



NEW DELHI • LONDON • NOIDA • LAVASA

FRANCHISE OPPORTUNITIES WITH OLD WORLD HOSPITALITY

OPPORTUNITY FOR BUSINESS PARTNERS

Master Franchise / Franchise:

We are searching for multi-unit foodservice and retail operators, as well as other investors who have a history of business success. Other franchise candidates are also encouraged to apply, but will be required to have either experienced, qualified restaurant operators as part of their teams, or must complete our extensive training program.

Primary financial requirement will be based upon the number of units envisaged.

If a qualified franchisee wishes to open a Chor Bizarre along with a Tikka Town (or other OWH concept in a city) then franchise for 2, 3 outlets may also be considered.

Our Basic Requirements

Some important criteria you need to meet in order to be considered as a franchise prospect are:

- Commitment to deliver Value & Quality consistently.
- Being a full-time, on premises owner/operator
- Ability to obtain the necessary financing for the initial investment.
- Ability to obtain the necessary permits and statutory approvals from the local authorities to manage the business.

Please complete the request form to receive more information about the Chor Bizarre's franchise program.

This is not an offer to purchase a franchise. Offerings are made by Franchise Disclosure Document only.

FEE STRUCTURE

To enquire about the fee structure please write to us at sandeep.kanotra@oldworldhospitality.com

Inclusive of :

Site Evaluation, Concept, Adaptation to Site Interiors, Conceptualisation & Kitchen Facility Planning, Support in Execution & Supervising, Manufacture of Furniture and some Specialised Kitchen Equipment, Menu Merchandising & Adaptation, Formulation of Standard recipes, Setting Standard Operating Procedures, Recruitment & Training of Personnel, Planning/Marketing Strategies, Scheduling Pre-opening Activities, Coordinating the Grand Launch.

Exclusive of:

All actual expenses incurred locally and including travel. This would typically involve round trip air tickets for the Director, Interior Consultant, Project leader etc. (Approx. 3-4 personnel)

During the pre-operational stage lodging and reasonable daily allowance for meals, commuting and ancillary expenses, would also be borne by the Franchisee. (These would be pre-agreed in the Franchise Agreement)

Ongoing expenses incurred for the training, travelling and accommodation of management and staff of the franchisee at New Delhi.

Owner / franchisee to provide liaison with designers, services consultants, local public relations and advertising agencies, HRD and legal advisors, local suppliers & vendors and local government authorities.

SCHEDULE OF PAYMENTS OF PRE-OPENING AND TECHNICAL KNOW-HOW FEES:

- Funding of Initial Fact Finding trip of Chor Bizarre Team. (On Actuals)
- Upon signing of M.O.U. - 10%
- Upon Receiving the Project Feasibility Report - 25%
- Upon signing Franchise Agreement - 50%
- One week prior to Final Opening Date - 15%

FRANCHISE FEES

The Franchisee Fee of 5% and Marketing Support Fee of 1% on gross sales (exclusive of VAT and Taxes) payable monthly, for each outlet.

TERRITORY FRANCHISE

An exclusive territory franchise for Chor Bizarre's can also be granted for Single or Multi-Unit Development in a specific geographic area (usually a city , state or Zone).

Franchise agreement shall only be signed with parties who have proven experience and meet O.W.H's requisite financial and operational criteria.

ADVERTISING / P.R.

The franchisee is required to spend 4.0% of gross sales (exclusive of VAT/ Taxes) on advertising within the franchised territory with OWH approval. In addition marketing, promotions and P.R. schemes in tandem with OWH, New Delhi would be adhered to ensure market leadership.

PRE-OPENING AND POST OPENING SUPPORT & TECHNICAL KNOW-HOW INCLUDES

PRE-OPENING

Research

Area Market Survey
Demographics
Competition Analysis
Site Selection & Approval

Planning

Concept Development
Menu Development
Operating Programme
Design And Architectural Analysis
Operations & Work Flow Programme
Kitchen Design.

Design & Construction

Architectural & Services Planning
Interior Design
Project Management
Test Runs For All Utilities

Pre Opening Consultancy & Support

Menu Fine Tuning & Adaptation
Operating Equipment & Packaging Operation
Kitchen & Equipment Vendor Selection
Equipment Check & Fire Up
Computer, Cashiering & P.o.s., Mms
Staff Selection And Organisation Set Up
Deputing New Store Opening Team
Test Run & Trials
Standard Recipes And Presentation
Manuals For Front Of House & Back Of The House
Pay Scales
Marketing & Promotional Plan
Launch Logistics

POST OPENING KNOWHOW & SUPPORT

Advertising & Promotions

Merchandising

Management Tool Kit

Cost Control (food / paper / labour / utilities / operating supplies)

Service Standards

Quality, Service, Cleanliness, Procedures & Standards

Staffing guidelines & standards

Training guidelines & standards

Management Control Procedures

Equipment maintenance

Ordering & Inventories

Safety & Security Procedures

Health & Hygiene practices

Evaluation of Budgets Vs. Actuals

Financial reporting / Tracking system

C.R.M. / Loyalty Programme

Development of Incremental sales

Market survey updates

Vendor management

MANAGEMENT TRAINING AND DEVELOPMENT

Chor Bizarres' initial 6 weeks Management Training Program for the management team covers all aspects of Operations and more !

There are three areas of knowledge woven throughout each week of the Management Training Program:

Employee tasks, Management functions and General Business skills. Each day the Trainee learns and performs employee-related tasks and completes exercises, readings and projects concerning management functions and general business skills. Trainees receive hands-on instructions on all employee job functions. This enables new managers to understand each job function, to develop production skills and to gain the management knowledge & skills necessary to ensure optimum financial and operational performance of an Chor Bizarre outlet. The Chor Bizarre utilizes a composite approach in its training programme, concerning all operational areas.

The 6-week break up for training is as follows:

Kitchen Operations : 2 weeks

Kitchen Management : 1 week

Service Operation : 2 weeks

Service Management : 1 week

Trainees receive one-on-one instruction from certified Old World Hospitality Pvt. Ltd. (referred as O.W.H.) Trainers. In addition, trainees utilize manuals, study guides, visual aids and hands on experience to complete the learning process. O.W.H. would also provide a Systems and Procedures Manual to the Franchisee for a ready reference. The project team would also detail a Trouble Shooting and Breakdown/Service Recovery Manual.

STAFF TRAINING & VALIDATION

The core team comprising kitchen and service staff goes thru a structured hands-on training at the Chor Bizarre at New Delhi.

MARKETING STRATEGY & ONGOING SUPPORT

Support and guidance are provided for Advertising, LSM activities, Food festivals, Brand building activities and Media management.

OPERATING MODUS OPERANDI

Old World Hospitality would typically post a senior person in the kitchen and in Front of the house. These personnel would at all times remain employees of OWH Subject to Government stipulations (for overseas), their salaries, board, lodging expenses, Round trip travel tickets (Annual Vacation) to hometown / India, etc. would be reimbursed by the owner. Depending upon the payroll cost in the city in question, more staff could also be provided. OWH would prefer as many of its people as possible who have trained in running and operating Chor Bizarre to be present. This would ensure an authentic "Chor Bizarre" experience until such time that local staff is trained.

ONGOING AUDITS

In addition to the fees, 2 round trip tickets from New Delhi would be provided every 3 months by the owner/ franchisee to ensure that Senior Executives of OWH / Mystery Auditors keep a close watch on sales & cost trends, adherence to quality standards and introduce innovations in the menu, interiors and promotional strategies. Mutually agreeable per diem expenses would also be reimbursed to OWH

STEPS TOWARDS FRANCHISE

Steps

- A filled up Franchise Application Form is to be sent to our Corporate Office by courier.
- Our Corporate office will check the application form and revert on the same within 15 days of receiving the application form. No communication will be done in case of rejection of application form.
- On approval of the application, the business module will be explained to the franchisee in detail.
- The MOU will be signed between both franchisee and franchisor and initial fee will be released by the franchisee.
- After that the site visit will be done, if the site is approved then the commercial exercise of the project will be done.
- The Franchisee agreement will be signed by both franchisee and franchisor and the security amount will be released.
- As the project work starts our Projects and Pre Opening Team will help franchisee in civil drawings, interior layout and kitchen layout.
- The order for the equipments will be placed to the vendor.
- Screening, hiring and training program for the staff will start; the staff will be on roll of the franchisee, which will be hired 30 days prior to the opening of the outlet.
- Final inspection is done for the grand opening of the outlet.