



MOMO

For the love of momos
&
Chinese
Food

MAGIC

CAFE

The Magic of Taste

The Magic of Taste...

Bihar | Jharkhand | Tripura | Assam |
Karnataka Maharashtra | West Bengal |
Uttar Pradesh



For Franchise Enquiry Call
7827719099

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Momos Story

The origin and etymology of momo are uncertain but the dish is through to be rustic in origin. Since this dish was initially popular among the Newar Community of Kathmandu vally, one prevalent belief is that Newari traders brought momo techniques from Lhasa, Tibet

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About Us

is a Quick **Momo Magic Cafe** Service Restaurant Chain serving hot sumptuous food with Best ingredients that too at Affordable Price.

Momo Magic Cafe was born with an objective of becoming India's best and biggest Fast Food Franchise Chain by 2021. The concept of MMC is based on Centralized Kitchen Model so as to Control Quality, Supply Chain and also creating a hassle free and easy to manage store model for our Franchise Parents

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SALIENT FEATURES OF MMC

- Emphasis on good quality food at affordable price
- Comprehensive menu covering best selling Food and Beverages varieties of momos
- Colourful and Cozy outlet Designs
- Customer Friendly and well trained staff
- Quick Turnaround
- Tie-Up with all major Delivery Service Providers viz. Zomato, OMI etc

The Franchise program of MMC is designed in a way that offers an abundance of essential leverage ingredient which assures smooth operations, increased profitability, strong sales building and marketing skills, more successful franchise start-up



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FRANCHISE FROM MMC

MMC Franchise system is based on a proven formula of success. Our franchise format tends to reduce the risk of operating one's business entirely by himself or herself. It offers the franchisee an opportunity to build his business on MMC's brand image as a long-term partner in the business.

The store formats have been proposed based on the demographics of the cities where we want to rollout the stores. All formats would have an option of 'Delivery Module' depending on the potential of the territory and in consultation with the Franchisor.

The store formats proposed are summarized below :

Format 1 : Take Away / Delivery Outlet / Food Court Model (200 -300

sq †) Format 2 : Dining Model (300 -600 sq †)

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FRANCHISE TERMS

- A continuing relationship in which a franchisor provides a licensed privilege to the franchisee to do business and offers assistance in organizing, training merchandising , marketing and managing in return for a monetary consideration essentially, a franchisee pays an initial fee and ongoing royalties to a franchisor in return, the franchisee gains the use of trademark, ongoing support from the franchisor, and the right to use the franchisor's system of doing business and sell its products or services.
- Exclusive territory rights according to agreement defined on the basis of geography(radius) destination and format with minimum number commitment based on the potential of the territory.
- Initial seUng up of the outlet will be coordinated & assisted by the professional team of Franchisor
- Franchisor shall provide initial training to the respective staff & ongoing training support
- Business will be run under the Name of "MOMO MAGIC CAFÉ"
- Hybrid model wherein the key staff would be on rolls of the Franchisor but stationed at the Franchise outlet for initial 30 days (at franchisee's cost)

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TRAINING & SUPPORT

- Transfer of business concept know-how through initial and on-going training and provision of material, operating manual, software and literature
- Centralized Inventory management and supply chain support
- Provision of full set of operating manuals including pre-opening and day-to-day operations
- Technical support in relation to customized store designs and layouts
- Supply of lists and specifications of equipment, furniture fixtures and fittings
- Assistance in the development of a launch marketing program and annual marketing plan
- Provision of management, operational, technical advice and guidance
- Visits to franchised territory for the purpose of management & financial review
- Business analysis and evaluation based on historical sales
- Provision of on-going training as and when agreed between parties
- Continuous market research, development and introduction of new products
- Continuous update of operational manuals

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FRANCHISEE SELECTION CRITERIA

IDEAL FRANCHISEE PROFILE

- Possess basic business acumen and a passion for succeeding
- Understands the competitive value of the brand as a concept combined with a proven business system
- Willingness to take on a venture requiring an intensive full time focus on its development, marketing and operations
- Focused to make a connect with the consumer for repeat sales and should value Customer Orientation
- Financial Bandwidth for initial investment and 6 months working capital
- Knowledge of the local marketplace
- Good Leader and Manager

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IDEAL FRANCHISE LOCATION

HIGH FOOTFALL AREA

High Street, Food Court Commercial
Shopping Centre Universities /
College Area

OUTLET SIZE

200 - 600 sq ft

VISIBILITY

High

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FRANCHISE FACTS

- Total Initial Investment: INR 6-10 Lakhs (depending on size & location) Franchise Cost : 3 lakhs and 18% GST
- Royalty: 5000/month
- Agreement Term: 5 Years with renewal option
- Food Supply: From Central Kitchen/Approved Vendor/Brands only

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BRANDING & MEDIA COVERAGE



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OUR OUTLET

Boring Canal Road (Patna)
City Center (Dhanbad)
Kako Road (Jehanabad)
ITPL Main Road (Bangaluru)
Palace Compound
(Agartala) Jogeshwarin
(West Mumbai) Golaghat,
Barpathar (Assam)
Patiputra (Patna)
Anishabad (Patna)
Patna City (Patna)
Magadh Colony (Gaya)
Pradhan Nagar (Siliguri)
Noida Extension..Coming
Soon



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OUR OUTLET GALLERY

PATNA



DHANBA



TRIPURA, DARTALA



MUMBAI



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MEN

COMBO

Momo Magic Cafe

FREE HOME DELIVERY
 Mon-Fri: 7:30 am - 11:00 pm, Sat-Sun: 11:00 am - 11:00 pm

Order Online: [foodpanda](#) | [pepper](#) | [foodpanda](#)

Shop: B2, 1st Floor City Centre, Dharampur (Jharkhand)

☎ 9934191114, 9987805236

For the love of momos & Chinese Food
 Franchise of Momo Magic Cafe in India

SPECIAL ARRANGEMENT FOR OUTDOOR CELEBRATION SERVICES

就是棒 Chinese Food

TANGHOON MARKET

STEAK / SOUP TANGHOON CRAP

SPECIAL MAGIC MENDO

CHINESE MAGIC (Hot, Spicy)

STEAM & FROD MENDO

CHINESE MAGIC

BEVERAGES

COFFEE & CHINESE TEA

SOUP

TANGHOON MARKET

SPECIAL MAGIC MENDO

STEAM & FROD MENDO

CHINESE MAGIC

SOUP

COFFEE

BEVERAGES

BURGERS

PUFFS

MOMO MAGIC CAFE



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Franchise
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