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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 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 business

the chocolate room is a specialist destination retail café. 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

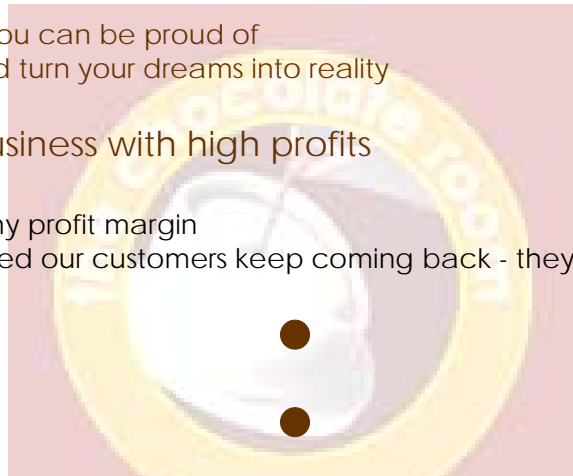
- more and more of us are “discovering” chocolate
- our typical customer is from the very young to the very old – and everyone in-between!
- chocolate, in moderation, has significant health properties

### ✓ own and 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

- 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

- 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 6%
- 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

**99740 92766 / 99741 63375**

Investment required for this opportunity

**Franchise fee Rs 10, 00,000**

**Area required to set up the store is 1000 sq. Feet onw.**

**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 2, 00,000-3, 00,000**

Fit out and stock will vary depending on store size  
**PRIME REGIONS AND LOCATIONS AVAILABLE**

