



The Chocolate Room India

Kiosk Model

16 July, 2009



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 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 own and run your own - 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 franchise.
- ✓ An opportunity to earn a substantial income.



The Chocolate Room On Wheels(Kiosk Model)

TCR On Wheels is a profitable lifestyle brand where the accent is on being quick, convenient and accessible.

Customers in a hurry must be able to grab a hot chocolate or coffee and a snack even while they are on the move... You can partner with us as a franchisee. The possibilities are endless. And the rewards great.

Money in a flash for Business Entrepreneurs

Transform a 60 to 100-foot-square kiosk into a money-vending machine.

TCR on Wheels is the low investment, high returns business, where you pile up your profits right from the word go. This entitles you to a plug-and-play kiosk fully equipped with all the machineries - fully operational within 3 weeks of the franchise agreement being signed.

It can truly be said that no other brand growing through the F&B franchising route offers so much for so little. All you need is a hunger for success, a high-traffic location and a little investment. All the rest - like the training and support - is provided by TCR on Wheels brand. And you are ready to rake in the big bucks from Day 1.

With over 12 successful stand alone franchisors spanning the length and breadth of India, TCR on Wheels is poised for a growth curve that's creating new benchmarks in the F&B franchising business. Speckled across the urbanscape of India's leading cities...there's one sign that beckons entrepreneurs who want to book profits.

The Chocolate Room On Wheels

With a product portfolio that embraces hot and cold beverages, and a snacks menu that stretches from rolls, submarines and sandwiches to brownies, pastries TCR on Wheels is the one take-away F&B format that caters to the needs of all customers for whom time is money.

The format is known to work spectacularly well at locations - like shopping malls, supermarkets, multiplexes, travel termini, petrol pumps, parks, educational institutions - where large numbers of people congregate.



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 run your own business
 - be your own boss
 - you build a business you can be proud of
 - secure your future and turn your dreams into reality
- ✓ build your own business with high profits

The Chocolate Room India

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



the income & profit

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 profit margins
- ✓ opportunity to earn a high income

The Chocolate Room India

- as a chocolate room franchisee you have the opportunity to earn a high income
- hard work and enthusiasm will reward you and your business will develop into a serious asset

✓ low monthly royalty

- you pay one low monthly royalty fee of 5%
- as your business grows you keep all the profits

✓ 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 Franchise System

- as a chocolate room franchisee you use the name - "the chocolate room"
- as a franchisee you do not pay any royalties based upon performance
- there are no advertising fees payable
- most stock carried by a franchisee comes from head office
- The monthly royalty fee is a flat rate of 6% of gross sales per month.

the chocolate room provides franchisee assistance and advice all the way.

- 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

✓ Talk to Vikas / Kumar

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Investment required for this opportunity

Franchise fee Rs 1,50,000

Area required to set up the store is 100-200 sq. Feet onw.

100-200 Sq Feet furniture will cost approx 1.5-2.5 lacks
(Includes flooring,plumbin,wall cladding,ceiling,signage)

Machinery Cost: Rs 2,50,000

Stock Rs 50,000

Fit out and stock will vary depending on store size

PRIME REGIONS AND LOCATIONS AVAILABLE

