



PARTNER WITH US

1. Go69 Pizza® is Fastest growing Pizza Brand in India with 65+ Outlets in just 4 years.
2. Go69 Pizza® recently awarded with Best Indian Pizza Chain & Fastest growing Indian Pizza chain
3. Go69 Pizza® has been awarded as fastest emerging Pizza brand and company of the year award.
4. Go69 Pizza® will provide rights to use the trademark to the franchisee and will share the best practices like recruitment, training, supply of goods and regular support.
5. Our partner will get exclusive territory rights to do seamless business.
6. Our Support System starts from the very first step i.e from starting your association with our Brand.

1. Initial setting up of the outlet will be coordinated and assisted by the professional team of the Go69 Pizza®.
2. A Support Manager will keep track of the day to day operations at outlet & stock at franchise store. This individual will have the responsibility of seamless operations at outlet on daily basis.
3. GO69 PIZZA® will provide initial and regular training to the new store staff for store operations and food preparation.
4. GO69 PIZZA® HO team will assist the franchise partner in managing the financials through regular review of P&L.
5. Surprise visits of our HO staff to check the standard delivery.

Why GO69® Pizza

At **GO69® PIZZA** we believe in providing solutions for the most challenging problems of food business i.e. Staff Management, Vendor Management, Supply Management, Operation Management and Client Management.

PROJECT MANAGEMENT: A designated project team will be present on the site, which will take over and do a turnkey assignment within given timeline, thereby ensuring timely delivery of stores and saving costs for the franchisee. They will be responsible for store set up, staffing, training, recipe standardization, equipment, marketing and any other activity that will be required to make the store a success.

STAFF MANAGEMENT: Staff training, induction, etc. will be taken care by **GO69 Pizza®**. In addition, **GO69 Pizza®** will also provide induction and orientation program, thereby ensuring that every staff member to be properly trained- to reduce the workload on the franchisee.

GO69 Pizza® will also provide a career ladder to the staff members, owing to the size of its organization, as the final aim is to develop close to 5000 units, thereby ensuring there will be minimum attrition rate of staff, so all of them will have a career with us.

OPERATION MANAGEMENT: At **GO69 Pizza®**, our aim is to become a process-based organization. Therefore, we have designed the process for each activity of store. We make sure that the entire knowledge must be passed until the lowest member in our hierarchy and everyone in team follow the process religiously.

CLIENT MANAGEMENT: We maintain the high standards of client servicing and replicate the same practice to our franchise stores through our staff training process.

Moreover, the technology based loyalty program, linked with billing software, to track the client behavior and past order history. This helps us in giving our client an extra edge of personalized service at store.

Our dedicated Social Media team also keeps engaged with clients to take the feedbacks and this is a great tool of marketing for our all stores.

Go69 Pizza in media



बेस्ट इंडियन पिज्जा चेन अवार्ड

लखनऊ। बॉलीवुड अभिनेत्री शिल्पा शेट्टी ने गो69 ने बेस्ट इंडियन पिज्जा चेन अवार्ड से सम्मानित किया। कंपनी के एमडी डा. अमित कुमार श्रीवास्तव ने बताया कि हाल ही में कंपनी को लखनऊ का नंबर वन पिज्जा स्टोर के रूप में भी एक एफएम चैनल के द्वारा सम्मानित किया जा चुका है।



Pre-Opening Support

SITE SELECTION: Our process starts with helping the franchise for identification of suitable site That meets our criteria (the location, visibility, access etc). We also help our partner in negotiating the better leasing terms with site owner.

STORE SET-UP: After Site finalization, our infrastructure vendor along with our team makes sure they build the store according to the company standards within given timeframe.

PRE LAUNCH STOCK: Our team from HO will provide the designed kit for required initial stock and helps the client to procure the local items as required.

TEAM HIRING/TRAINING: We support the partner in hiring the suitable team to run the store and our expert trainers will provide all trainings to them like FOOD, SERVICE and STORE OPERATIONS.

PRE LAUNCH MARKETING: We help the store team in identifying the key marketing areas around the store location and provide the all required marketing related collateral designs to the store.

We start **ONLINE/SOCIAL MEDIA** marketing activities before the launch to create the buzz in store territory.



POST OPENING SUPPORT

HAND HOLDING: Our expert operations team will provide the handholding support of 5 to 10 days to the newly opened store team. They will train the standard operating procedures in live environment to the store team.

BRAND MANAGEMENT: Our marketing team will maintain the brand value among the clients through various client engagement methodologies.

R&D For New Products: We believe in innovation, so our core team always works in R&D for individual store and will keep the track on each item in our menu. They will help local team to realign the menu to gain maximum traction on our clientage.

LOYALTY/OFFER PROGRAM: We run an exclusive loyalty program for our store clients to make sure that they always cherish their relationship with GO69 Pizza®.

SUPPORT VISITS: Our representative from each department will visit the store frequently to perform the quality audit, Stock Audit and to help team for various marketing activities in catchment area.

TRAINED CHEFS: The most important aspect of In GO69 Pizza® is trained chefs. This is one aspect of business, which if ignored, can result in a downfall of a restaurant. Go69 Pizza has big pool of trained chefs and it runs training and development exercise for its chefs on regular intervals to ensure the quality of the products is retained in all its outlets. This has devised a well, accepted system of training programs for.

VENDOR MANAGEMENT: A Professional team at GO69 Pizza® will support the partner store manager to maintain the required stock of both dry and fresh stock at store to maintain the seamless operations.

Our technology partner will also help us in tracking the stock status via billing software and will timely notify both Store Manager and Franchise coordinator about the requirement of stock.



(YOU NEED NOT TO SHARE YOUR PROFITS WITH THE COMPANY).

Disclaimer: The cost shown in below reports may vary location to location due to the different reasons.

INVESTMENT (Regular Store) – Plan: 1 (Min 400 Sq Ft)

Sr. No.	PARTICULARS	AMOUNT
1	Franchise Cost	690000
	Includes Franchise, Machines, Equipment, Kitchen kit, Home delivery kit, utensils, training, software, food & stay during training and Raw material worth sale value of Rs 6.9 Lacs	
2	Kitchen setup	150000
	Includes Deep freezer, Refrigerator PizzaMake line/ Kitchen platform, Dough table, rack, Delivery Counter, Plumbing work/sink, utensil stand, chimney/exhaust	
3	Interior & furniture	300000
	Includes Tables, Chair, Counter, computer, Printer, AC, Electrical fittings, power backup, etc	
4	Branding & Marketing	60000
5	Second hand bike for home delivery	30000
	Total	1230000

GST will be charged extra as applicable

INVESTMENT (Regular Store) – Plan: 2 (Min 400 Sq Ft)

Sr. No.	PARTICULARS	AMOUNT
1	Franchise Cost	499000
	Startup Kit: Machines, Equipment, Kitchen kit, Home delivery kit, utensils, training, software, food & stay during training	
	Raw Material	As per budget
2	Kitchen setup	150000
	Includes Deep freezer, Refrigerator PizzaMake line/ Kitchen platform, Dough table, rack, Delivery Counter, Plumbing work/sink, utensil stand, chimney/exhaust	
3	Interior & furniture	300000
	Includes Tables, Chair, Counter, computer, Printer, AC, Electrical fittings, power backup, etc	
4	Branding & Marketing	60000
5	Second hand bike for home delivery	30000
	Total	1039000

GST will be charged extra as applicable

Go69 Pizza Micro (Min 200 Sq ft)		
For D class cities, Malls & outlets with take away & home delivery options in A & B class cities		
Sr. No.	PARTICULARS	AMOUNT
1	Franchise Cost	499000
	Startup Kit: Machines, Equipment, Kitchen kit, Home delivery kit, utensils, training, software, food & stay during training	
	Raw Material	As per budget
2	Kitchen setup	120000
	Includes Deep freezer, Refrigerator Pizza Make line/ Kitchen platform, Dough table, rack, Delivery Counter, Plumbing work/sink, utensil stand, chimney/exhaust	
3	Interior & furniture	100000
	Includes Tables, Counter, computer, Printer, Electrical fittings, etc	
4	Branding & Marketing	50000
5	Second hand bike for home delivery	30000
	Total	799000

GST will be charged extra as applicable

Go69 Pizza Micro (Min 100 Sq ft)		
For Food courts, kiosk, railway station, Airports & in blocks/tehsils level cities		
Sr. No.	PARTICULARS	AMOUNT
1	Franchise Cost	449000
	Startup Kit: Machines, Equipment, Kitchen kit, Home delivery kit, utensils, training, software, food & stay during training	
	Raw Material	As per budget
2	Kitchen setup	120000
	Includes Deep freezer, Refrigerator Pizza Make line/ Kitchen platform, Dough table, rack, Delivery Counter, Plumbing work/sink, utensil stand, chimney/exhaust	
3	Interior & furniture	50000
	Includes Tables, Counter, computer, Printer, Electrical fittings, etc	
4	Branding & Marketing	50000
5	Second hand bike for home delivery	30000
	Total	699000

GST will be charged extra as applicable

Start-up Kit

1. Pizza Double Deck Oven (Capacity 16 pizza at time)- 1	
2. Dough Machine	3. Deep Fryer- 2
4. Pizza Pan Small- 15	5. Pizza Pan Medium- 10
6. Pizza Pan Large- 5	7. Pizza Pan separator Small- 15
8. Pizza Pan Separator Medium- 10	9. Pizza Pan Separator Large- 5
10. Heavy Duty Induction- 1	11. Heavy duty Mixer- 1
12. Delivery box -1	13. Serving Tray- 2
14. Squeeze bottles- 9	15. Pizza cutter- 2
16. Chopping boards- 2	17. Bread knife- 1
18. Chef Knife- 1	19. Aprons- 2
20. Kitchen caps- 100	21. Peeler/Grater- 1
22. Dough scrapper-1	23. Pan gripper- 1
24. Spoodle- 1	25. Peel- 1
26. Knife- 1	27. Palta- 1
28. Steel Tub-1	29. Jug-1
30. Bowl- 6	31. Measuring Jar- 1
32. Sauce pan- 1	33. Seasoning dispenser set- 6
34. Bar spoon- 1	35. Tong- 1
36. Silicon brush- 1	37. Flour container- 1
38. Spices containers- 12	39. Water Glass- 6
40. Shake/mock tail glass- 6	41. Coffee mug- 12
42. Dining plate small- 6	43. Dining plate medium- 6
44. Dining plate Large- 6	45. Can cutter- 1
46. Measuring scoops- 1 set	47. Scissor
47. Pizza hot bag- 1	48. Spoon & fork- 12 each
49. Weighing scale-1	50. Tea seave- 1
51. Flour seave- 1	52. GN Pan(Kadhai) – 1
53. Rolling Pin	54. Brochures with your address & phone number - 6000
55. Go69 Pizza T-shirts-6	56. Go69 Pizza caps – 6
57. Billing Software (AMC & e-bill charges to be paid by franchise separately)	58. Training for 2 staff members & 1 owner
59. Stay & food during training	60. Operational Manual

Transportation cost would be borne by franchise.

Small Pizza oven in Micro outlet. No Large Pan & No separator, No Dining plates, coffee mug, shake mocktail glass in Micro.
Deep fryer-1 in Micro.

Expense Estimation

S.No.	Expense Heads	Amount (Approx.)
1	Rent	35000
2	Salary	45000
3	Electricity	12000
4	Regular Advertising	4000
5	House Keeping and Phone Bills	4000
	Total	100000/-

Profit Projection

Sales & Profit Illustration		
Average daily sales		15000
Monthly Sales		450000
Fixed Expenses		100000
	Balance	350000
Rawmaterial expenses (1/3 rd of sales)		150000
	Balance	200000
Support FEE, Other Expenses & Taxes etc.		50000
Net Profit		150000/-

“Frequently eating-out and fast moving lifestyle gives very large headroom for growth to QSR industry in India.”

“Fast Food QSR is one of the largest growing food business in world, Indian fast food business is growing at CAGR of 18%”

(Source – TechSci Research)

Thank You