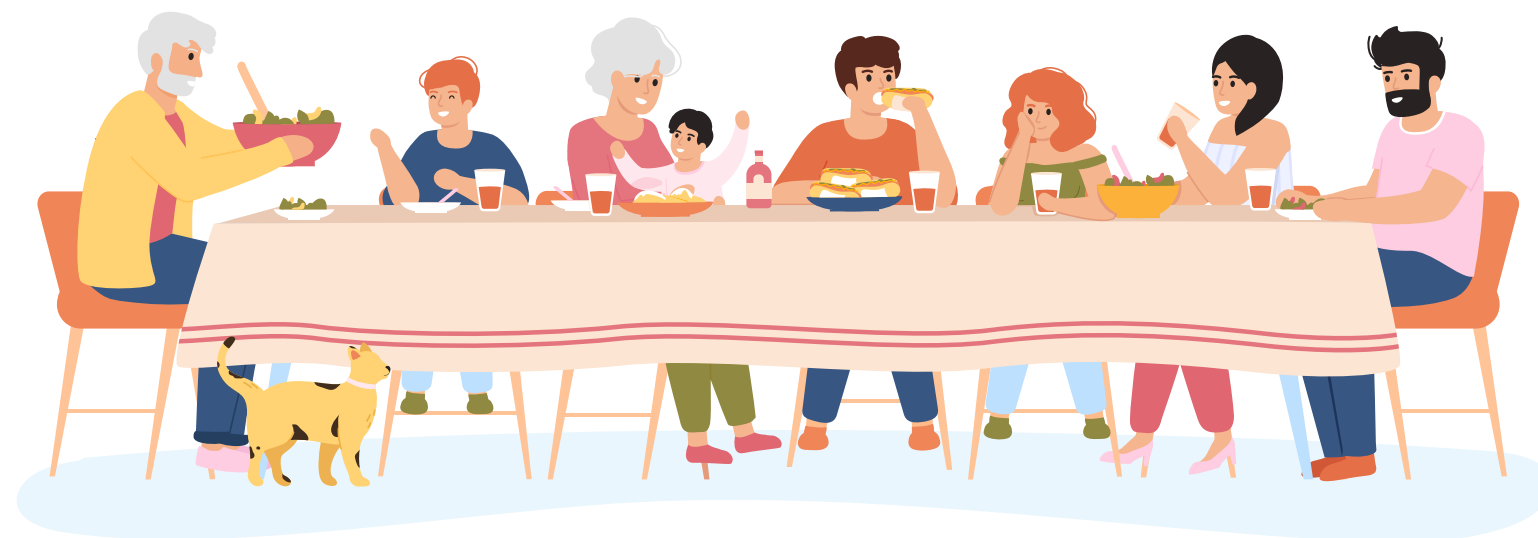
PRODUCT RANGE



PERCEIVED VALUE FOR MONEY



LEVEL OF SERVICE



Mission

To deliver fresh and healthy delicacies to our customers at reasonable prices with complete customer satisfaction

Vision

To be India's most preferred, trusted, and esteemed fast-food and beverage brand/chain and create home-like experiences in fun and safe environment



Proven **Business Model**

» Provides predictable revenue and fosters long-term customer relationships.

» Demonstrated success and sustainability in generating revenue.

» Scalable, sustainable, and profitable over time.

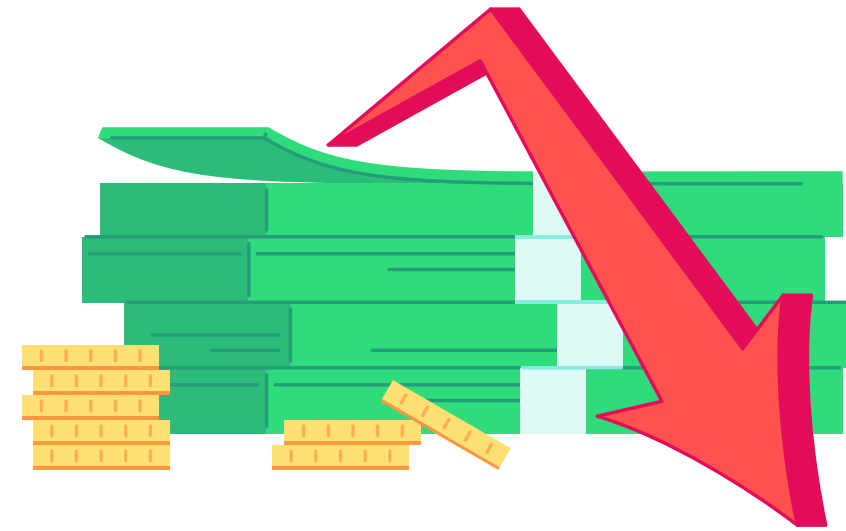
» Reducing the risks of starting a business from scratch.

» Franchises come with tested processes, reducing trial and error.



low Investment

- » Business opportunity where you can start a franchise with minimal upfront costs.
- » Our franchise models typically require lower franchise fees, operational costs, and infrastructure investments.
- » Aspiring entrepreneurs who wants to start a business with an established brand but have limited capital.



Become Our Franchise Partner



Partnering with us as a franchisee is a seamless and rewarding journey. We provide comprehensive support, from setup to operations, ensuring your success with minimal hassle. Our proven business model, strong brand presence, and ongoing guidance make franchise ownership an effortless and profitable experience.

All You Need Is:

Budget of Rs. 5 Lakh and above

Passion for F&B industry

Shop location in a well-populated and renowned area of the city/town

Minimum 100 sq. ft. of space required

Enthusiasm to learn about the food & beverage business

EMI & Loan **OPTIONS TO EASE YOUR BURDEN**

Our business model provides EMI and credit alternatives to assist our partners in successfully launching their franchise businesses.

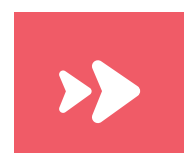
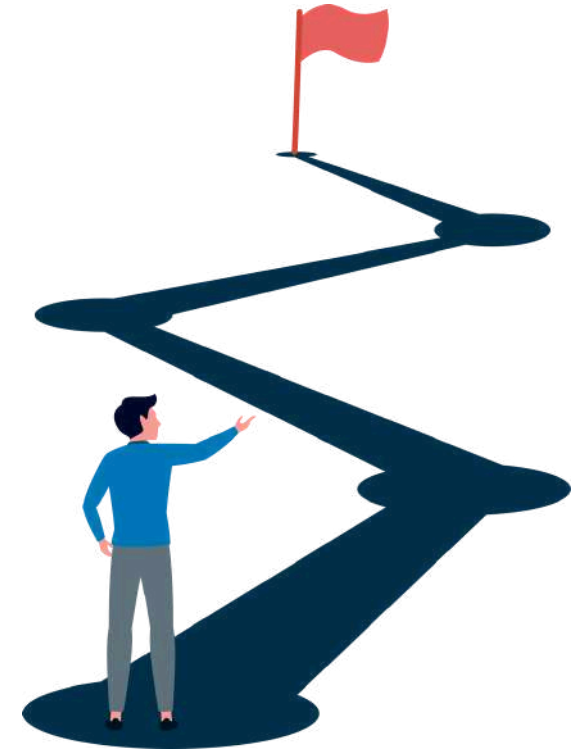
»» QUICK LOAN

»» LOW INTEREST RATE

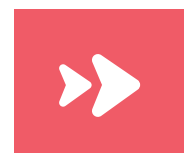
»» PROJECT REPORT FOR BUSINESS LOAN



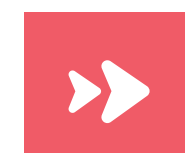
NEXT 5 YEAR EXPENTION PLAN



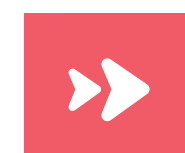
LASSI ON WHEELS



TOUCH 1000 OUTLET FAMILY



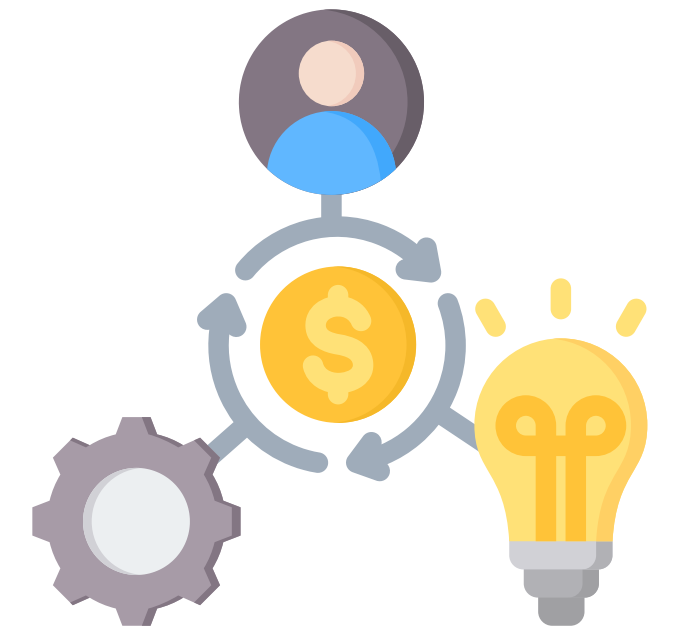
LASSI TETRA PACKS



RETAIL OUTLETS

BUSINESS MODELS

1. **Take Away**
2. **Cafe**
3. **Premium Cafe**
4. **Restaurant Business Model**
5. **IT Company**
6. **Petrol Pump**
7. **Highway**
8. **Metro**
9. **Kiosk**
10. **Resort Business Model**



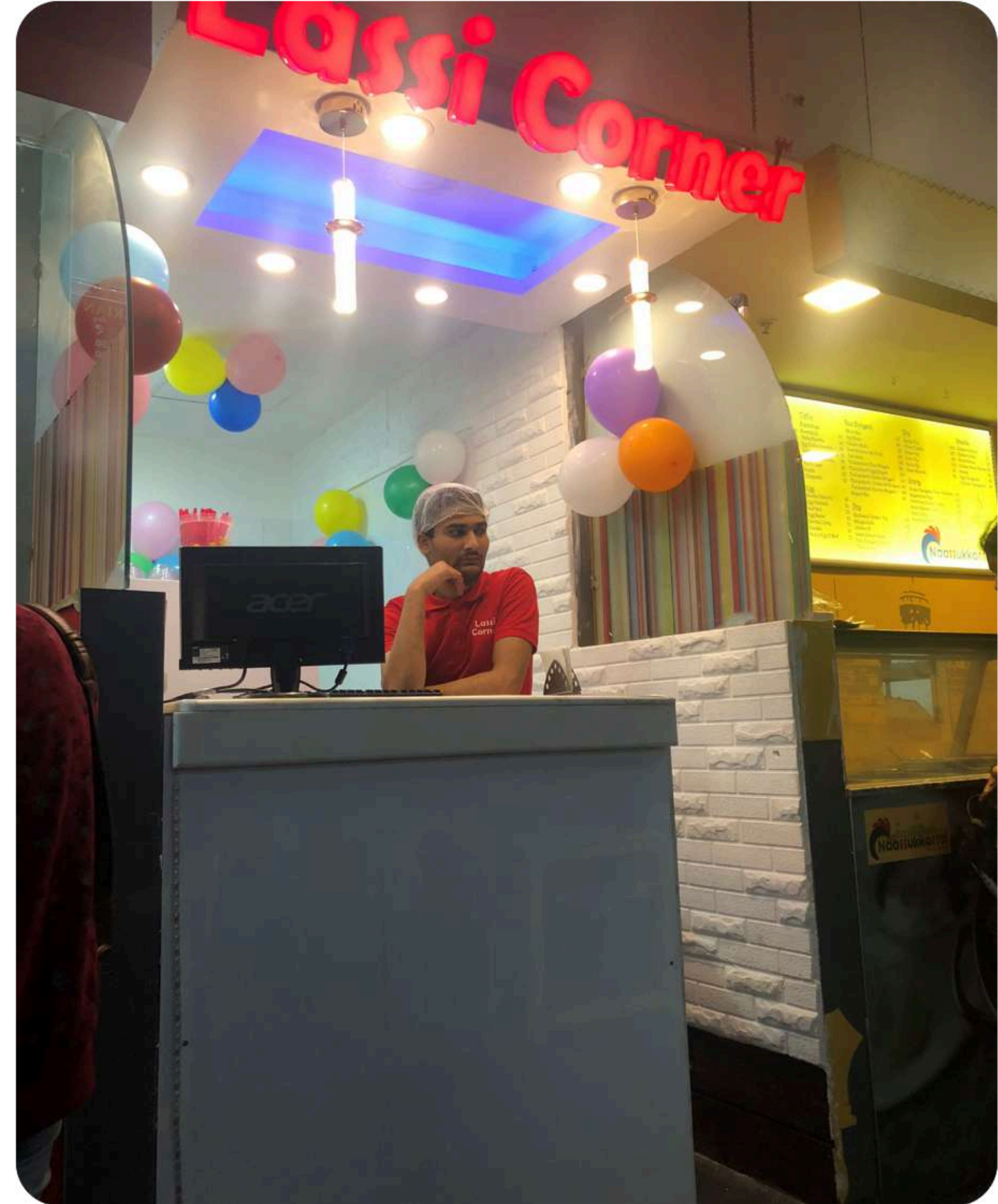
Take Away

Minimum Shop Size	Budget
100-200sft	5Lakh

✔ Prepares and sells food for customers to take away rather than dine in

✔ Quick-service meals

✔ Provide delivery services



Cafe Model

Minimum Shop Size	Budget
250-300sft	5.5Lakh

- ✓ Focuses on high-quality
- ✓ Focuses on quick service and takeaway options.
- ✓ Casual place where people gather to relax, work, or socialize



Premium Cafe Model

Minimum Shop Size	Budget
250-300sft	6Lakh



A café with a unique theme



Provides workspace with Wi-Fi and amenities for remote workers



Offers monthly memberships for coffee and workspace access.



Restauraent Business Model

Minimum Shop Size	Budget
400-500sft	8Lakh

- ✓ Mid-range restaurants offering table service with a relaxed atmosphere.
- ✓ Quick-service with higher-quality food
- ✓ High volume, low price, and quick service



IT Company **Model**

Minimum Shop Size	Budget
150-400sft	7Lakh

- ✔ Designed to provide convenient and quick dining options for employees.
- ✔ Maintain Productivity
- ✔ Catering to different dietary preferences



Petrol Pump Model

Minimum Shop Size	Budget
100-150sft	5Lakh



A small eatery ,typically serve quick snacks



Highway Business Model

Minimum Shop Size	Budget
100-150sft	5Lakh

- ✔ Offering quality and affordable meals, snacks and drinks.
- ✔ Catering to the needs of long-distance travelers looking for a quick bite



Metro Station Model

Minimum Shop Size	Budget
100-150sft	5.5Lakh



Quick & Portable



Healthy Options



Quick Service



Kiosk Business Model

Minimum Shop Size	Budget
100-150sft	6Lakh



Designed for convenience



Specialize in a particular type of food



Resort Business Model

Minimum Shop Size	Budget
1000sft above	10-15Lakh



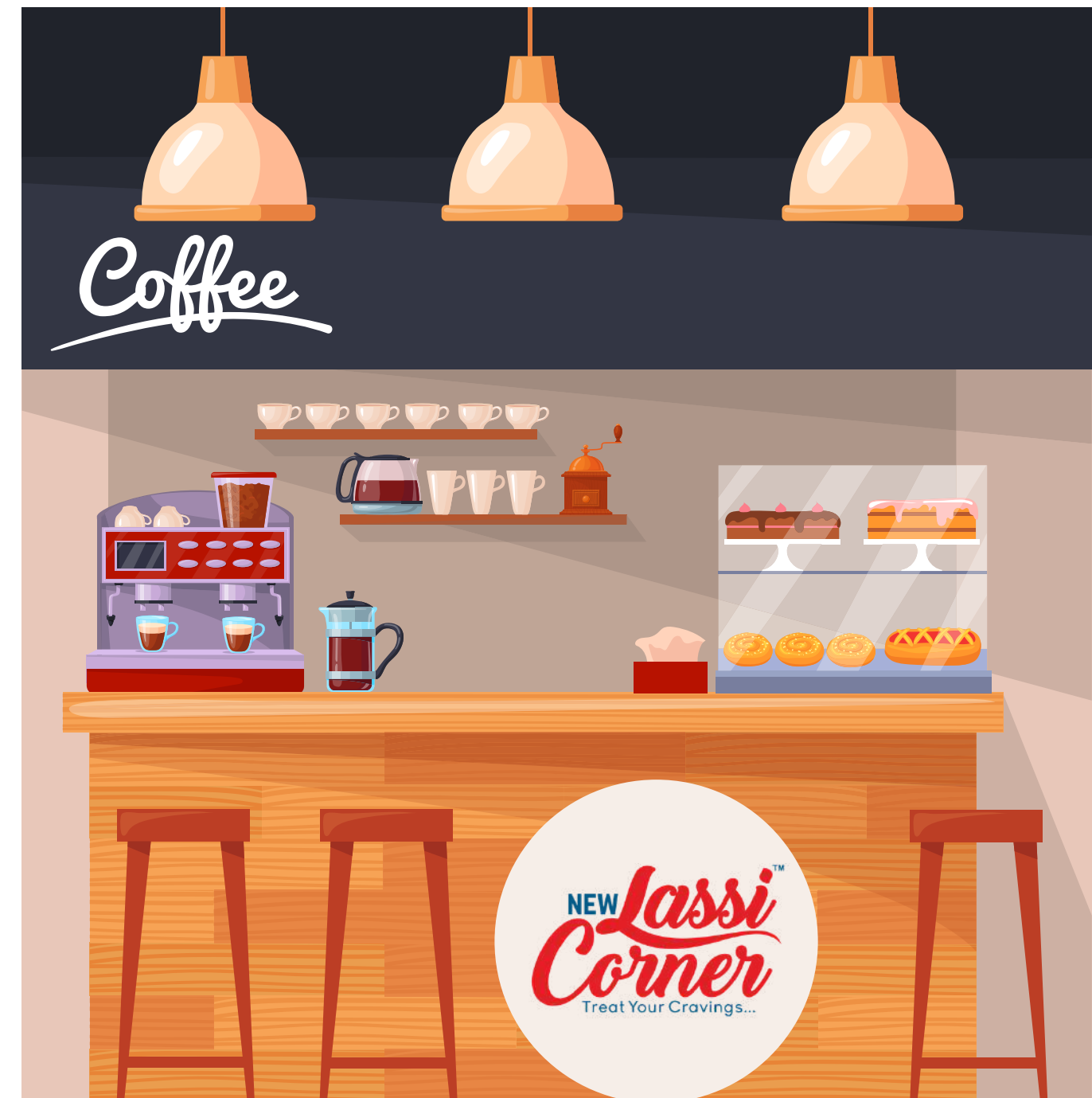
Provide an alternative to full-service restaurants



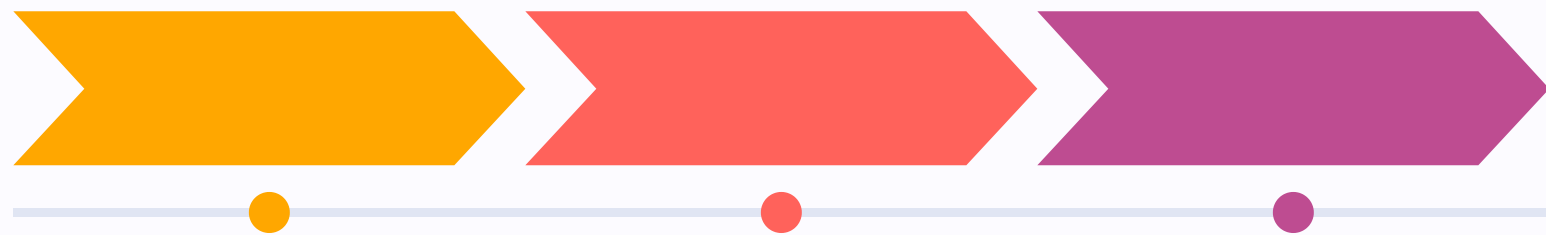
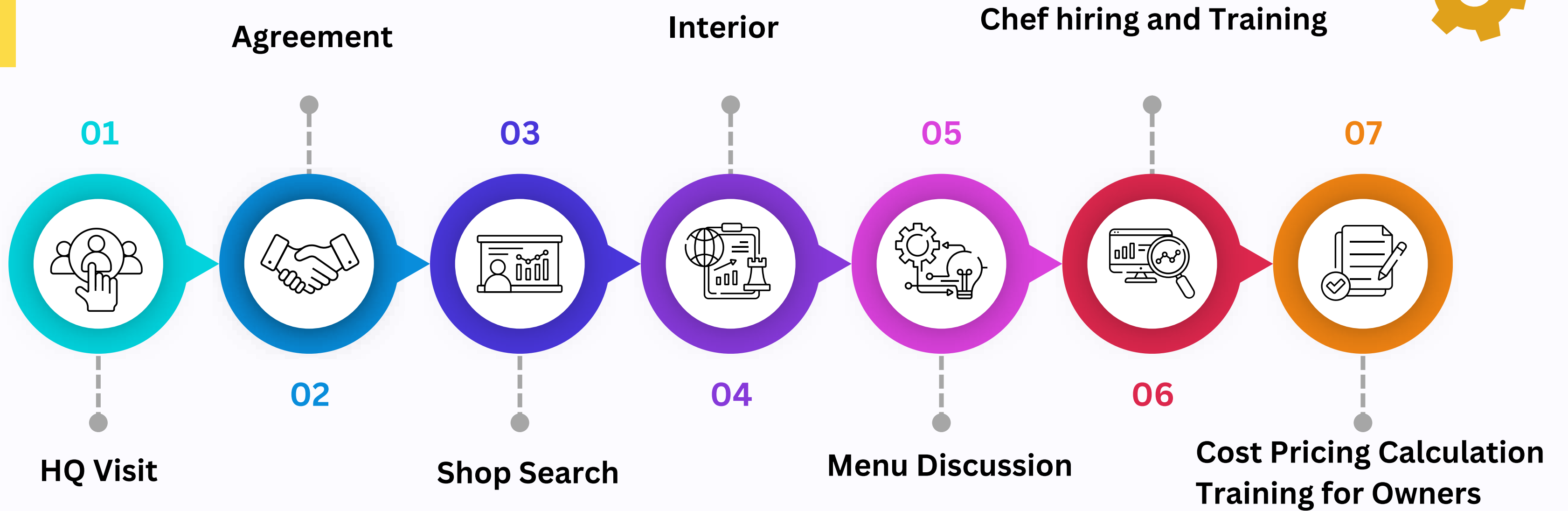
Often specialized food and beverage options for guests.



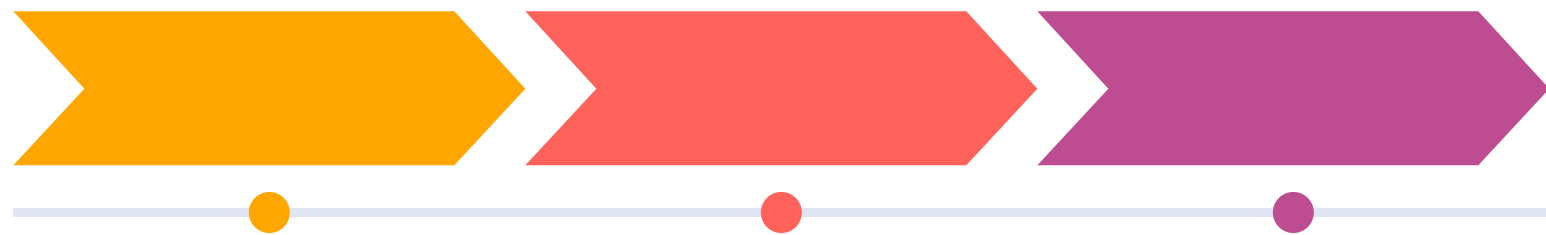
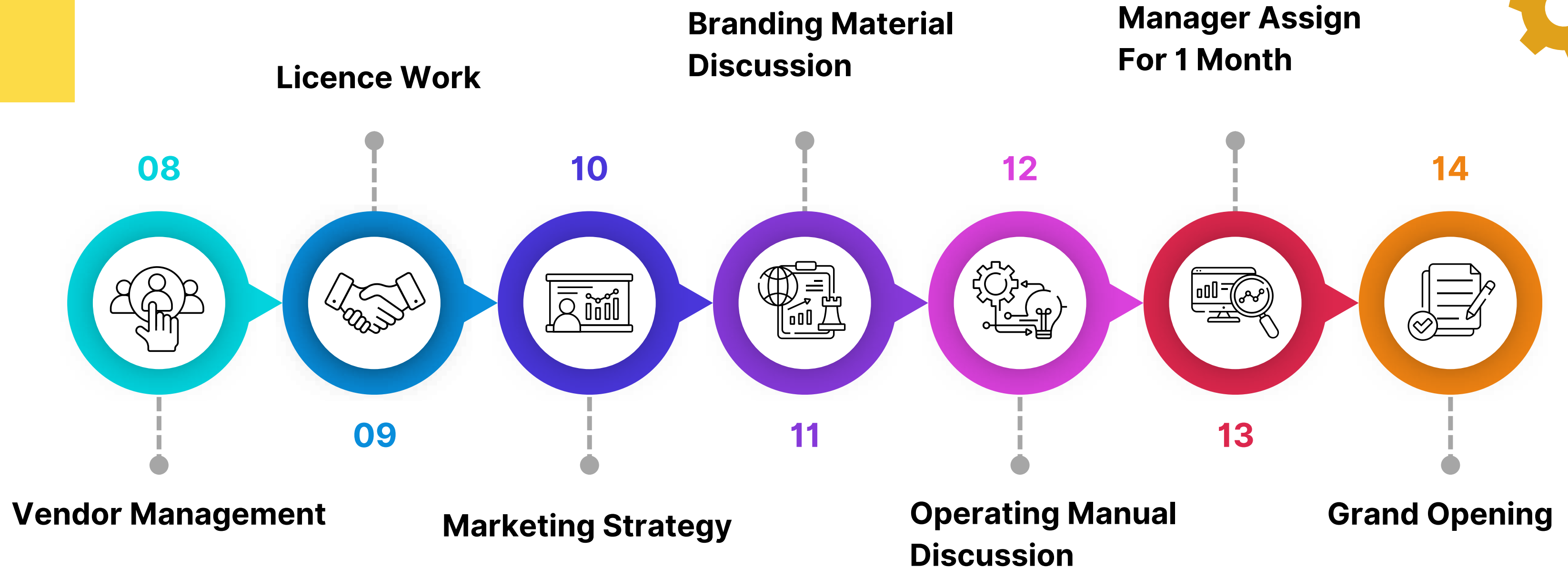
Catering to guests who prefer a more casual dining experience



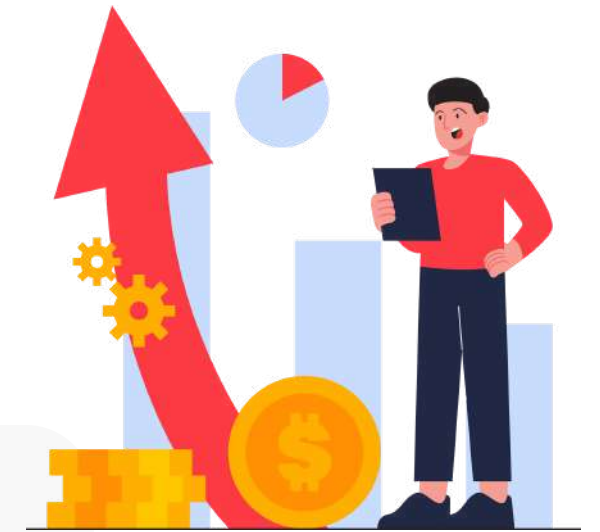
Process Workflow Lassi Corner



Process Workflow Lassi Corner



ROI (Business Modelwise)



1

Area Survey

Nearby Shops
Distance Sorting

2

Interior Designing

Theme & Style
Lighting
Furniture

3

Menu Survey and Finalise

Menu Structure
Item Pricing

4

Vendor Check list

Define Clear Expectations
Build Strong Relationships
Negotiate Pricing
Payment Terms

5

Cost Price Calculation

Raw material pricing
Expense per product

6

Profit Tracking System

Revenue Tracking
Expense Trackin



Shop Search Team



- ✓ Type of Shop
- ✓ Location
- ✓ Swiggy & Zomato Orders
- ✓ Raw Material Availability
- ✓ Type Of Crowd Survey





Our Support Lassi Corner

SUPPORT

01

Area Survey

Target customer base
Competition in the area
Foot traffic and
accessibility

02

Customizing Menu

Personalizing menu to suit
specific needs or
preferences.
Changing food items,
prices, descriptions, layout,
or design.

03

Profit Calculation Training

Structure the training to
monitor sale and break-
even analysis.

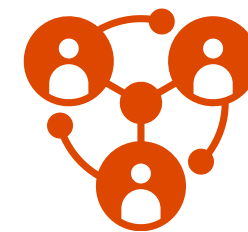
04

Boost Up Sale

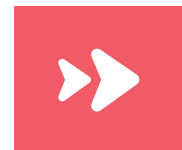
Sales Performance Analysis
Marketing Strategy
Analysis
Competitor Analysis
Pricing & Discounts
Strategy

Structure in right way

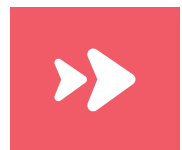
MENU WORKFLOW



PROFIT MARGIN



Cost Price Each Product



Track Wastage



Product	Margin
Lassi	120-140%
Falooda	120-140%
Milkshake	100-250%
Coolers	200-250%
Burger	120-140%
Product	120-140%
Sandwich	100-150%
Cold Coffee	100-200%
Hot Chocolate Fudge	120-140%
Ice Cream Sundaes	200-250%
Fruit Sundaes	200-250%
Signature Sandaes	15-250%
Cake Sundaes	150-200%
Juices	150-200%

TRAINING FOR **FRANCHISE AND CHEF**

Owner's Training is Mandatory for 2 days and Chef Training Schedule for 15 days

- BRIEFING
- STORAGE PROCESSES
- ORAL TEST FOR ALL DISHES
- CUSTOMER INTERACTION
- EQUIPMENTS USAGE AND SAFETY
- DAILY INVENTORY
- GARNISHES & TOPPINGS
- CLEANING PROCESS



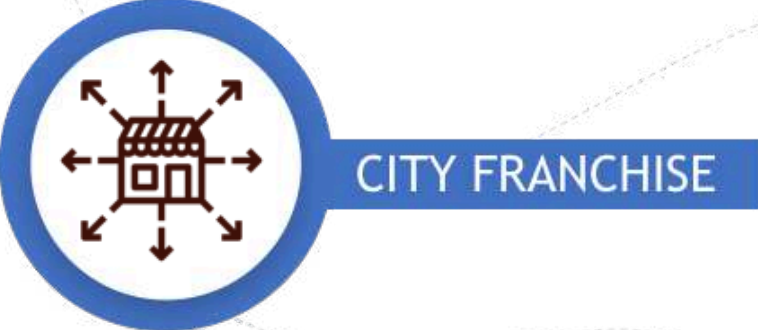


Manager For First **One Month**

Manager's role is crucial in ensuring a smooth launch and long-term success, from setting up operations to ensuring smooth day-to-day running. Ensuring customer satisfaction, enhancing the café's reputation, and driving repeat business.



Master Franchise



Rajasthan



Karnataka



Maharashtra



Mumbai



Bangalore



Lucknow



Master Franchise

Franchisor grants a third party (the master franchisee) rights to develop and sub-franchise within a specific territory. Master franchisee acts as a "mini-franchisor", recruiting, training, and supporting sub-franchisees while ensuring brand standards are maintained.

➤ RAPID EXPANSION

➤ LOWER COSTS & RISK

➤ LOCAL EXPERTISE



We sincerely appreciate your interest in **Lassi Corner**. Your enthusiasm and trust mean a lot to us, and we're excited about the possibility of working together.



 **CONTACT US**

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