



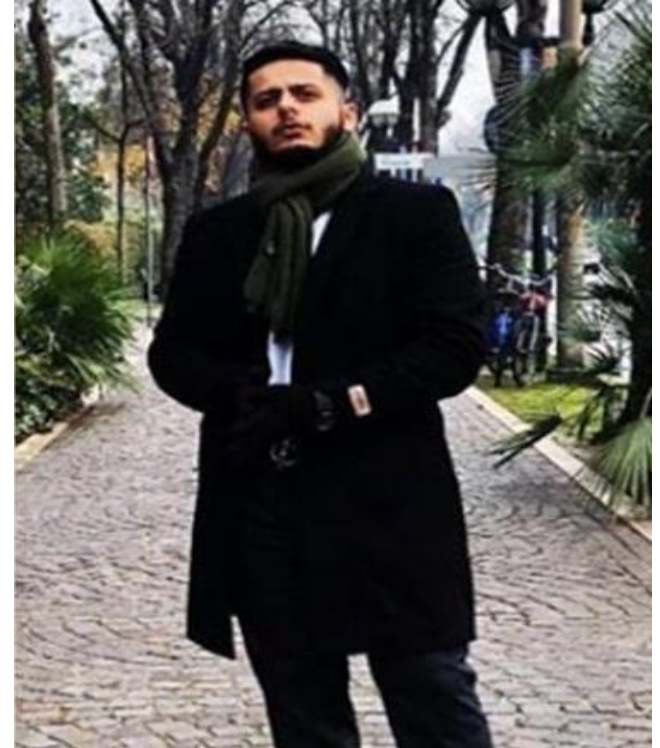
:: ristorante ::

FRANCHISE PRESENTATION ROYALTY MODEL

DRIVING FORCE



Mr. Raj Mehta
Managing Director



Mr Amrut Mehta
CEO

GUIDELINES FOR FRANCHISE

- ❑ 'Little Italy' is a registered trademark and will also be solely used as the restaurant name.
- ❑ The restaurant will only serve quality Vegetarian Italian and Mexican food with a fully licensed bar along with home delivery and optional catering service.
- ❑ Little Italy can support you in the market research and in searching for the appropriate location for the restaurant. You can also nominate a specific site. However, the right to the final approval stays with Little Italy.
- ❑ The restaurant should have provision to seat at least **70** people at any given time. The minimum kitchen area required is **800 Sq.Feet**. There should be a supplemental area for storage and staff room
- ❑ The minimum restaurant area (carpet) required is **2000 – 2500 Sq.Feet** in a prime location with adequate parking space (Valet parking required)
- ❑ The location should not become a hassle to obtain a bar license. Minimum water capacity is **10,000 Liters** and electricity should be minimum **85 KVA**.

NEED TO KNOW

- ❑ The **interior designs** of the restaurant need to compliment the style and standard of our existing Restaurants. Little Italy will conduct routine checks on this.
- ❑ **Kitchen equipment** must be provided as per the standard 'Little Italy' requirements. You can either arrange for this or import from Italy which will be supplied to you by Little Italy at cost price.
- ❑ Little Italy imports branded **food items** from Italy and supplies to the Restaurants. Food items bought from the local market will be supervised and should be approved by Little Italy.
- ❑ Little Italy will design the **menu** for you in accordance with the market requirements. Our experienced chefs and management team will conduct routine visits to check the standard of the food served, the hygiene maintained and public relation's at its own cost.
- ❑ Little Italy will provide the **Billing software and the POS** to the Restaurants for the purpose of your day to day billings, accounts, costing, inventory management etc.

ROYALTY MODEL

INVESTMENT

PARTICULARS	AMOUNT (INR)
Restaurant Deposit	Depending on the Property
Franchise Fee	Rs.25,00,000
Interior Expenses	Rs.1500 to Rs.2000 per Sq.Feet
Crockery/Cutlery/Linen/Kitchen Equipments etc	Rs.20,00,000 to Rs.25,00,000
Bar License Fees (if required)	According to location
Total investment	Rs. 1Cr - 1.5Cr

These are approximate figures and will vary in different places

STAFF REQUIREMENT

STAFF	NUMBER
Head Chef	1
Sous Chef and CDP	5
Staff Cook	0
Helpers	0
Utility	2
Store in Charge / Cashier	1
Cashier	0
Security	-
Valet Parking Assistant	1
Waiters	5
Captains	3
Manager	1
Total	19

ROYALTY MODEL

FRANCHISEE

- Franchisee should have owned or rental property.
- Franchisee will bear 100% of the total project cost (Capex).
- Franchisee will obtain the initial license for setting up the restaurant and bear 100% of the licensing fee.
- Franchisee will accept all the brand standards of the Little Italy brand and bear the expense towards the same.
- Franchisee will run the day to day operations.
- Franchisee will manage the purchase and payment in regards to vendors.
- Franchisee will manage the purchase and payments in terms of electricity, water and other utilities.

ROYALTY MODEL

FRANCHISOR

- Franchisor will provide support for manpower requirement.
- Franchisor will guide franchisee on day to day operations
- Franchisor will provide support for marketing and branding activities from the corporate office
- Franchisor will keep a check on food quality by putting controls in place
- Franchisor will audit the property on a regular basis
- Franchisor will provide supply chain integration for supplying of food products and brand standard collateral
- Franchisor will provide software and POS

CONTACT DETAILS

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