



Franchise Model

(Last Updated in December 2024)

Franchise Owned, Company Operated (FOCO)

1. Minimum Space Requirement:

- 1600 sq. ft. area (minimum)

2. Franchise Fees:

- INR 10,00,000/- (Ten Lakh only)

3. Royalty Structure:

- 4% of gross sales
- Additional 1% for marketing contributions

4. Investment Details:

- Total investment: INR 60-65 Lakhs (inclusive of franchise fees, interiors, equipment, and initial setup costs)

5. ROI Expectation:

- Estimated ROI: 30% per year on the total investment

Franchise Model Breakdown:

1. Roles & Responsibilities

Franchisee:

- Ownership of the outlet premises and infrastructure.
- Initial capital investment covering franchise fees, interiors, equipment, and setup.

Company:

- Full operational control of the outlet, including staffing, training, and daily operations.
- Marketing and brand-building activities at the national and local levels.
- Periodic reporting on financial performance and ROI.

CK F&B Pvt. Ltd.

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CIN No. U55101GJ2022PTC131012

GST No. 24AAKCC2379M1Z9

2. Franchise Benefits

- Zero operational hassles as the company handles end-to-end management.
- Regular and transparent royalty settlements.
- Strong brand identity and proven business model ensuring consistent revenue streams.

3. Revenue Sharing

- Franchisee earns through revenue share after deducting the 4% royalty and marketing fee.
- Monthly updates on sales and marketing impact provided by the company.

4. Marketing Support

- 1% of gross sales allocated for centralised marketing campaigns.
- Digital marketing, influencer collaborations, and seasonal campaigns to drive footfall.

5. Probable ROI Calculation

- Assumed average monthly sales: INR 10-12 Lakhs.
- Net margin post royalty and operational costs: ~15-20%.
- Annualized return on investment: ~30% based on consistent performance.

6. Investment Breakup

- Franchise Fees: INR 10,00,000
- Interiors and Furniture: INR 23,00,000 - 26,00,000
- Equipment and Machinery: INR 17,00,000 - 22,00,000
- Initial Stock and Inventory: INR 5,00,000
- Miscellaneous Costs: INR 5,00,000 - 7,00,000
- Total Investment: INR 60,00,000 - 65,00,000

7. Target Locations

- Prime urban areas with high footfall and accessibility.
- Preferably near educational institutions, business hubs, and shopping centres.

8. Onboarding Process

1. Apply with location details.
2. The company evaluates the site and approves the franchise.
3. Sign the franchise agreement and pay the fees.
4. Outlet setup begins under company guidance.
5. Launch a marketing campaign to ensure a grand opening.

Contact Information:

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