

Roll  **acosta**®





Rollacosta[®]

BRAND INFORMATION PACK

**15+ CITIES
& GROWING...**

www.rollacosta.in



ABOUT ROLLACOSTA

'Rollacosta' a unique concept of Rolls, Shawarma. Since its inception, **'Rollacosta'** has become a talking point for the consumers because the brand provides new experiences and opportunities on so many different levels.

Unprecedented growth and the success is due to its focus on quality, customer obsession, and strong relationship and mutual trust with franchise partners.

The brand is expanding in all the major cities in India. Black Orchids Pvt. Ltd., commenced its operation in Mumbai. Thanks to the positive outlook, hard work and unlimited passion of workforce it fast expanded the orbit covering **15+ major Cities.**

ABOUT ROLLACOSTA

'Rollacosta' has always been known for its new and unique products, we take pride in the fact that we have been continuously innovating and have brought to its patron unique and delicious products.

It is our vision to bring to patrons world class quality and service in its sincerest form.

'Rollacosta' wants to spread this goodness throughout India, But we plan to do it 'Our Way'

We also maintain world class 'Service' & 'Hygiene' standards at all our outlets.

Our 'Excellent Service' and the 'Cheerful Ambience' in a 'Rollacosta' outlet come together to create the 'Roller Coaster Experience', which is what our patrons keep coming back for

OUR VALUES

• QUALITY • SERVICE • TRUST • INTEGRITY

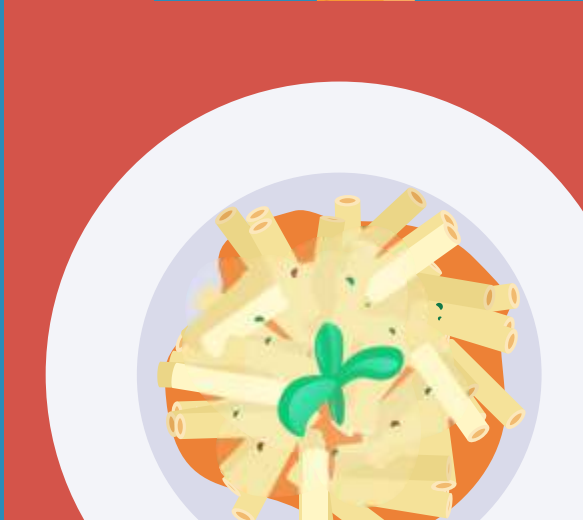
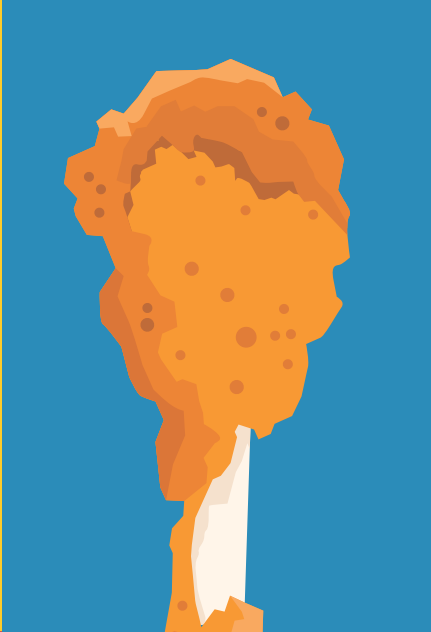
STRONG BACK-END SUPPORT FOR FRANCHISEE

- **Site Selection.**
- **Legal advice on terms and conditions of property lease or purchase.**
- **Layout Designing and Remodeling.**
- **Supply of all equipments.**
- **We will help you Recruiting Valuable Human Resource.**
- **We will provide Comprehensive Training in every aspect of running your "Rollacosta"**
- **We will provide customized marketing solutions as per the needs of your "Rollacosta".**
- **Online Ordering App**



BENEFIT FROM

- **Training in retail management, accounting software, staff management and on-site sparkle!**
- **A strong marketing and promotional focus in-store and as a group.**
- **Group purchasing power.**
- **Nutrition and health focus from a qualified nutritionist.**
- **Store maintenance support**
- **Opportunities to grow within the group as a multiple owner or in various roles within the company.**



PRODUCTS

↓	 ROLLAS	 SHAWARMA	 SIZZLER	 SANDWICHES
CORE MENU	 PASTABAR	 BURGERS	 HOTDOGS	 STARTERS
↑	 MAINCOURSE	 BIRYANI	 ROTI & PARATHA	 CHILLERS
	 BOOSTERS	 BEVERAGES	 SALAD	 QUICKIES

MARKETING & PROMOTION

Rollacosta will be expanding across India. As each store comes on board, there will be an increase in the level of promotion and marketing given to the brand, and local stores.

Strong marketing will be the key to not only each store's success, but also the company's success.

ONGOING

- ◎ Radio Advertising Campaigns, Value Added Activity with Database, Website Promotions, Facebook & Instagram Promotions
- ◎ SMS Campaign on Customers Database and Loyalty Card Emails.
- ◎ Local business cross promotions.
- ◎ The **Rollacosta** website.
- ◎ Local paper advertising.
- ◎ In-store Promotional Specials.
- ◎ Xmas, Valentine's Day, Mother's Day, Diwali and Long Weekend Specials.
- ◎ Seasonal specials, with Winter and Summer Special offers.





Unique Cuisine Available in any QSR
 Turn Key Project available
 Low investment & start up costs
 Minimal day to day operating costs
 Lack of experience in the industry
 Faster returns on investment

Master



KIOSK/OTC

(100 - 200 SQ FEET)

DETAILS	KIOSK / EXPRESS OUTLET
SETUP FEES Setup Fees depend on Outlet Size & Menu	3,00,000/-
EQUIPMENT & MACHINERY COST Covering all the equipment's & machinery needed to run Rollacosta (To save cost, you can also purchase these Equipment & Machinery items locally in your city with our guidance. Live Cold Counter, Sink Table, Gas Burner, Induction Table, Shawarma Machine Gas/Electric, Working Table with JN Pans, Working Table with Overhead Shelf, Sandwich Griller, Two Deep Fryer, Induction (if required), Sujata Juices, Wall Shelves.	3,60,000/- You can purchase these items with our guidance locality - in your city also.
UTENSILS COST Covering all the utensils, crockery, cuttlery etc. needed to run	50,000/-
STAFF UNIFORMS (Apron & Cap) 1st lot of 10 Pairs of Uniforms for the staff.	5,000/-
VENDOR MANAGEMENT	INCLUDED
INTEGRATED SOFTWARE	20,000/- (Only Software)
ROYALTY (MONTHLY) 5% OF NET SALES	
TABLE MENU CARDS & DELIVERY MENU	INCLUDED
TOTAL	7,35,000 /-
REFUNDABLE SECURITY DEPOSIT (2,00,000/-) Gst would be on actual and extra on all costs. Cost of Kiosk Structure will be Separate and will Depend on Size and Material used for building the same. Cost of Interior / Civil Work / Electricity / Furniture / Air Conditioning/ Outdoor Seating is not included and will be on actual. Excludes Computer with Printer (Billing Machine, CCTV Setup, Signage, Deep Freezer & Fridge.	

KIOSK/OTC MENU



→ SHAWARMA



→ ROLLA



→ APPETIZER / STARTER



→ BURGER



→ SANDWICH



→ PASTA BAR



→ FRIED CHICKEN



→ THICK SHAKES



→ CHILLERS

DINE IN/RESTAURANT

(400 - 1200 SQ FEET)

DETAILS	DINE INN / RESTAURANT
SETUP FEES Setup Fees depend on Outlet Size & Menu	5,00,000/-
EQUIPMENT & MACHINERY COST Covering all the equipment's & machinery needed to run Rollacosta (To save cost, you can also purchase these Equipment & Machinery items locally in your city with our guidance. Live Cold Counter, Sink Table, Gas Burner, Induction Table, Shawarma Machine Gas/Electric, Working Table with JN Pans, Working Table with Overhead Shelf, Sandwich Griller, Two Deep Fryer, Induction (if required), Sujata Juices, Wall Shelves, Conveyor Pizza Oven, Coal Tandoor & Tandoor Table.	4,90,000/- You can purchase these items with our guidance locality - in your city also.
UTENSILS COST Covering all the utensils, crockery, cutlery etc. needed to run	1,20,000/-
STAFF UNIFORMS (Apron & Cap) 1st lot of 10 Pairs of Uniforms for the staff.	5,000/-
VENDOR MANAGEMENT	INCLUDED
INTEGRATED SOFTWARE	20,000/- (Only Software)
ROYALTY (MONTHLY) 5% OF NET SALES	
TABLE MENU CARDS & DELIVERY MENU	INCLUDED
TOTAL	11,35,000 /-
REFUNDABLE SECURITY DEPOSIT (2,00,000/-) Gst would be on actual and extra on all costs. Cost of Kiosk Structure will be Separate and will Depend on Size and Material used for building the same. Cost of Interior / Civil Work / Electricity / Furniture / Air Conditioning/ Outdoor Seating is not included and will be on actual. Excludes Computer with Printer (Billing Machine, CCTV Setup, Signage, Deep Freezer & Fridge.	

LOUNGE MENU

Rollacosta®



→ SHAWARMA



→ ROLLA



→ APPETIZER / STARTER



→ BURGER



→ SANDWICH



→ PASTA BAR



→ FRIED CHICKEN



→ HOT DOGS



→ SIZZLER



→ SALADS



→ MAIN COURSE / LENTILS



→ BIRYANI



→ ROTI & PARATHAS



→ THICK SHAKES



→ CHILLERS

PROCESS OF TAKING ROLLACOSTA FRANCHISEE

- ◎ **STEP 1** : Freeze the Concept. All the doubts regarding the business plan to be cleared in a meeting or via emails.
- ◎ **STEP 2** : Signing up the LOI (Letter of Intent) & pay Rs 20000 token amount against site selection
- ◎ **STEP 3** : Our Manager would come to your city to finalize the premise in next 15 days. We would also, Conduct complete Market analysis, Catchment study, Competition analysis & Feasibility analysis.
- ◎ **STEP 4** : Sign Up The Agreement with Landlord and Sign Up the Franchisee Agreement.
- ◎ **STEP 5** : Entire Planning of Interiors & Execution, Machine Installation, Hiring of Work force, Training of Employee, Marketing and the Grand Launch which would take 30 to 45 days.

LOCATION SPECIFICATION

High Street Location, Shopping Malls, Business Centers, Airport, Hospital, Railway Stations, Public Tourist Places and any places with high footfalls



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**FOR FRANCHISEE
PLEASE CALL**

9967076222 / 9029047099

or E-mail us on cc@blackorchids

www.rollacosta.in