



FRANCHISING NATION WIDE PROFIT-HUNGRY ANYONE!

HACCP CERTIFIED

ISO 9001:2000

Celebrating 10 years of Success

Today's Meeting

- ✓ **Cafe DESIRE** : Who we are
- ✓ franchisee offer
- ✓ What you get as franchisee
- ✓ commitment required to become a franchisee
- ✓ support offered by company

WELCOME to Cafe DESIRE the most happening vending company.

- ❖ We provide complete solution of hot beverages to our clients with range of products with state-of-the-art vending machines and Dispensers.
- ❖ We are not just the leader in vending solutions by volume alone. True our fast growing trend make us one of the India's largest.
- ❖ Beverages processed in HACCP certified manufacturing plant and dispensed through state-of-the-art multi optional vending machines.
- ❖ Our range of products, dynamism, service and make us the number one choice for corporate.
- ❖ Quality Management Systems - ISO 9001: 2000 Certified & HACCP Certified manufacturing plant.

Who we are?

Our quality and service made us gain & retain many corporate such as...

40 Repeat Orders 150 Repeat Orders 120 Repeat Orders	60 Repeat Orders 350 Repeat Orders 60 Repeat Orders	20 Repeat Orders 20 Repeat Orders 60 Repeat Orders	60 Repeat Orders 160 Repeat Orders 200 Repeat Orders
90 Repeat Orders 40 Repeat Orders 90 Repeat Orders	200 Repeat Orders 180 Repeat Orders 120 Repeat Orders	70 Repeat Orders 80 Repeat Orders 190 Repeat Orders	250 Repeat Orders 40 Repeat Orders 60 Repeat Orders
70 Repeat Orders 300 Repeat Orders 80 Repeat Orders	120 Repeat Orders 230 Repeat Orders 60 Repeat Orders	40 Repeat Orders 70 Repeat Orders 40 Repeat Orders	40 Repeat Orders 40 Repeat Orders 40 Repeat Orders
40 Repeat Orders 130 Repeat Orders 40 Repeat Orders	40 Repeat Orders 200 Repeat Orders 120 Repeat Orders	400 Repeat Orders 180 Repeat Orders 70 Repeat Orders	180 Repeat Orders 200 Repeat Orders 260 Repeat Orders

Who we are?

Proven Market Positioning

- ✓ High retention level with existing clients.
- ✓ Biggest threat to the competition.
- ✓ Replacing minimum of 90% competitor accounts against our losing of 10% accounts per month.
- ✓ Only company with highest technical expertise and service training calendar for all service engineers.
- ✓ India's first vending company to avail "ISO accreditation" as well "HACCP Certification".
- ✓ Only company to collect VOC (voice of customer) against each and every complaint logged by customer on a daily basis.
- ✓ Only company to have such a large range of products.
- ✓ Only company to have separate health care division for promotion of health care products i.e., Lemon Tea, Chaco feast and White Malt with Highest presence in schools.

Who we are?

Franchisee Offer

- ✓ The exclusive right to deliver Café DESIRE hot beverages in a defined and protected set of Customers
- ✓ Pride of doing business with corporate and office segment, where your investment is safe.
- ✓ A product that's easy to wholesale
- ✓ Sales and Service Support
- ✓ After setting up a proper base of customers, business will be running on its own day in day out
- ✓ A continuing stream of new products and marketing ideas
- ✓ A business which doesn't have a saturation point or any major high's and low's
- ✓ A steady and reliable return on investment (NET ROI – 65% per annum)

Franchisee Offer

Franchisee Opportunity

- The opportunity to be your own boss and start an organization and watch it grow.
- A fun, delicious product that consumers are drawn to
- A Product that's easy to wholesale
- The ability to spend more time with your family

Franchisee Offer

Start ups v/s Franchisee

	Start ups	Franchised units
Success Rate	10%	90%
Brand	Yet to be Established	Well Established
Risk	Very high	Comparatively low
Time Frame to establish	High	Already Establish
Technical know how	Self Developed	Provided by Franchisor
Operations	New Self Developed	Well tested
Training & Support	Not available	Provided by Franchisor
Business Model	Risky	Tried and Tested
Research Development	Very Costly	Available at reasonable cost
Returns	Inconsistent	Consistent

Franchisee Offer

Hot Beverage solutions to...

- ❖ Schools, Educational Institutions, Commercial Places, Railway Stations, Airports, Computer Institutes, Hotels, Canteens
- ❖ Small, Medium, Large establishments and Corporate Offices like Software Development, MNC's, Call Centre's, BPO's, KPO's many more...
- ❖ Hospitals and many other places by installing our vending machines and supplying of hot beverage premixes by extending service support

Franchisee Offer

Franchisee Characteristics

- Previous business or franchise experience (preferred)
- Ability to follow a proven system
- Selling and/or managerial background
- Active in business, civic, and social organizations
- A professional business approach
- An established business network (preferred)

Franchisee Offer

Commitment required from prospective franchisee

INFRASTRUCTURE & INVESTMENT REQUIRED

- ❖ Any road facing commercial property with minimum of 400 sq ft.
- ❖ One office executive.
- ❖ One delivery boy.
- ❖ Investment of Rs. 6,00,000.00 (Six Lakhs Only)

Note: Download Franchisee Business Plan for more details from the link:

http://cafedesire.co.in/images/Franchisee_Business_Plan.pdf

Franchisee Offer

Radiant Consumer Appliances Pvt Ltd.

E2, Vikrampuri, Opp. Parvati Nursing Home,
Secunderabad-500 003

Phone : +91 40 27810263 Mobile : 9010028333

www.cafedesire.co.in

Email : business@cafedesire.co.in