

## Freshpik Retail Franchise Project Report



### Product-wise Daily Sales & Profit Calculation

Total Daily Sales Target: ₹25,000

Category	Purchase Cost (₹)	Sale Price (₹)	Units Sold (Qty)	Sales (₹)	Cost (₹)	Profit (₹)
Fresh Chicken	150/kg	200/kg	50 kg	$50 \times 200 = 10,000$	$50 \times 150 = 7,500$	$10,000 - 7,500 = 2,500$
Fresh Mutton	500/kg	600/kg	5 kg	$5 \times 600 = 3,000$	$5 \times 500 = 2,500$	$3,000 - 2,500 = 500$
Ready-to-Eat	-	-	-	7,000	70% of 7,000 = 4,900	30% of 7,000 = 2,100
Kitchen Items	-	-	-	5,000	50% of 5,000 = 2,500	50% of 5,000 = 2,500
Total	-	-	-	₹ 25,000	₹ 17,400	₹ 7,600

#### Key Explanations

##### 1. Fresh Chicken & Mutton

**Profit = Sale Price - Purchase Cost**

Example: Sell 50 kg chicken at ₹200/kg:

**Sales:** ₹10,000 | **Cost:** ₹7,500 | **Profit:** ₹2,500.

##### 2. Ready-to-Eat & Kitchen Items

**Profit = Margin % × Sales**

Example: Ready-to-Eat sales = ₹7,000 (30% margin):

**Profit:**  $30\% \times ₹7,000 = ₹2,100$ .

**Cost:** ₹7,000 - ₹2,100 = ₹4,900.

#### Total Daily Profit

**Gross Profit:** ₹2,500 (Chicken) + ₹500 (Mutton) + ₹2,100 (Ready-to-Eat) + ₹2,500 (Kitchen) = ₹7,600.

**Expenses:** ₹2,033 (salaries, rent, etc.) → **Net Profit:** ₹7,600 - ₹2,033 = ₹5,567.

**Franchise Cost: ₹12,00,000**

**Business Features:** Live Meat Cutting, Fresh/Frozen/Kitchen Products

**Franchise Cost: ₹12,00,000 | Monthly Sales Target: ₹4,00,000**

### Revenue & Margins

#### A. Sales Share & Gross Profit

Category	Sales Share	Monthly Sales (₹)	Margin	Gross Profit (₹)
Fresh Chicken (Retail)	30% (of 50%)	₹ 1,20,000	30%	₹ 36,000
Fresh Mutton (Retail)	20% (of 50%)	₹ 80,000	20%	₹ 16,000
Frozen Products	15% (of 20%)	₹ 60,000	30%	₹ 18,000
Ready-to-Eat Snacks	5% (of 20%)	₹ 20,000	40%	₹ 8,000
Kitchen Items	30%	₹ 1,20,000	50%	₹ 60,000
Total	100%	₹ 4,00,000	-	₹ 1,38,000

## Operating Expenses (Monthly)

Expense Head	Cost (₹)
Chef Salary	17,500
Cutting Boy Salary	12,000
Billing Boy Salary	12,000
Rent	17,500
Other Expenses	5,000
<b>Total Expenses</b>	<b>64,000</b>

**Example Total:** ₹17,500 + ₹12,000 + ₹12,000 + ₹17,500 + ₹5,000  
= ₹64,000



## 3. Monthly Net Profit

Description	Amount (₹)
Gross Profit	₹ 1,36,000
Total Expenses	₹ 64,000
<b>Net Profit</b>	<b>₹ 72,000</b>

### 5-Year Financial Projection

(Assumptions: 10% annual sales growth, 5% expense inflation)

Year	Annual Sales (₹)	Annual Net Profit (₹)	Cumulative Profit (₹)
1	₹ 48,00,000	₹ 8,88,000	₹ 8,88,000
2	₹ 52,80,000	₹ 9,76,800	₹ 18,64,800
3	₹ 58,08,000	₹ 10,74,480	₹ 29,39,280
4	₹ 63,88,800	₹ 11,81,928	₹ 41,21,208
5	₹ 70,27,680	₹ 13,00,121	<b>₹ 54,21,329</b>

### ROI Calculation:

**Total Investment:** ₹12,00,000

**Total Profit in 5 Years:** ₹54,21,329

**ROI:** 451.8% | **Annualized ROI:** ~90.3%

### Break-Even Analysis

**Break-Even Point:** ₹12,00,000 / ₹74,000 ≈ 16.2 months.

### Key Assumptions

1. **Fixed Monthly Expenses:** ₹64,000 (Salaries + Rent + Other).
2. **Sales Share:**
  - Fresh (50%):** Chicken (30%), Mutton (20%).
  - Frozen & Ready-to-Eat (20%):** Frozen (15%), Ready-to-Eat (5%).
  - Kitchen (30%).**
3. **Margins:**
  - Chicken: 30% | Mutton: 20% | Frozen: 30% | Ready-to-Eat: 40% | Kitchen: 50%.



### Profit & Break-Even for Different Sales Targets

Monthly Sales (₹)	Gross Profit (₹)	Net Profit (₹)	Break-Even Period
₹ 5,00,000	₹ 1,72,500	₹ 1,08,500	12 months
₹ 6,00,000	₹ 2,07,000	₹ 1,43,000	8.4 months
₹ 7,00,000	₹ 2,41,500	₹ 1,77,500	6.8 months
₹ 8,00,000	₹ 2,76,000	₹ 2,12,000	5.7 months

### Detailed Calculations

1. For ₹5,00,000 Sales			
Category	Sales (₹)	Margin	Profit (₹)
Fresh Chicken (30%)	1,50,000	30%	45,000
Fresh Mutton (20%)	1,00,000	20%	20,000
Frozen (15%)	75,000	30%	22,500
Ready-to-Eat (5%)	25,000	40%	10,000
Kitchen (30%)	1,50,000	50%	75,000
<b>Total Gross Profit</b>	-	-	<b>1,72,500</b>

**Net Profit** = 1,72,500 - 64,000 = ₹1,08,500

#### Break-Even:

₹12,00,000 / ₹1,08,500 ≈ 12 months.

For ₹6,00,000 Sales			
Category	Sales (₹)	Margin	Profit (₹)
Fresh Chicken (30%)	1,80,000	30%	54,000
Fresh Mutton (20%)	1,20,000	20%	24,000
Frozen (15%)	90,000	30%	27,000
Ready-to-Eat (5%)	30,000	40%	12,000
Kitchen (30%)	1,80,000	50%	90,000
<b>Total Gross Profit</b>	-	-	<b>2,07,000</b>

**Net Profit** = 2,07,000 - 64,000 = ₹1,43,000

#### Break-Even:

₹12,00,000 / ₹1,43,000 ≈ 8.4 months.



**For ₹7,00,000 Sales**

Category	Sales (₹)	Margin	Profit (₹)
Fresh Chicken (30%)	2,10,000	30%	63,000
Fresh Mutton (20%)	1,40,000	20%	28,000
Frozen (15%)	1,05,000	30%	31,500
Ready-to-Eat (5%)	35,000	40%	14,000
Kitchen (30%)	2,10,000	50%	1,05,000
<b>Total Gross Profit</b>	<b>-</b>	<b>-</b>	<b>2,41,500</b>

**Net Profit**

=2,41,500 - 64,000 = **₹1,77,500**

**Break-Even:**

₹12,00,000 / ₹1,77,500 ≈ **6.8 months.**

**For ₹8,00,000 Sales**

Category	Sales (₹)	Margin	Profit (₹)
Fresh Chicken (30%)	2,40,000	30%	72,000
Fresh Mutton (20%)	1,60,000	20%	32,000
Frozen (15%)	1,20,000	30%	36,000
Ready-to-Eat (5%)	40,000	40%	16,000
Kitchen (30%)	2,40,000	50%	1,20,000
<b>Total Gross Profit</b>	<b>-</b>	<b>-</b>	<b>2,76,000</b>

**Net Profit**

=2,76,000 - 64,000 = **₹2,12,000**

**Break-Even:**

₹12,00,000 / ₹2,12,000 ≈ **5.7 months.**