

Cafe Choco-De-Licious

Questions and Answers

Q. What do I need to do to obtain a “Cafe Choco-De-Licious” franchise License?

A. Go through our five step process to learn about each other. The process will enable both of us to determine if the “Cafe Choco-De-Licious” franchise opportunity is the right fit for you and if you are the right fit for us.

Q. What is the franchise fee?

A. The first franchise unit is INR 4,50,000 payable at the time the Franchise Agreement is signed. You will pay the sum of INR 12,00,000 for three (3) franchises and INR 20,00,000 for five (5) franchises.

Q. How much total investment do I need to secure a “Cafe Choco-De-Licious” franchise? What is the ideal store size?

A. The total initial investment for each unit (including the franchise fee above) could be as high as INR 7,00,000. The average cost to get a store up and running is INR 7,50,000-8,00,000. Our stores vary in size from 400 to 900 sq. ft. We generally look for potential locations with 1100 sq. ft.

Q. What is the charge for continuing services and royalty fees?

A. None.

Q. Are there any other fees?

A. None.

Q. Does Chocolate have volume-buying power?

A. Absolutely! With each new “Cafe Choco-De-Licious” store that opens, we gain better negotiating power with our vendors.

Q. What is the term of the franchise License?

A. The term is for 5 years with rules as per conditions outlined in the franchise agreement.

Q. Do I need to have restaurant experience?

A. No! We look for candidates with common sense, management skills, and a pleasant personality. You will be trained on everything you need to know.

Q. What kind of training and assistance will I receive in starting and running my “Cafe Choco-De-Licious” franchise?

A. Franchisees attend a 7 day training program conducted at a “Cafe Choco-De-Licious” Store site, located in the Metro Area of Aurangabad. The training covers both the restaurant and business side of operating a successful “Cafe Choco-De-Licious” franchise. Furthermore, we will send one of our “Cafe Choco-De-Licious” representatives to your “Cafe Choco-De-Licious” store for seven (7) days to complete your training and assist with the Store’s opening.

Q. What forms of continuing guidance will I receive?

A. You will receive the “Cafe Choco-De-Licious” start-up kit that provides you with a time-line of procedures for opening your Store. The “Cafe Choco-De-Licious” Operations Manual will help in day-to-day operations. Newsletters, the “Cafe Choco-De-Licious” internet web site, and e-mail from the headquarters office will deliver timely information to your area, keeping you informed on what’s happening in the industry and with “Cafe Choco-De-Licious”. A service representative will contact you on a regular basis and will be at your disposal for any questions or concerns. “Cafe Choco-De-Licious” also holds an annual convention where franchisees will be brought together to discuss upcoming trends and the direction of the industry.

Q. What kind of franchisee is “Cafe Choco-De-Licious” recruiting?

A. At “Cafe Choco-De-Licious” we specifically recruit well-capitalised franchisees who have a desire to develop a multi-unit restaurant company.

Successful franchisees usually possess the following traits:

- Very outgoing and enjoy interacting with others.
- Enjoy working with and being around the public, especially children and their parents.
- Self-motivated, energetic, and hard working.
- Entrepreneurial.
- Professional appearance and demeanour.

Q. Does “Cafe Choco-De-Licious” offer a finance program?

A. Not directly, but we can put you in touch with franchise lenders who know the “Cafe Choco-De-Licious” model.

Q. How soon can I be in operation once I have been accepted as a franchisee?

A. Our goal is to get you open in 30 days.

Q. When I am ready to go! What should I do next?

A. First, fill out the Application and email to Mr. Akshay Ghadekar. Upon receiving your application, and your completion of the qualifying process we will set up a visit to the corporate offices to meet our staff and see what we’re doing each day to support our franchisees. You will visit some “Cafe Choco-De-Licious” stores where you will taste the world’s best recipes and learn first-hand that it is not only about the taste but about the “Cafe Choco-De-Licious” experience that brings people back.