

ABSOLUTE MOMO Cafe

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BIO GRAPHY OF Momo

The history of momo in Nepal dates back to as early as the fourteenth century. Momo was initially a Newari food in the Katmandu valley. It was later introduced to Tibet, China and as far away as Japan by a Nepalese princess who was married to a Tibetan king in the late fifteenth century.

The first roadside momo stall, Tuladhar recalls, was seen in Kathmandu around 1942. "In our home, we made momos with three kinds of fillings—minced meat, mashed potatoes and khuwa (dried whole milk)." It was not just momos that had come down from Lhasa with the traders

WHO WE ARE

Absolute momo cafe is QSR base franchise model cafe (Quick service restaurant). We are serving not only varieties of momo even we have a taste of authentic chinese cuisine which is delivered by our dedicated café and made by our well talented kitchen team. Absolute Momo Café is one and only centralized supply chain restaurant in India. We deliver our spices and dips to our partner restaurant.



THE RESTAURANT INDUSTRY FACES LOW ROI DUE TO

Several Reasons

DESIGN ISSUES

Interior Design
Menu Design
Kitchen Design

INSUFFICIENT BRANDING

Developing and
maintaining brand name

HIRING CHALLENGES

Poor skill level
High turnover
Higher cost of hiring

COST INFLATION

High food wastage
Optimizing expenses

A photograph showing two people in business attire sitting at a wooden table in a meeting. There are two coffee cups on the table, a laptop, a smartphone, and a mouse. The scene is set in a modern office or meeting room with a grey sofa and a patterned chair.

Managing all the aspects of Business is overwhelming
for a new Restaurant Owner

SERVICES OFFERED BY **ABSOLUTE MOMO CAFÉ** FOR FRANCHISE PARTNER



Infrastructure support

Interior Design
Kitchen layout design
Concept Base menu

Brand consulting

Fine Dine Base culinary
presentation

Highly qualified
And fully Trained
Staff No hesitation
In replacement

Brand
Development/social media marketing
offline support /monthly
audit/roi management

WHY CHOOSE US ?

WE FOCUSED ON SOME MAJOR KEY POINTS

- STAFF MANGMENT
- FOOD QUALITY
- PRESENTATION
- FOOD WASTAGE CONTROL
- PROFITABLE BUSINESS





Important of

FRANCHISE BASE RESTAURANT IN THIS ERA

- Success rate of chain base outlet is 2 time more rather then un recognised restaurant
- Inventory management Grocery management
- Food waste control
- Staff management
- Staff feedback control
- Weekly audit
- corporate chef support in roi management
- purchase control



ACCORDING TO SERVE OF MINISTRY OF INDIAN TOURISM:-

- Around 60% of new restaurants fail within the first year. And nearly 80 percent shutter before their fifth anniversary. Often, the No. 1 reason is simply location — and the general lack of self-awareness that you have no business actually being in that location
- **OTHER MAJOR FAILURE ISSUES:-**
 - Ignoring Your Food Costs.
 - You're Only Calculating Your Cost Of Goods Sold Once A Month
 - You're Never Meeting With Your Suppliers.
 - You're Blindly Placing Orders.
 - You're Ignoring Your Prices.
 - You Chose The Wrong Tech For Your Restaurant
 - Ignoring Your Inventory
 - You're Not Keeping A Waste Log.
 - You're Not Being Smart With Your Hiring.



CONSUMER DEMAND

As a street food, the snack has been loved on a number of levels. From the consumer making it a vital part of their lives to sellers doing their share of experiments on the food and blending them with a bunch of local flavours. The two companies started off positively, with the combined monthly orders crossing the 50 million mark and the revenues for the two going up as well. Swiggy is comfortably the platform with a higher number of daily orders with over 1.5 million daily orders, to Zomato's 1.2 million.

Every day 37.5% order are only of chinese and asian cuisine in 2020 according to report of zomato and swigy

MENU KEY FACTORS

- 51 UNIQUE VARIETIES OF MOMOS
- INDO CHINESE FUSION FOOD
- STARTER
- DESSERTS
- 10+ AUTHENTIC IN HOUSE SAUCES
- PAN ASIAN CUISINE
- MAIN COURSE
- HOT/COLD BEVERAGES





**BENEFITS OF
FRANCHISE PARTNER**



**LOW
INVESTMENT**



**ROI WITH IN
4 MONTHS**



**LOW
OPERATION COST**



**FOOD WASTAGE CONTROL
STANDARD RECEPIE**



WHY WE ARE BETTER THAN OTHERS



51 VARIETIES OF MOMO, FIRST TIME IN
MARKETGOOD FOOD IN NICE AMBIANCE WITH AFFORDABLE PRICES
HUGE DIVERSITY OF MOMOS WITH INDO CHINESE FUSION
HIGHLY SKILLED STAFF WHO'S CAPABLE TO WORK IN CHALLENGES
ONLINE FOOD AGGREGATORS TIE UP, LICENSING,
SOCIAL MEDIA MARKETING AND BRANDING, ACCOUNTING AND
LEGAL SUPPORT






FRANCHISE WITH ABSOLUTE MOMO CAFE

1. Less Capital Investment

Restaurant franchising saves the Franchisor an otherwise massive amount of capital investment required for setting up an outlet. If a restaurant decides to not a franchise, the capital investment made would not only include all the fixed costs and operational costs until break even but also increase the risk. As the sole investor, you will either have to fund the expansion yourself or take a loan which will increase your liability and reflect on your costs and ability to reach break-even as well. Opening a franchise restaurant requires less capital as compared to a stand-alone restaurant. Restaurant franchising eliminates this problem as now the Franchisee needs to buy the right to use your brand for a royalty fee. This creates an income for you. Moreover, a part of the investment is shared by the Franchisee which not only relieves you from most of the financial burden but also enables the restaurant to function smoothly at minimum debt liability, making it a wise decision for both the Franchisee and the brand in the longer run.



2. Greater Loyalty

Franchisees are not just people working for you but contractual business partners in their own right. By taking a franchise, they enter a contract of limited ownership of your brand. This means that they will treat the restaurant as their own, given that they are investors in it. Thus, a greater commitment and loyalty towards the Franchisor restaurant is established. The sense of ownership and desire for well being of the restaurant is higher in the franchise owner as compared to a manager that you would have hired had you not chosen to expand through franchising.

3. Bigger Brand Presence

Restaurant franchising is considered to be the easiest way of scaling your brand if you want to do it quickly. Franchising allows you to take multiple locations at once because not all resources being exhausted are your own. This creates your restaurant presence in multiple cities and even in various areas of the same city. Greater visibility and broader reach enhance the brand presence is not just a physical space but the minds of your target audience as well. The fact that we are will be familiar to your target audience will create an influx of sales. Not only will franchising help you reach your potential customers faster and in a more cost-effective way, but also create your presence in their minds increasing their loyalty towards your outlet





4. Greater Organic Marketing

In today's restaurant space, new restaurants are popping up daily. In this scenario, a good marketing plan can make or break your restaurant but marketing in itself is expensive and the most paying form of marketing is organic marketing. When your restaurant reaches potential customers organically, i.e through sources like word of mouth, the effects are far greater than those of paid marketing. Organic marketing is free of cost but on the downside, it is challenging to execute. When you expand your restaurant through franchising, you create a network of people who will do your organic marketing for you. This is the network of your Franchisees.

Cafe MODEL & INVESTMENT



TAKE AWAY AND SMALL DINE IN
AREA RQ. 200 SQ.FT.
350 SQ. FT. FOR DINE IN



SET UP COST OF TAKEAWAY IS 6.5 LAC
SET UP COST OF DINE IN IS 10-12 LAC

KEY FACTOR WHILE CHOOSING LOCATION FOR *Cafe*



- FOOD COUR/SHOPPING CENTER/ NEAR EDUCATIONAL CENTERS
- HIGH FOOTFALL OF MARKET
- FOOD MARKET/ TOWNSHIP HALL AND AMUSMENT PARK
- METRO STATION/ AIRPORT / PVR AND CINEMA HALL

CARPET AREA REQUIRMENT

- MINIMUM 250 SQ FT TO 600 SQ FT

FRANCHISE OVERVIEW

- INVESTMENT CAPITAL INR 6-10 LAC
ACCORDING TO LOCATION AND SIZE
- FRANCHISE COST INR 3.5 LAC +18% GST
- ROYALTY INR 7000/ MONTHLY
- 5 YEAR AGREEMENT
- SUPPLY CHAIN MANAGE BY OUR
AUTHORISED VENDORS



JOB & RESPONSIBILITY OF KITCHEN TEAM



CDP CHEF MEAN CHEF DE PARTIE
RESPONSIBLE FOR
KITCHEN MANAGEMENT HYGIEN
QUALITY CONTROL SOP MANGMENT

Commi 1 chef is responsible order handling wok section in the absence of cdp chef if cdp is brain of kitchen commi 1 is backbone commi 2 chef is back up chef as well as momo maker
commi 3 is kitchen helper vegetable cutting making gravis

kindly note commi 3 is not responsible for cleaning and dishwashing



SET UP COST FOR ABSOLUTE MOMO CAFÉ OUTLETS

**5 LAC FOR
CLOUD KITCHEN**

**6 LAC FOR
TAKEAWAY SETUP**

**8 LAC FOR
CAFE**

12 LAC FOR FINE DINE CAFE

FRANCHISE COST INCLUDED IN SETUP COST

Set Up May Be Differ To Actual Varies On Site Location Rural Area Is Bit Expensive Rather Than Urban Area Somehow Products Will Be Dispatch From Delhi NCR In That Case Transportations Affect Product Actual Cost



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