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# The Chocolate Room India

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[Information Kit]

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06 July, 2009

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## The overview

the chocolate room india is a Ahmedabad, Gujarat owned and operated business. The chain is brought over from Australia and the chocolate room India has the master franchisee rights to give away franchisees all over India.

We have identified a massive market for chocolate lovers – we are a specialist chocolate indulgence café - we offer our customers a unique chocolate experience.

Our menu boasts 20 flavours of Italian hot chocolate drinks, chocolate fondues, chocolate melting pots, a variety of chocolate patisserie, waffles with strawberries and hot chocolate sauce and our piece de resistance - exquisite hand made chocolates using the finest Belgian chocolate.

Franchisor, Vikas & Kumar, draws on a wealth of retail experience and has produced an inviting and distinctive fit out for this boutique chocolate cafe.

The response to the chocolate room café concept has been overwhelming – our customers love the total experience – the beverages – we serve beautiful coffee too ! – the cuisine – the atmosphere – the service and we extoll the health virtues of chocolate – in moderation of course ! As we are a dessert café, our maxim is to offer a very special experience for our clientele by offering only exquisite product.

the chocolate room is experiencing strong growth in both sales and profit - this is the franchising or partnering opportunity for those who have a rapport with the public and a sense of the importance of good service and presentation and who seek real financial independence.

## We offer

- ✓ The opportunity to run your business - the chocolate room cafe.
- ✓ The opportunity to join a proven retail concept at a realistic price.
- ✓ All the assistance you would imagine that comes with a professional partnership
- ✓ An opportunity to earn a substantial income.



## The business

The chocolate room is a specialist destination retail cafe. We offer a brilliant and truly unique chocolate café experience.

✓ we are an independent retail café specialist

- our primary focus is to give our customers a fantastic café experience
- we achieve this by sourcing only the best products and offering an affordable, fun menu
- by giving good friendly service
- by immaculate presentation of staff
- by exquisite and creative presentation of dishes



## the opportunity

the chocolate room is focused on the ever increasing consumption of chocolate in India

### ✓ join this fast growing large market

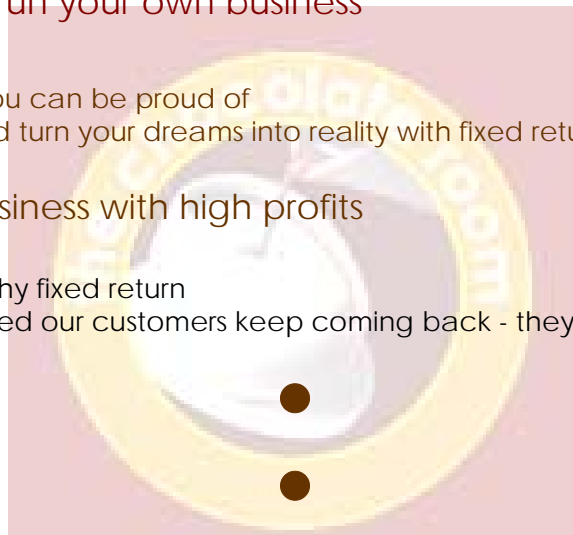
- more and more of us are “discovering” chocolate
- our typical customer is from the very young to the very old – and everyone in-between!
- chocolate, in moderation, has significant health properties

### ✓ own and do not run your own business

- be a partner with us
- we build a business you can be proud of
- secure your future and turn your dreams into reality with fixed returns

### ✓ We build your business with high profits

- you enjoy a very healthy fixed return
- we have already proved our customers keep coming back - they also spread the word!





## The income & fixed returns

Here is an opportunity to invest in a fast growing market and reward yourself with the benefits you have been waiting for.

### ✓ secure your future with a strong position cash flow

- an inexpensive business to set up with low overheads
- an appealing, effective and flexible store fit out
- high fixed returns

### ✓ opportunity to earn a high income

- as a chocolate room partner you have the opportunity to earn a high fixed return
- hard work and enthusiasm by us will reward you and our business will develop into a serious asset

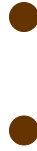
### ✓ No monthly royalty

- Being a partner with The Chocolate Room you do not pay any royalty but in return get guaranteed fixed returns

### ✓ invest now for future market growth

- we offer a genuine opportunity in this fast growing market
- our sales are growing at a strong, sustainable rate
- our customers continually tell us they "love" our concept





## The chocolate room system

the chocolate room is an easy to run Partnership System

- as a chocolate room partner you use the name - "the chocolate room"
- as a partner you do not pay any royalties based upon performance
- there are no advertising fees payable
- most stock carried by a partner comes from head office

the chocolate room takes care of all the responsibilities being a partner with you

- store selection
- store fit out and lay out
- stock selection and stock levels
- signage – exterior and interior
- insurance's – stock, public liability, premises
- all stationary, menu's , POS cards etc
- training – both initial and on-going
- regular store visits
- staff training
- staff selection
- staff rostering



## the next step

We would be happy to explore partnering with you, should you have current ownership of commercial or commercially converted / convertable retail space on a rental/revenue share basis with the following specifications:

- 1) Retail Space Area: 1000 -1500sft (Ground Floor)
- 2) Minimum Frontage: 25 running feet
- 3) Ample Parking space

If you meet the above criterions, kindly furnish the following details to:

- a. Name/'s of one or all the owners of the retail space.
- b. Postal Residential Address, Contact Numbers and email id of the owner/owners
- c. Postal Address of the Retail Space
- d. Retail Space Area (square feet)
- e. Frontage of the Retail Space
- f. Photographs of your location
- g. Demographics of the catchment area

Please send all these details to the following email ids:

South India: [kumar@thechocolateroomindia.com](mailto:kumar@thechocolateroomindia.com)

West India: [vikas@thechocolateroomindia.com](mailto:vikas@thechocolateroomindia.com)

North India: [panjabi@thechocolateroomindia.com](mailto:panjabi@thechocolateroomindia.com)

East India: [chaitanya@thechocolateroomindia.com](mailto:chaitanya@thechocolateroomindia.com)

**Or Contact on**

**99740 92766, 99741 63375**

Our team will scrutinize the details furnished by you and then plan a visit of the site for evaluation of the business potential from the same.

Please note opening The Chocolate Room would mean no involvement in the daily operational activities of the Chocolate Cafe by yourself/owner of the retail space. Neither would it involve investment from your end in operational capital and equipment or branding or marketing & promotion of The Chocolate Room.

## The Chocolate Room India

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Investment required for this opportunity

**1000-1500 Sq Feet furniture will cost approx 14-15 lacks  
(Includes interior, civil work, Engineer work, Decor)**

**Machinery Cost: Rs 5,00,000**

**Stock Rs 3, 00,000-4, 00,000**

Fit out and stock will vary depending on store size

**PRIME REGIONS AND LOCATIONS AVAILABLE**

