

BALLE BALLE FOOD CHAIN

HEALTHY BHI TASTY BHI!!!

OVERVIEW

In Balle Balle the value for money factor is the amount of the products which is enough to please a starving stomach. In India, where food is like another proportion, it becomes a challenge to leave a feeling/ sense. But Balle Balle, Has successfully sculptured out its name on the hearts of people creating a connection with the taste buds. The Balle Balle menu is designed so precisely by integrated together with different forms of authentic flavors of Food. The BALLE BALLE QSR with a menu will undoubtedly delights thousands of people on regularly base, Because of an ages of experience verities through its renowned brands **AMRITSARI GALI PARATHE WALI, YUMMY PARCEL DHABHA, CHAI SHAY, SOYA EXPRESS, ROLLA RAPPA, JUICE UP LIFE, 99 MENU, AMRITSARI CHICKEN CORNER, ONLY EGG, AND SINGING BURGER** stands at 100+ outlets high and is dishing out over million flavorful dishes across pan India each period. They continue on their Brief to “serve great quality products, at a value for capitalist price. Balle Balle will establish as a successful MOUTHWATERING FOOD brand in the industry to “serve great quality products, at a value for money price”.

All Brand's Under One Roof: BALLE BALLE FOOD PARK

The Objective

- Spread the real flavor of Punjab.

OUR PROPOSAL

TO OPEN ' BALLE BALLE FOOD CHAIN ' OUTLET YOU NEED THE FOLLOWING necessity-

- A PASSION TOWARDS SERVING HIGH GOOD QUALITY FOOD. WITH A COMMERCIAL PROPERTY possessed, LEASED OR RENTED AT A PRIME LOCATION WITH A ADMEASURING APPROXIMATE 150 SQ.FT. Ahead WITH THE FOLLOWING BASIC AMENITIES LIKE ELECTRICITY POWER, WATER.

-HIGH FOOT- FALL AREAS LIKE BUS STANDS, RAILWAY STATIONS, MALLS, MARKETPLACE OR PLACES NEAR SCHOOL OR council OR ANY OTHER CROWDED RESIDENTIAL AREA WOULD BE PREFERRED.

- ABILITY TO DO INVESTMENTS AROUND 3 TO 4 LAKH INDIAN RUPEES DEPENDING UPON THE INFRASTRUCTURE & AREA WITH THE ARRANGEMENT OF 2-3 WORKING STAFF

The Opportunity: At BALLE BALLE FOOD CHAIN:

Key Investment Highlights

The Indian food service industry has been witnessing tremendous growth over the last decade. However, the industry is highly fragmented, and hence presents an opportunity for an organized player to enter the market and develop a chain of restaurants. A huge market remains untapped with opportunities for a niche player.

As the economy has grown and disposable incomes of households have increased, an increasing trend amongst the urban population to “eat-out” has emerged. India has an ever-growing middle class coinciding with a retail boom. About a 100 million+ people represent the ‘consuming class’ in India and this number is expected to double in the next coming years.

Why Food Industry is a Good Business

Everyone loves food! Whether you like spicy, salty, sweet, or savory foods, there are options to satisfy everyone's taste buds. For this reason, the food industry is filled with countless opportunities to innovate and get creative. If you're thinking of starting a new business, here are 3 reasons why you should invest in the food industry.

1. it's a Basic Need

The biggest reason to invest in the food industry is that it's a basic need. Additionally, in the hierarchy of basic needs, eating is the number one priority as we need food to survive. Unlike fashion, accessories, or other similar business types based on people's “wants”, you can always count on people to “need” food.

2. it's Convenient

In addition to people having the basic need for food, they also lack time to prepare it themselves most of the time. The food industry offers convenient and time-saving solutions to those with the busiest schedules.

2. it's Less Risky

Food-related businesses are far less likely to go bankrupt or experience financial trouble than other business types as they respond to a basic human need. As long as your food is delicious, customers will keep coming back.

CURRENT MODEL STATUS

- **Standardized recipes and processes developed**
- **High Performance Team Recruited**
- **Affordable prices and personalized**
- **Service offered**
- **Chef-independent restaurants operational zed**
- **Supplier base established**
- **3rd party logistics & supply chain implemented**
- **Target spend/cover achieved**
- **Standardized restaurant format developed**

Vision, Mission and Growth Plans: at BALLE BALLE FOOD CHAIN

- Our motto is to generate business opportunity to people who can be self-employed & can create platform of job opportunities to others. At **BALLE BALLE** recipes are unique and blended well as per the Indian taste buds so from kids to elders all can relish and best part of the story is the rates are pocket friendly.
- To dominate our niche segment and the *QSR* model as a whole by developing scalable restaurant concepts and maintaining our uniqueness backed by world class products, processes and execution.
- To be appreciated by all our consumers, media, investors, franchisees for our product quality, concept and brand presentation.
- We have target of 100+ **BALLE BALLE** outlets and grow further in the next 1 year Pan India in premium locations across high-streets, malls, transport destinations, clubs and cinema in India.

BALLE BALLE: 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.

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 and management

BALLE BALLE :- POST OPENING SUPPORT

HAND HOLDING: Our expert operations team will provide the handholding support of 10 to 15 days minimum training support to the newly opened store Franchisee team. We trained them by standard operating procedures and on –site training in live environment to the store team.

BRAND MANAGEMENT: Our marketing team will maintain the brand value among the clients through various client engagement tools and 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 attraction on our client age.

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

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 BALLE BALLE trained chefs. This is one aspect of business, which if ignored, can result in a downfall of a restaurant. BALLE BALLE 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 BALLE BALLE 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/ Hardware and will timely notify both Store Manager and Franchise coordinator about the requirement of store

DELIVERABLE ITEMS	DELIVERY RESTAURANT	TAKE-AWAY RESTAURANT	DINE-IN RESTAURANT
SINGLE DECK SINGLE TRAY OVEN	✓	✓	✗
SINGLE DECK DOUBLE TRAY	✗	✗	✓
PIZZA MAKELINE TABLE (Without refrigeration system)	✓	✓	✓
CUTTING TABLE	✗	✗	✓
PICKUP TABLE	✗	✗	✓
DOUGH MIXER	✗	✗	✓
DEEP FREEZER WITH FRIDGE (300 Litres, dual 2 in 1 machine)	✓	✓	✓
DEEP FRYER	✓	✓	✓
INDUCTION HOT PLATE	✗	✗	✓
SANDWICH GRILLER	✗	✗	✓
COMMERCIAL BLENDER	✗	✗	✓
BILLING SOFTWARE	✗	✓	✓
BILLING PRINTER	✗	✓	✓
COMPUTER SYSTEM	✗	✓	✓
UPS FOR POWER BACKUP	✗	✓	✓
KITCHEN TOOLS & ACCESSORIES	✓	✓	✓
KITCHEN UTENSILS	✓	✓	✓
BRAND UNIFORM (Set of t-shirt, mask & cap for two staffs)	✓	✓	✓
PRINTED MENU/ PAMPHLETS (4000 copies of A4 Size OR 8000 copies of A5 Size)	✓	✓	✓
FOOD LICENSE & GST	✓	✓	✓
VISITING CARD, ID CARD, BILL BOOK	✓	✓	✓
ZOMATO, SWIGGY, MAGIC-PIN, GOOGLE MAPS INTEGRATION	✓	✓	✓
MENU TRANSLIGHT SCREENS (Set of Two Units)	✗	✓	✓
ONSITE HANDHOLDING	✗	✓	✓

Franchise fees

149999/- Rs 199999/- Rs 399999/- Rs

PER BRAND 1.5/- LAKHS ONLY MIN.

FOR BALLE BALLE FOOD PARK FRANCHISE DEPENDS ON THE FRANCHISE HOLDER

PAYMENT CONDITIONS

- 1) 10% Advance Survey and Site Visit Market Analysis Etc. Non Refundable. This Amount Is For Experience Train or Bus Ticket and Other Traveling Expenses.
- 2) 60% after All Discussion and Agreement Check or Online Payment Only On Company /Director Accounts.
- 3) 30% before Dispatch of the Products.
- 4) If In Any Condition Dispute Before Opening 50% Will Be Only Refundable.
- 5) After Opening Minimum 6 Months Locking Period Or As Disused On Agreement.

BEFITS OF FRANCHISE

- Right to use the Brand Name
- Outlet Set Up Support
- Staff Training & Support
- Major Goods delivered at the doorstep
- Tie up support with the major delivery brands
- Menu For all season sales
- Innovation & Regular update in the Menu

WHY WE??

Value-for-Money brand *

No Royalty*

Return-on-Investment in 12 months*

Plug & Play Model, Outlet Setup done in fast time*

Low Set up Cost & High Margin*

Complete Training of Manpower*

Complete Management & Manpower Support*

Supplied by Brand to franchisee at Nominal Cost*

Thank you for your consideration,

NAME:

BALLE BALLE FOOD CHAIN