

# LOC<sup>TM</sup>

## LIFE OF CHAI

Happiness right in your cup

LOC : LIFE OF CHAI is a concept based chai cafe centering on the expanding trend of tea cafes in the orange city, Nagpur. With five outlets in the orange city itself, LOC journey has been very much interesting. Through the various formats, LOC depicts the bonding over the hot cup of tea. The well-behaved staff & cozy ambience is also a plus to the place. It already has become the talk of the town in a very short span of time. It's limited but special tea quality is something one should never miss.



## What is LOC ?

LOC : LIFE OF CHAI is Nagpur's first ever tea dedicated startup. Started in January 2019, LOC soon turned out to be Nagpur's preferred tea destination. Originated to serve hot, fresh and delicious tea. LOC in Nagpur is a place to hang around where Nagpurians can have lot of enjoyment over steaming cup of delicious tea.



## Our Business Proposal

Based on the criteria placed by the franchisor, franchisee will set up a cafe under the name of LOC at his place.

The franchisee will be bearing all the investments as particularized in the business model.

The franchisor will be providing all the conceptual & operating guidelines and the franchisee will set up a cafe.



## Why Franchising is Essential ?

Franchising is an alternative mode of the wealth gain that offer amazing returns and also the most effective system for the distribution of goods.

It connects the entrepreneurial avenue of a professional person with the expertise of a more substantial firm.

The corporate structure provided is notably valuable and offer gains to both sides.

Proven market for product & good quality control standard.



## Holding a franchisee you shall receive

Years of experience

Brand integrity and recall

Firm yet developing company model



## Franchisee Benefits

- Achievement rates of the franchise are remarkably higher than those of people starting their own enterprise concepts.
- When you invest in franchising, you invest in long term profits.
- It entitles you to the pros of most suitable deal.
- Your individual business will also increase with the expansion of the franchise network.
- You get the brand name & value.
- You get technical support, day to day operation support & marketing support.
- Assist in staff hiring & training.



## Why LOC ?

- LOC will manage all your online marketing, brand designing so that the franchisee will not have to plan any kind of media planning.
- With different varieties of tea & various range of tea time snack items, LOC stands different from various tea outlets in town.
- Good quality tea in a refreshing ambience at a very affordable price.
- Our main motto is to attract all categories of people and not just specific bunch of people.
- We have formulated chai recipe to ensure same taste across all LOC outlets.
- A high profit margin business model with ROI period of 14-15 months.



## Roles & Responsibility of LOC



- Related personal & technical guidance for setting up of the cafe.
- Guidance for day to day operation of a cafe.
- Tea, snacks cost uniformity throughout the outlets of LOC & quality management.
- Sourcing of 3 M - Men, Management & Material.
- Vendor management for different raw materials.
- Customer relation management.
- One month of training to the employees.
- ERP software to keep record of your business.

## Roles & Responsibility of Franchisee

- Marketing expense in sharing mode with company.
- Government approval & sanction if any.
- Payment of all government duties & taxes.
- Avoid any kind of unlawful activity.
- Purchase of raw material of Tea & Cold beverages from LOC company & other given supplier by company.
- Maintaining good hygiene & food quality as specified by company.
- Maintain the ethics and quality standard mandated by the franchisor.



## Franchise Owned Franchise Operated Business Model

### Pre-Requisites for Franchisee

- Shop Area : 200 – 250 sqft area with good outside space
- Initial Investment : 10,00,000/-
- Non Refundable Franchisee Fees : 2,00,000/-
- Franchisee Term : 03 Years
- Required Licenses : GST, FSSAI, Shop Act
- Store Timing : 06:00 am to 10:00 pm (365 Days)



### Expected Earning & Royalty

- Expected Net Profit Per Month\* : Upto 1,00,000/- to 1,50,000 / ( May vary depending on Total Sale )
- Royalty : Depending on the location 7% to 10% of total sell of tea & cold beverages only.

### Initial Investment

- Interior Work, Plumbing, Civil Work & Hardware : 6,30,000/-
- SS Table & Counter, SS Gas Shegdi; Refrigerator & Interior Items : 1,00,000/-
- Kitchen Machinery, House Keeping & Related Equipments : 1,00,000/-
- ERP Software, Billing Machine, CCTV Surveillance, WIFI Connection, : 1,00,000/- LED TV & Other Electronics Items
- Main Acrylic Board, LED Display Board & Other Menu Boards : 60,000/-
- Outlet Launch Expense ( Inauguration ) : 10000/-



### Staff Training is Inclusive of Franchise Fees

\* The above financial working is an example for understanding of prospective franchisee's. The actual investment, costs, sales & earning per month might vary depending on location and other business factors.

\*Franchisee has to take all raw materials including tea-powder, sugar, masala, cold beverages and milk from LOC company only.

\*Franchisee has to do all interior work and setup of the outlet from LOC company only.

\*Royalty amount should be settled at the end of every month.

You are just one step away from your entrepreneur's journey !

Please Contact For More Details



Corporate Office : Plot no. 09, LOC Main Branch, Gahukar Complex, opposite to Arena Gym, Manewada Square, Nagpur, Maharashtra 440024