

## Dabri Tea Lounge- QSR Model

**Franchisor:** M/s. Rangpur Tea Association Ltd. (Brand Owner- Dabri Tea Lounge)

**Franchisee:** M/s. \_\_\_\_\_

### **Franchise Model- QSR**

**Franchise Fees** - 3 lacs + Tax

**Tenure of Franchisee-** 9 years (subject to renewal on mutual terms- Lock-in period of 5 years for both parties). However, Franchisor reserves the right to end the agreement in case the Franchisee doesn't follow the Brand standards of Dabri Tea Lounge and / or misuses any intellectual property of Franchisor at any other space other than the intended site without the consent/ approval of the Franchisor or without paying the applicable Fees to Franchisor.

### **Included:**

#### Startup Support:

- Site Analysis
- Interior Design and Consultation Fees
- 3D Layout
- BOQ (cost of construction)
- On-site Consultation

#### Initial FnB Consultation and training fees

- Menu Engineering- Food and Beverages, as per local taste and preference / requirement.
- Training of staff (service and kitchen)
- Help in the recruitment of staff
- Pricing and Sales Strategy
- SOP's / Recipe Sheets / Operation Manual (Service and Culinary)

#### Marketing & Advertising Support

- Print Media (Pre-launch and Post-launch 3 months)
- Social Media (Pre-launch and Post-launch 3 months)

#### Branding & Image

- Access to established Brand and Image of Dabri Tea Lounge. To Include use of Dabri Tea lounge name, Logo and overall branding in store design, uniform, marketing materials etc.

#### Product / Supplier Support for:

- Supply of Teas, Equipment and Accessories.
- Local Vendor Selection for other regular supplies.

#### OnGoing Support

- Regular Audits to be conducted by Franchisor- Dabri Tea Lounge, to ensure that the SOP's and brand standards of Dabri Tea are being maintained.
- Introduction and execution / implementation of new products and services if any.

#### After Sales Support

- After Sales Analysis and Reporting Tools to track performance and identify trends.
- Access to Sales data, key performance indicators and benchmarking information to be shared mutually between Franchisor and Franchisee to

evaluate business performance and make better decisions to achieve sales targets.

- Franchisor- Dabri Tea Lounge, shall help the franchisee to achieve the estimated sales projections/ targets and advise from time to time as needed to meet such targets. However, it's the prerogative / discretion of the Franchisee to implement / not implement and/or execute/ not execute such advice / strategies given by the Franchisor- Dabri Tea Lounge. All costs that may / may not be required to achieve estimated projections have to be borne by Franchisee, Franchisor- Dabri tea Lounge, shall help the Franchisee to make better decisions and help with vendor support, if required. At no material times the Franchisor shall be held responsible if the estimated projections are not met by the Franchisee and no compensation or refund shall be made by the Franchisor to the Franchisee.

### **Excluded**

#### **Capital Expenditure:-**

- Construction of the cafe as per Brand Standards / Specifications of Franchisor- Dabri Tea Lounge.
- The interior decoration of the cafe including furniture
- Kitchen Equipment as per the Franchisor's specifications. Vendor help and support shall be provided by Franchisor- Dabri Tea Lounge to procure required equipment after finalisation of Food & Beverage Menu.
- Crockery, Cutlery, Glassware, tableware and others. Vendor help and support shall be provided by Franchisor- Dabri Tea Lounge to procure all.
- POS and Software to run the operations of the cafe. Vendor help and support can be provided by Franchisor- Dabri Tea Lounge.

#### **Operational Expenditure:-**

- Rent (if applicable)
- Staff Salary
- Raw materials expenditure for FnB
- Electricity and water etc
- Promotional expenses and events
- Printing and Stationery
- Staff Uniforms
- Safety and Security
- Maintenance and upkeep

#### **Licensing & Registration:-**

- FSSAI. Vendor help and support can be provided by Franchisor.
- Fire Licence. Vendor help and support can be provided by Franchisor.
- Other necessary permits- Trade License, Certificate of Commencement etc.

#### **Other T&C:**

- All Teas served and sold at the unit must be purchased from Franchisor- Dabri Tea from available SKU's of the Franchisor.
- Vendors can be sourced locally as per the convenience of the franchisee or the franchisor can also help with his existing vendors, as the case may be.
- Supervision of work-in-progress will be done by Franchisor- Dabri Tea Lounge periodically, from time to time.

- Dabri Tea Store to be set up in the cafe premises, Franchisee will be given a fixed discount %age on all cafe SKUs, which may change without prior notice.
- We will charge a royalty of 10% on total F&B sales.
- Franchisor- Dabri Tea Lounge will keep track of daily sales and operations for quality assurance.
- Franchisor- Dabri Tea Lounge will not have a claim on banquet bookings and sales. However any sales made therefrom shall be considered as a part of the targeted sales and must be disclosed to the Franchisor- Dabri Tea Lounge.
- Franchisor- Dabri Tea Lounge, shall help the franchisee to achieve the estimated projections and shall advise from time to time as needed to meet the sales targets. However, it's the prerogative of the Franchisee to implement and execute such advice / strategy as may be required. At no material times Franchisor- Dabri Tea Lounge, shall be held responsible if the estimated projections are not met by the Franchisee. All costs that may / may not be required to achieve estimated projections have to be borne by Franchisee, Franchisor- Dabri Tea Lounge shall help the Franchisee to make better decisions and help with vendor support, if required.

#### **Estimated Projections:-**

Total Capex- **Rs. 15,00,000.00/-**

Total Opex (Monthly)- **Rs. 2,00,000.00/-**

Food & Beverage Cost- @ actuals- Rs. 75,000.00 (Approx)

Overheads: Rs.1,25,000/- (Approx) :-

Rent per month @ - Rs. 50,000.00/-

2 staff @ Rs.20k each- Rs. 40,000.00/-

1 Sub Staff @ Rs.10k each- Rs.10,000.00/-

Electricity per month @ - Rs. 10,000.00/-

Promotion per month @- Rs. 5,000.00/-

Miscellaneous per month @ - Rs. 5,000.00/-

Extras per month @- Rs. 5,000.00/-

Approx Targeted Sales: **Rs. 3 Lakhs per month, i.e Rs. 10,000/- daily average.**

Approx Income- **12-15\* lacs per year**

Approx ROI: **12-15 months**

**\*Terms & Conditions Apply**