

# BUSINESS PROPOSAL

Of

**SAMBHAR DOSA**

A Authentic Taste of South India

**SAMBHAR DOSA**

*Authentic taste of South Indian Food*



# Business Proposal for FOFO Model: Sambhar Dosa Authentic Taste of South India

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## ## 1. Executive Summary

Sambhar Dosa Authentic Taste of South India is a brand dedicated to providing authentic South Indian cuisine. We aim to expand our footprint through a Franchise Owned Franchise Operated (FOFO) model, offering potential franchisees the opportunity to own and operate a Sambhar Dosa outlet. This proposal outlines the working style, ROI, client investment, profit sharing, and support structure to ensure mutual success.

## ## 2. Business Overview

**\*\*Company Name: Sambhar Dosa Authentic Taste of South Indian**

**\*\*Vision: To be the leading chain of authentic South Indian restaurants globally.**

**\*\*Mission: To provide high-quality, authentic South Indian dishes in a welcoming environment while ensuring sustainable growth for our franchise partners.**

## ## 3. Franchise Model: FOFO

**\*\*Franchise Owned Franchise Operated (FOFO)\*\***

In the FOFO model, the franchisee owns and operates the outlet. The franchisor (Sambhar Dosa) provides the brand, recipes, operational guidelines, and continuous support. This model allows franchisees to benefit from our established brand while maintaining control over their business operations.

## ## 4. Working Style

**\*\*Operations\*\***

- \*\*Location Selection:** Franchisee identifies potential locations. Sambhar Dosa provides guidelines and approval.
- \*\*Setup and Design:** Assistance in designing the outlet to align with brand aesthetics.
- \*\*Staffing:** Franchisee recruits staff. Training provided by Sambhar Dosa.
- \*\*Menu:** Authentic South Indian cuisine with standardized recipes. 80% of the food preparation, including spices and batters, is done using in-house premixes.
- \*\*Supply Chain:** Centralized supply chain management for consistent quality.
- \*\*Marketing:** Joint marketing efforts to promote the brand and local outlet.

**\*\*Day-to-Day Operations\*\***

- **\*\*Opening and Closing Procedures:** Standardized checklists provided.
- **\*\*Customer Service:** Training on maintaining high service standards.

- **Inventory Management:** Regular audits and stock replenishment protocols.
- **Quality Control:** Routine inspections by Sambhar Dosa representatives.

## ## 5. ROI (Return on Investment)

### **Estimated ROI**

- **Initial Investment:** INR 15,00,000
- **Monthly Revenue:** INR 4,00,000 - INR 6,00,000
- **Monthly Expenses:** INR 2,00,000 - INR 3,00,000 (reduced due to in-house premix and lower labour costs)
- **Monthly Profit:** INR 2,00,000 - INR 3,00,000
- **Break-even Period:** 8-12 months
- **Annual ROI:** 40% - 50%

## ## 6. Client Investment

### **Breakdown of Investment**

- Franchise Fee:** INR 3,00,000 (one-time)
- Interior Setup:** INR 5,00,000 - INR 6,00,000
- Kitchen Equipment:** INR 4,00,000 - INR 5,00,000
- Initial Inventory:** INR 1,00,000
- Working Capital:** INR 1,00,000 - INR 2,00,000
- Marketing and Launch:** INR 1,00,000

### **Total Investment**

- **Total Estimated Investment:** INR 15,00,000

## ## 7. Profit Sharing and Financials

### **Revenue Sharing**

- **Royalty Fee:** 5% of monthly gross sales
- **Marketing Contribution:** 2% of monthly gross sales

### **Financial Projections**

#### **Monthly Financials:**

- **Gross Sales:** INR 4,00,000 - INR 6,00,000
- **Royalty Fee (5%):** INR 20,000 - INR 30,000
- **Marketing Contribution (2%):** INR 8,000 - INR 12,000
- **Net Profit:** INR 1,72,000 - INR 2,58,000

**\*\*Annual Financials:**

- \*\*Annual Gross Sales: INR 48,00,000 - INR 72,00,000
- \*\*Annual Royalty Fee (5%): INR 2,40,000 - INR 3,60,000
- \*\*Annual Marketing Contribution (2%): INR 96,000 - INR 1,44,000
- \*\*Annual Net Profit: INR 20,64,000 - INR 30,96,000

## ## 8. Support and Training

**-\*Initial Training\*\***

1. **\*\*Operational Training:** 4 weeks of comprehensive training on all aspects of the business.
2. **\*\*Staff Training:** On-site training for staff on customer service, food preparation, and hygiene.

**\*\*Ongoing Support\*\***

1. **\*\*Operational Support:** Regular visits and audits by our operations team.
2. **\*\*Marketing Support:** Assistance with local marketing campaigns and promotions.
3. **\*\*Technology Support:** POS system support and software updates.
4. **\*\*Supply Chain Management:** Centralized procurement and supply chain services.
5. **\*\*Continuous Training:** Regular workshops and training programs to update franchisees on new trends and practices.

## ## 9. Conclusion

Sambhar Dosa Authentic Taste of South Indian offers a lucrative opportunity for entrepreneurs to join a well-established brand in the culinary industry. Our FOFO model ensures that franchisees receive comprehensive support while maintaining ownership and operational control of their outlet. With a clear path to profitability and ongoing assistance, franchisees can look forward to a rewarding business venture.

## ## 10. Contact Information

- \*\*Company Name:** Sambhar Dosa Authentic Taste of South Indian
- \*\*Address:** 4 Om Vihar, Mata Mandir Rd, Ajabpur Kalan, Dehradun, Uttarakhand 248001
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Created by Sambhar Dosa Management Team

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