Cafe Frespresso Profile
**Vision:** At Café Frespresso our dreams are bigger, our ambitions are higher, our commitment towards our guest is deeper and our efforts towards all this are greatest. This is our vision at Café Frespresso.

**Values:** Delicious & Comprehensive beverage menu, live food preparations, Guest loyalty program; All this makes up for a perfect café experience.
STORE FORMATS

- Café
- Nano Café
- Open Cafe
- Health clubs & Gym
- Colleges
- Bistro
Frespresso Beverage Menu

New Beverages shall be added as table-toppers as and when required. Pricing shall be varying as per city.
Frespresso Food Menu

New food items shall be added as table-toppers as and when required.
Pricing shall be varying as per city.

**Starters**
- Smiles: ₹60
- Wedges: ₹60
- Tandoori nuggets: ₹20
- Potato pops: ₹55
- Garlic bread: ₹20
- French Fries: ₹60
- Masala Fries: ₹55
- Cheese Chilli Mushroom: ₹80
- Chicken nuggets: ₹80
- Chicken popcorn: ₹70
- Chicken fingers: ₹75
- Chicken seekh kabab: ₹85

**Sweet Eats**
- Choco doughnut: ₹30
- Choco walnut brownie: ₹50
- Choco lava: ₹50
- Muffins: ₹25
- Pastries: ₹50
- Puffs: ₹40

**Pizzas**
- Queen Margarita Pizza: ₹80
- Neapolitan Pizza: ₹85
- Mex Mexicano Pizza: ₹100
- BBQ Pizza: ₹120
- Volcano Pizza: ₹130
- Simple burst pizza: ₹145

**Burgers**
- Aloo Tikki Burger: ₹60
- BBQ Burger: ₹80
- Indian Chilli Burger: ₹70
- Mexican Burger: ₹85
- Jumboo cheese Burger: ₹110

**Sandwiches**
- Spicy Super sandwich: ₹70
- Reuel Roasted Sandwich: ₹100
- Mexican Sandwich: ₹85
- Super Tikka sandwich: ₹90
- Garlic chicken sandwich: ₹90

**Pasta**
- Pasta de pinea: ₹120
- Hot & Spicy Penne Pasta: ₹130
- Red sauce penne pasta: ₹140
- White sauce pasta: ₹150
- Cream pasta: ₹160
## Café Interiors

| Approx. 400000 | Civil work, Working counter Furniture and fixtures, Asthetics, Television, AC, etc |

## Machinery and Equipment

| 410000 | Coffee machine & grinder 200000  
|        | Pastry cooler: 40000  
|        | Deep freezer and refrigerator: 35000  
|        | Microwave, Griller, Pizza oven, Cream gun, Mixer, Tamper, Frother, Fat fryer: 70000  
|        | Computer, Printer and software 50000  
|        | Crockery, Glassware, Take Aways: 15000 |

## Franchise fees

| 300000 | 3-4 weeks training programme  
|        | Access to Training and Operations Manuals  
|        | Comprehensive store opening support  
|        | Promotional analysis & upgradations |

The building, rent deposit and brokerage are not included in the cost.
The Projections of interiors are considered for an approx 400 sft area and may vary as per the location.
Taxes and transportation shall be extra on actuals.
## Café Frespresso Cost of Operations

- **Cost of Raw material**: 30% of sales / month
- **Royalty to company**: 6% of sales / month

### i.e. for a minimum monthly sale

<table>
<thead>
<tr>
<th></th>
<th>200000</th>
<th>300000</th>
<th>400000</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cost of Raw Material (aggregate of F &amp; B)</strong></td>
<td>60000</td>
<td>90000</td>
<td>120000</td>
</tr>
<tr>
<td>30%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Beverage cost</strong></td>
<td>18%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Food Cost</strong></td>
<td>40%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Salary</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Manager @ 9000</td>
<td>32000</td>
<td>38000</td>
<td>44000</td>
</tr>
<tr>
<td>3 Team Members @ 6000 each</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 House Keeper @ 5000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(pls note staff shall increase with rise in sale)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Salary shall vary as per the location)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Electricity Bill</strong></td>
<td>10000</td>
<td>12000</td>
<td>14000</td>
</tr>
<tr>
<td>(the electricity consumption shall rise with rise in sale)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Royalty</strong> (6 % of net sales of café)</td>
<td>12000</td>
<td>18000</td>
<td>24000</td>
</tr>
<tr>
<td><strong>Others</strong></td>
<td>3000</td>
<td>3000</td>
<td>5000</td>
</tr>
<tr>
<td>(Small expenses in newspaper, magazines, telephones, security, etc.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>117000</td>
<td>161000</td>
<td>207000</td>
</tr>
<tr>
<td><strong>Income (gross profit)</strong></td>
<td><strong>83000</strong></td>
<td><strong>139000</strong></td>
<td><strong>193000</strong></td>
</tr>
</tbody>
</table>
Frespresso Hospitality Pvt Ltd
B-40, R C L, Koparli road,
Vapi-95 GUJARAT

+91 9714 991002
+91 9898 628887

www.frespresso.com

info@frespresso.com