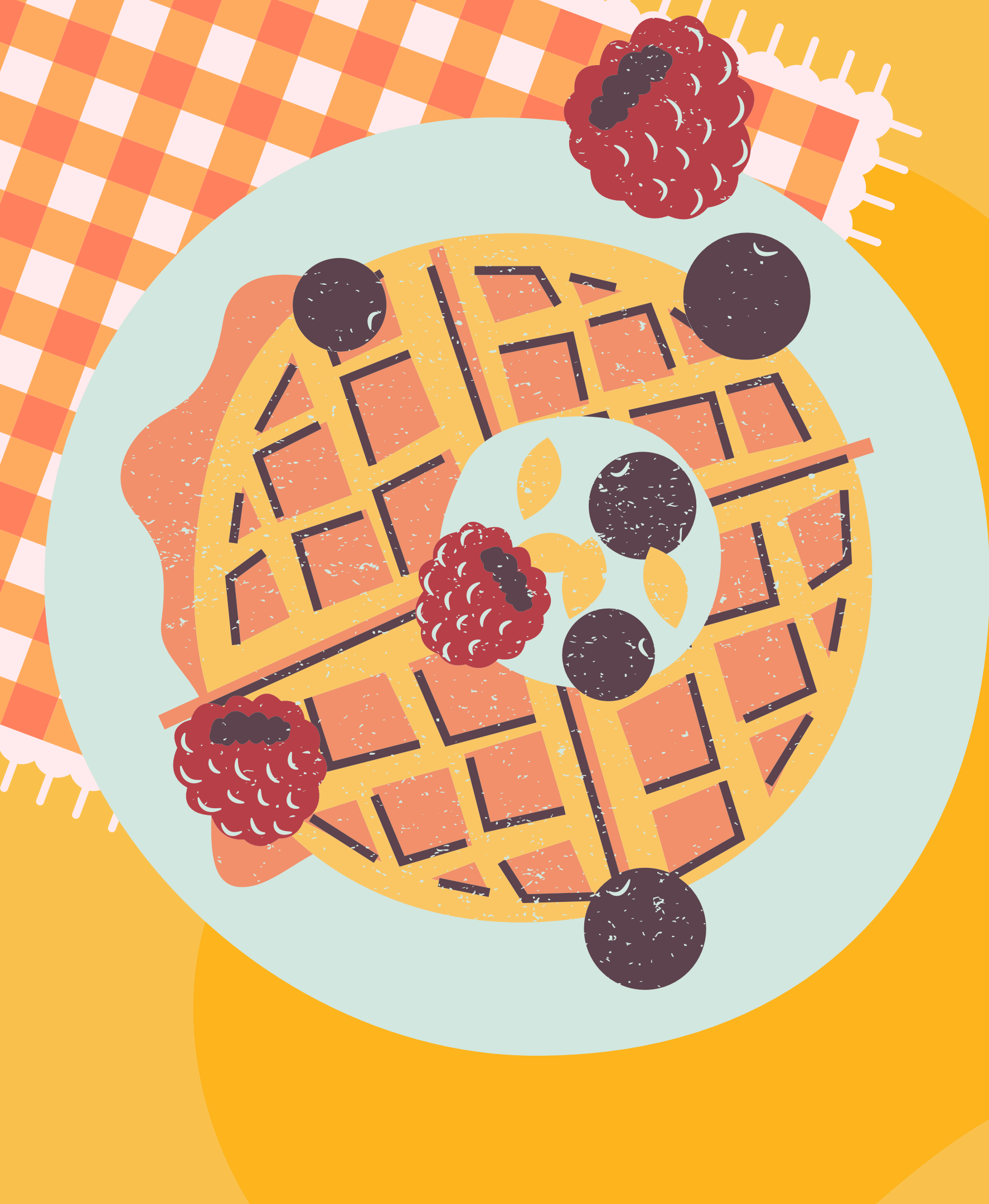




# THE BELGIAN WAFFLE CO

just keep waffling around!





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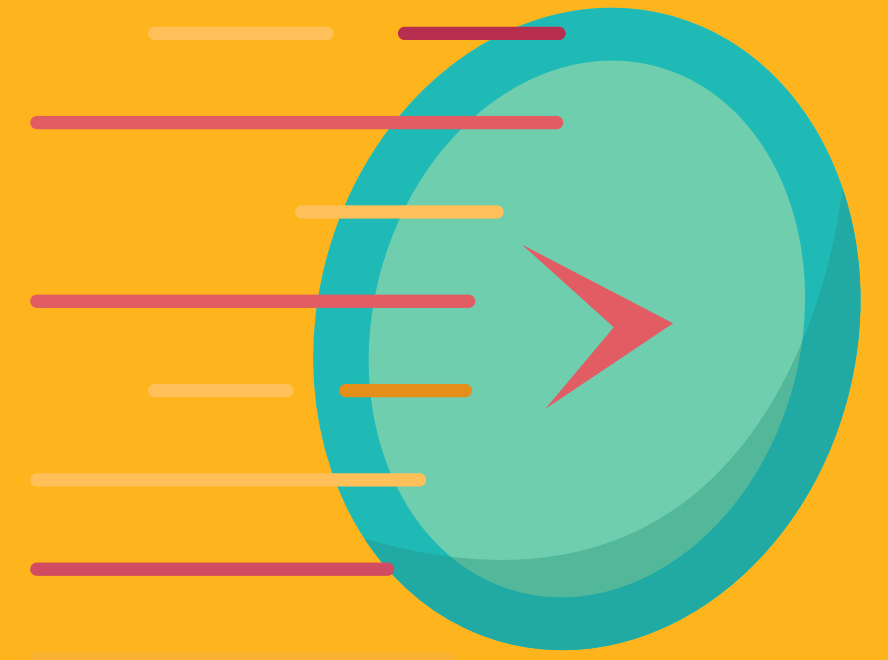
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**HAVE YOU EVER HAD TROUBLE  
DECIDING BETWEEN A SWEET TREAT  
AND A QUICK MEAL?  
BUT WHAT IF YOU DIDN'T HAVE TO?**





# HOW IT ALL BEGAN: THE BELGIAN WAFFLE CO. LEGACY



The journey of The Belgian Waffle Co. started with a dash of culinary imagination. While living overseas and savoring varied tastes, Shrey found a dessert that immediately fascinated him— the Belgian waffle.

With its crunchy texture, golden brown perfection, and unbeatable taste, he felt this was something extraordinary. Eager to bring this joy to India, he carried the thought back home, and in 2015, The Belgian Waffle Co. was born.

Under the ownership of Bloombay Enterprises Pvt. Ltd., the brand has been developed around three key principles—excellence, simplicity, and affordability. The passion venture turned out to be a favorite food franchise that united people through warm, freshly prepared waffles that turn daily moments into sweet memories.







# OUR CORE BELIEF

## QUALITY, PASSION, AND INNOVATION

We believe in providing genuine, handcrafted, and pocket-friendly Belgian waffles that unite people around wonderful moments. We are always baking the waffles fresh to perfection—crispy on the outside, fluffy on the inside—faithfully retaining their Belgian roots.

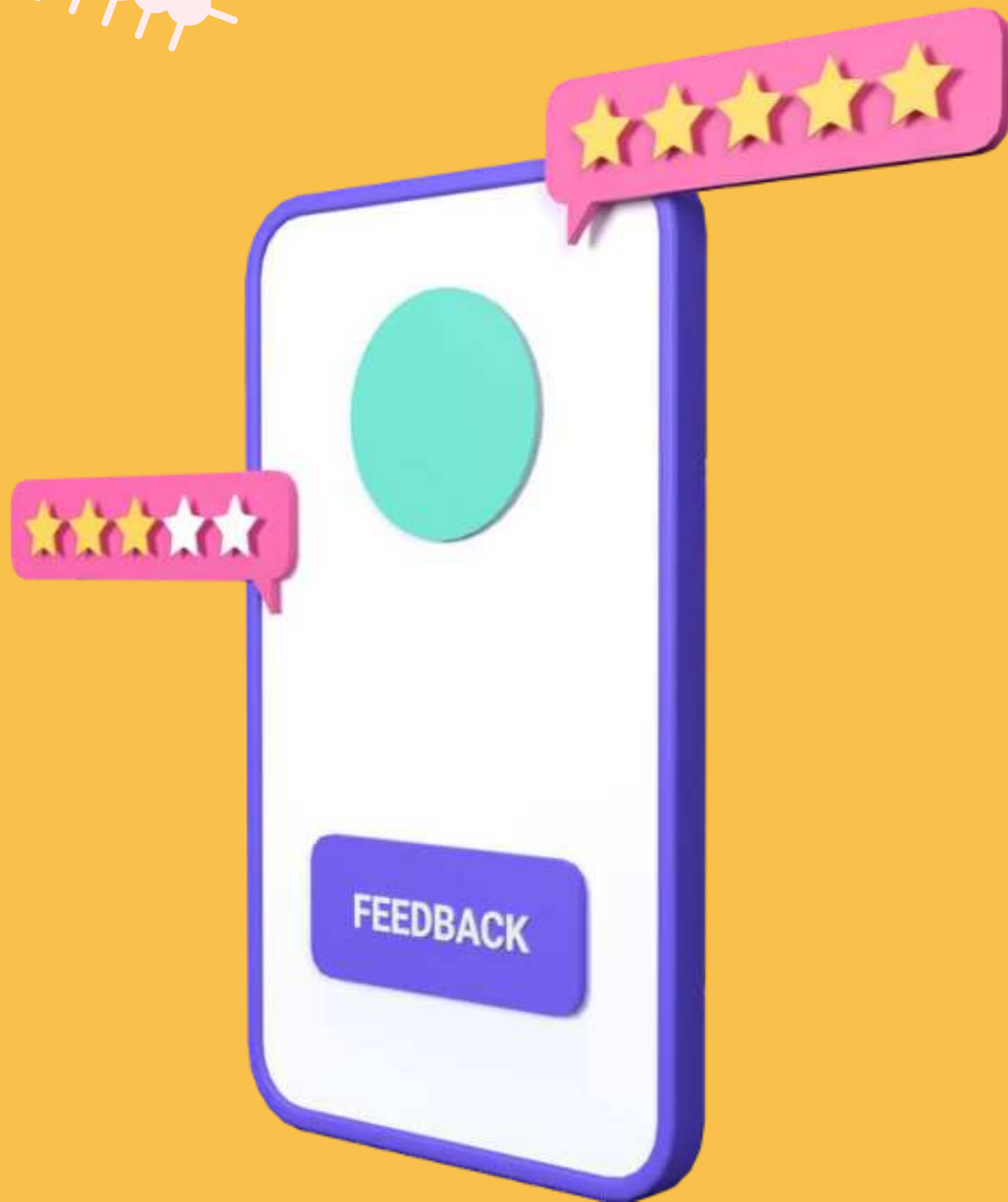
Founded on simplicity, innovation, and accessibility, we always innovate with new and exciting flavors and waffle varieties while maintaining a premium but affordable experience. Not just a brand, we are a waffle community that strives to make every bite a joy.



# WHAT OUR CUSTOMERS SAY



CRISPY, INDULGENT, UNFORGETTABLE.



The Belgian Waffle Co. is not just a sweet treat destination—it's a culinary experience of decadence and nostalgia. Our waffles boast a crispy outside, firm texture, and rich creaminess in each bite.

Our patrons count on us for:

- 1) Warm, crispy, and fresh waffles for the ultimate comfort.
- 2) Highly diverse variety, including all time favorites such as Nutella up to uncommon developments like Blueberry Cream Cheese.
- 3) Delightfully balanced waffles, ice creams, and shakes for a treat.
- 4) Uniform quality with veggie-friendly choices.
- 5) A social hangout and sweet treats haven.



# OUR PRODUCTS & SERVICES

FROM WAFFLES TO CATERING – WE SERVE HAPPINESS!



## WAFFLES & PANCAKES

1. The famous Waff-Wich, which is hot, crispy, and has mouthwatering fillings.
2. Mini Waff-Wich Combos: a variety of waffle bites.
3. Rich, tender, and delicious treats are cheesecake waffles and pancakes.
4. The best pairings for a rich, creamy experience are Ice Cream Waffle Sundaes & Shakes.

## ICE CREAM & SPREADS

1. Ice Cream Waff-Wich: inventive ice cream and waffle combos.
2. Signature Spreads: cookie & cream, milk chocolate, and dark chocolate.

## READY-TO-EAT PRODUCTS

1. Make your favorite waffles at home with Pancake & Waffle Premixes.
2. Waffle Crisps: a chocolatey, crunchy snack that's perfect for on-the-go consumption.

## CATERING SERVICES

With our adaptable menu options that suit every taste and budget, we are experts at organizing private celebrations, weddings, expos, corporate events, and birthday parties. Our hot, crispy, and fluffy waffles add a delightful and unforgettable touch to any celebration.





# CURRENT MARKET ANALYSIS OF THE BELGIAN WAFFLE CO.



## MARKET PRESENCE & EXPANSION

- 1) Belgian Waffle Co. is India's waffle market leader with: **602+ stores** in **199+ cities** of India.
- 2) Expansion in Nepal with **220+** franchise partners.
- 3) **Rank 1** among 58 active competitors in the waffle category.
- 4) Sells **47,500+** waffles every day, reflecting robust market demand.
- 5) Has both company-owned stores and franchise partners for scalable expansion.



## FINANCIAL PERFORMANCE

- 1) Annual Revenue (FY24): **₹226 crore** (\$27.4M) as of March 31, 2024.
- 2) Revenue Growth:
  - FY22: **₹46 crore**
  - FY23: **₹150 crore** (226% hike)
- 3) Profitability:
  - FY22: **₹6.72 crore**
  - FY23: **₹21.19 crore** (200%+ growth)
- 4) Revenue per Employee: **\$168,750**
- 5) Estimated Annual Revenue: **\$112.7M**





# CURRENT MARKET ANALYSIS OF THE BELGIAN WAFFLE CO.



## INVESTMENT & VALUATION

- 1) Total Funding Raised: **\$3.99M** in Series A (Jan 31, 2022).
- 2) Post-Money Valuation: **\$23.7M** as of Jan 31, 2022.
- 3) **Investors:**
  - Marathon Edge (biggest institutional investor).
  - Ankit Patel (angel investor).



## WORKFORCE & EMPLOYEE INSIGHTS

- 1) Total Employees: **1,817** (as of Jan 31, 2025).
- 2) Employee Growth: **36%** spike over the past year.
- 3) Employee Ratings (Overall: **4.4/5** from **155** reviews):
  - Company Culture: **4.3**
  - Work-Life Balance: **4.3**
  - Skill Development: **4.2**
  - Work Satisfaction: **4.2**
  - Job Security: **4.1**
  - Salary: **4.0** and Promotions & Career Growth: **3.7**



## COMPETITIVE ADVANTAGE & EXPANSION

- 1) Franchising Model: More than **450+** stores across **160+** cities.
- 2) New Business Expansion: Forayed into the FMCG business with packaged products.
- 3) Customer Retention & Reviews:
  - Well-rated on food platforms with a **4.4/5** average rating.
  - High repeat customer base with excellent retention rates.



# ENGAGING THE WAFFLE LOVERS: MARKETING & CAMPAIGNS



## 1. 'Hunt for the Coolest Fans' (Feb 2024)

- Featured Gen Z celebrity Palak Tiwari to interact with young generations.
- Invited fans to share their own cool 'Waffle Move' to win rewards such as iPhone 15, Bose Headphones, and gift vouchers.
- Focused on increasing brand interaction and social media engagement.



MEDIA BRIEF



# ENGAGING THE WAFFLE LOVERS: MARKETING & CAMPAIGNS



## 2. National Waffle Day Celebration (#GetWaffling, July 2023)

- Waffle promotions at ₹100, resulting in huge traffic despite heavy rain.
- Influencer partnerships, online promotions, and social media interactions were prominent.



## 3. #EveryoneKnows Campaign (July 2024)

- Induced FOMO (Fear of Missing Out) among buyers through ₹100 waffles.
- Online advertisements, billboards, and influencer engagement assisted in reaching more than 100 million individuals and boosting store visits immensely.







**THE WAFFLE WAR IS HEATING UP—WHO'S LEADING, AND WHO NEEDS TO CATCH UP?**



# WHO'S IN THE GAME?



## WAFFLE CO.

### Market Presence:

- Founded in 2017 by the directors of Giani's, The Waffle Co. has expanded to 100+ locations across India.
- Operates on a franchise model, enabling rapid growth and strong market presence.
- Headquarters in Rajouri Garden, Delhi, under Bloombay Enterprises Pvt. Ltd.

### Key Offerings:

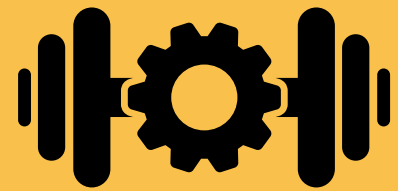
- Signature Menu: Waffles, pancakes, thick shakes, and crepes, available in a variety of flavors and toppings.
- FMCG Expansion: Ready-to-eat waffle crisps, spreads, and pancake/waffle premixes.
- Brand Focus: High-quality ingredients, modern store appearance and feel, and premium dessert experience.

### Growth & Reputation:

- Established brand in Indian dessert market, competing with leading waffle brands.
- Scaling up from offline to packaged consumer goods, growing its presence



# EVALUATING WAFFLE CO.: SWOT BREAKDOWN



## STRENGTHS

1. Affordable pricing
2. Diverse Menu
3. Strong brand heritage
4. Pure veg outlet



## WEAKNESS

1. Limited global presence
2. Limited seating area
3. No dedicated website



## OPPORTUNITY

1. Expansion potential
2. Healthier menu option
3. Packaged food expansion



## THREAT

1. Intense competition
2. Changing preference
3. Supply chain disturbance



# WHO'S IN THE GAME?



## WAFFLE WORLD

### Market Presence:

- 9 states, 30+ locations in India.
- 35+ varieties of waffles, suiting various tastes.
- Emerging brand with strong premium waffle experience focus.

### Brand Concept

- A "universe of waffles" with out-of-the-world and unusual flavors.
- Focuses on "A meal is never complete without dessert."
- Created for foodies looking for creative and indulgent desserts.

### Current Offerings

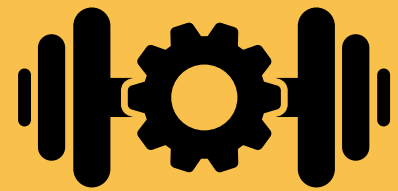
- Sweet Treats – Belgian waffles, Hong Kong waffles, candy waffles.
- Savory Waffles – A twist for those who love sweet & salty taste.
- 100% Dairy Ice Cream – Unique flavors complemented well with waffles.

### Competitive Advantage

- Growing fast in several states with creative menu and premium flavor experience.



# EVALUATING WAFFLE WORLD: SWOT BREAKDOWN



## STRENGTHS

1. Affordable pricing
2. Hong - Kong style waffles
3. Savoury waffle
4. Candy waffle



## WEAKNESS

1. Low brand awareness
2. Limited outlets



## OPPORTUNITY

1. Outlet expansion
2. Menu option expansion
3. Catering growth



## THREAT

1. Intense competition
2. Changing preference

# WHO'S IN THE GAME?



## WAFFLE STORY

### Market Presence

- Locations: With operations across various cities such as Thane, Bengaluru, and Guwahati.
- Stores: In prominent places such as Orion Mall (Bengaluru) & High Street Mall (Thane).
- Sales Volume: 250+ waffles a day sold, indicative of constant customer demand.

### Brand Concept

- Live Preparation: Fresh waffles are prepared right in front of the customers for a better experience.
- Authenticity: Deploys classic Belgian recipes for authentic rich and genuine taste.



### Current Offerings

- Waffles: Diverse array with high-quality toppings such as chocolates and fruits.
- Pancakes & Shakes: Moving out of waffles to appeal to more people.
- Sides: Cheese Garlic Bread, Fries, and Poppers.

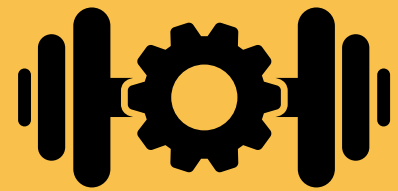
### Competitive Advantage

- Quality & Freshness: Emphasis on original recipes and live cooking.
- Varied Menu: Combination of sweet and savory dishes to suit various tastes.





# EVALUATING WAFFLE STORY: SWOT BREAKDOWN



## STRENGTHS

1. Stylish Interiors
2. Authentic Belgian recipes
3. Live preparation
4. Affordable



## WEAKNESS

1. Low brand awareness
2. Limited outlets
3. Small scale operation



## OPPORTUNITY

1. Franchise growth
2. Brand collaboration



## THREAT

1. Intense competition
2. Changing preference

# WHO'S IN THE GAME?



## WAF BITES

### Market Presence:

- Founded in 2018, with headquarters in Chennai.
- Operates 6 branches in several cities currently.
- Famous for serving freshly prepared, on-order waffles.

### Expansion Vision

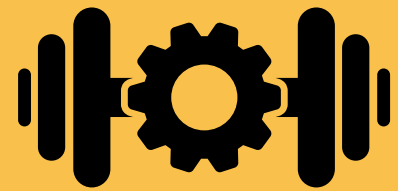
- Expanding aggressively through franchising.
- Offers franchise assistance in store setup, training, and promotion.
- Seeks to build a strong national presence.

### Current Offerings

- Waffles: Belgian & bubble waffles with toppings of choice.
- Mini Pancakes & Waffle Cakes: Satisfying varied sweet tooth.
- Sweet Pizza Waffles (Waffizas): Innovative combination of waffles and pizza.
- Shakes & Bobas: Healthy beverage choices to pair with meals.



# EVALUATING WAF BITES: SWOT BREAKDOWN



## STRENGTHS

1. Wheat based products
2. Super-hero themed outlets
3. Diverse menu
4. Vegetarian



## WEAKNESS

1. Small market presence
2. Limited outlets
3. Narrow market appeal



## OPPORTUNITY

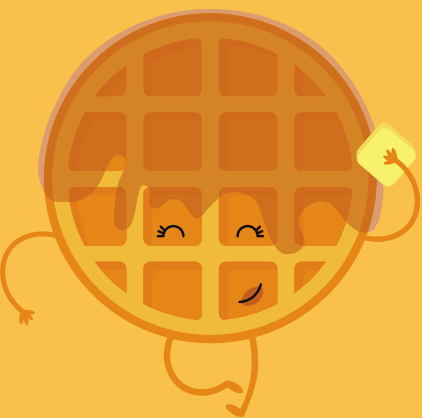
1. Franchise growth
2. Delivery Partnerships
3. Strategic Collaboration



## THREAT

1. Intense competition
2. Changing preference





# COMPETITORS TARGET CONSUMER PROFILE



## AUDIENCE DEMOGRAPHICS

### WAFFLE CO.

1. **Age:** 15-35 years
2. **Occupation:** Cafe-hoppers, students, young professionals
3. **Location:** High-footfall areas, malls, premium locations
4. **Income Level:** 5-20 LPA
5. **Marital Status:** Young families & Individuals
6. **Gender:** Appeals to both, with a slight female bias

### WAFFLE STORY

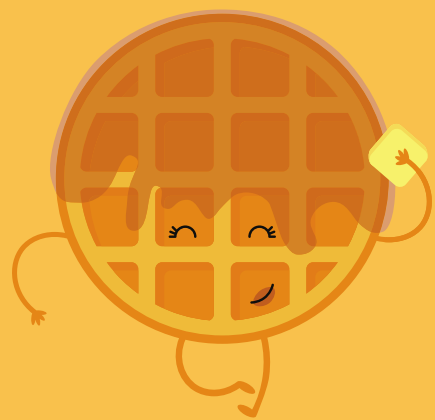
1. **Age:** 18-30 years
2. **Occupation:** College students, office workers, casual eaters
3. **Location:** Mainly in Thane
4. **Income Level:** 4-15 LPA
5. **Marital Status:** Young people, couples & small families
6. **Gender:** Equally appealing to both genders

### WAFFLE WORLD

1. **Age:** 15-35 years
2. **Occupation:** Working professionals, college students, families
3. **Location:** 9 states, 30+ locations (urban & high-travel areas)
4. **Income Level:** 5-18 LPA
5. **Marital Status:** Young adults, couples, family with children
6. **Gender:** Targeting both the genders equally

### WAF BITES

1. **Age:** 18-30 years
2. **Occupation:** Students, office goers, families, foodies, bloggers
3. **Location:** Metro & Tier-1 cities, malls, and kiosks
4. **Income Level:** 4-20 LPA (mid -premium range consumers)
5. **Marital Status:** Young people, couples, families with kids
6. **Gender:** Gender-neutral



# COMPETITORS TARGET CONSUMER PROFILE



## AUDIENCE PSYCHOGRAPHIC

### WAFFLE CO.

1. Trendy, gregarious café patrons
2. Excellence and decadence
3. Trends in food, café hopping
4. Experimentation, and premium focus

### WAFFLE STORY

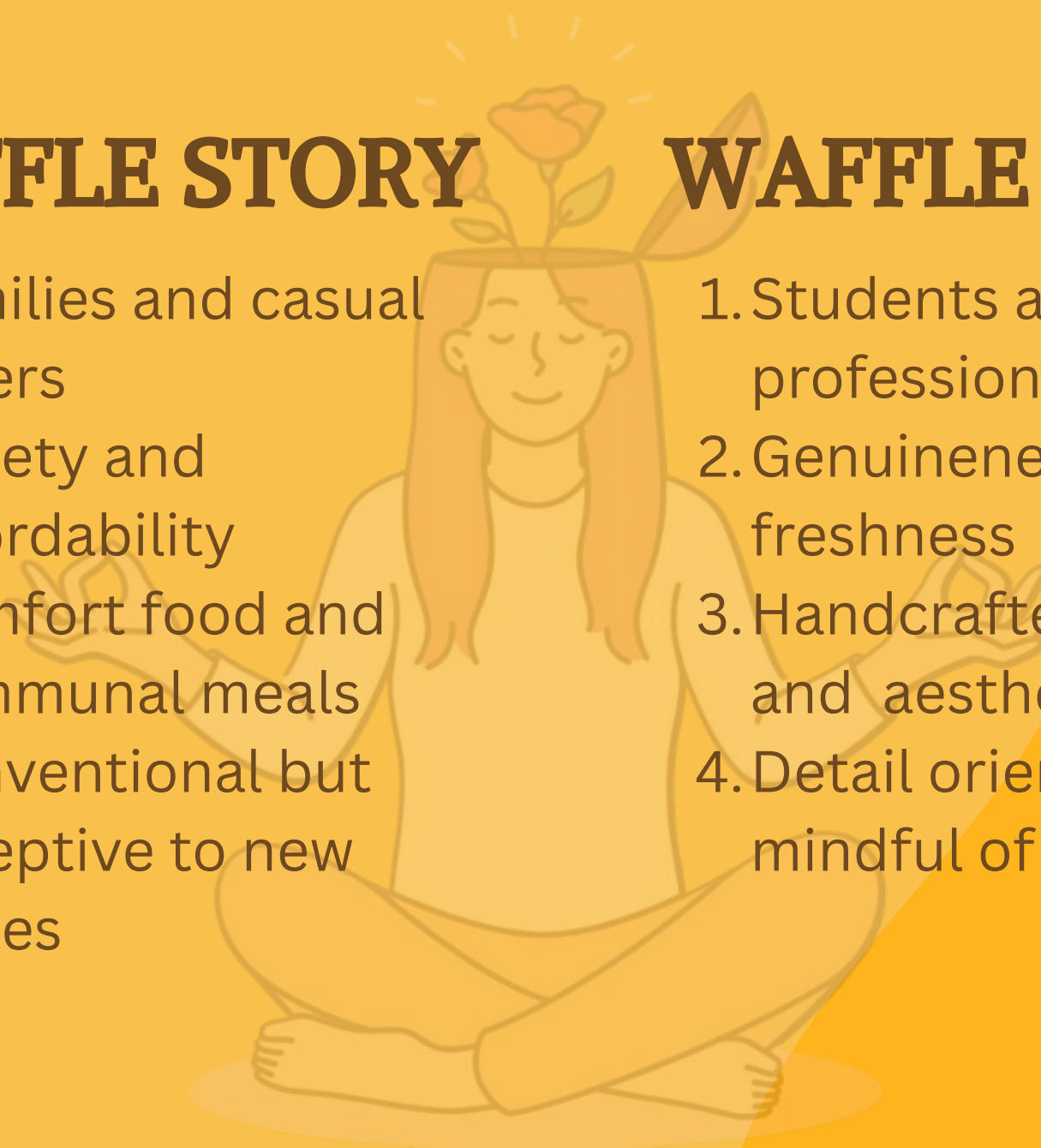
1. Families and casual diners
2. Variety and affordability
3. Comfort food and communal meals
4. Conventional but receptive to new tastes

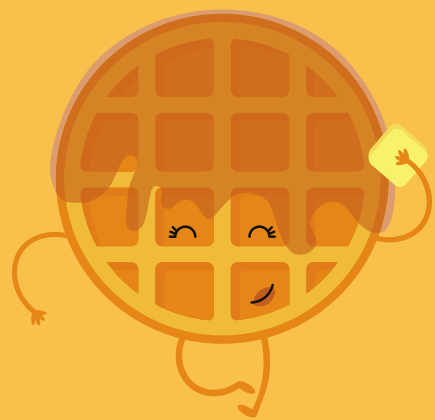
### WAFFLE WORLD

1. Students and urban professionals
2. Genuineness and freshness
3. Handcrafted cuisine and aesthetics
4. Detail oriented and mindful of quality

### WAF BITES

1. Students and the culture of quick snacks
2. Affordability and ease of use
3. Street cuisine and inexpensive dining
4. Value-driven and price-sensitive





# COMPETITORS TARGET CONSUMER PROFILE



## AUDIENCE BEHAVIORAL

### WAFFLE CO.

1. High-end consumers and frequent indulgence
2. High online orders
3. Café visits driven by social media

### WAFFLE STORY

1. Cost-conscious and motivated by variety
2. Moderate Loyalty
3. Takeout or dining in
4. Engagement through word of mouth

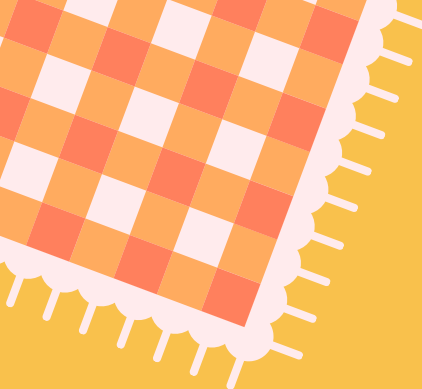
### WAFFLE WORLD

1. Quality-conscious, loyal clients
2. Excellent in-store encounter
3. Aesthetically pleasing and Instagrammable

### WAF BITES





1. Impulsive purchasers, low-cost
2. Low customer retention rate
3. quick-to-eat, and
4. Engagement through promotion-based



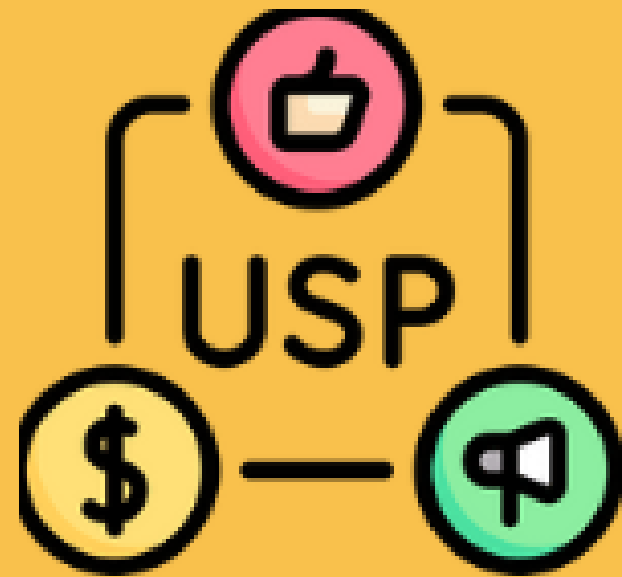


# COMPETITOR USPS



	USP 1	USP 2	USP 3	USP 4
<b>THE WAFFLE CO.</b> 	Cafe like service experience	Special mini pancakes	Quality and freshness	Quick service and efficient delivery
<b>WAFFLE WORLD</b> 	Authentic global flavor	Savory waffle option	A complete meal experience	Premium quality ingredients
<b>WAFFLE STORY</b> 	Instagrammable ambience	Deals and offers in menu	Authentic Belgian recipes	Live preparation of waffles
<b>WAFF BITES</b> 	Super-hero themed cafe	Wheat based products	Bubble waffles & Sweet pizza waffles	Customizable waffles

# THE BELGIAN WAFFLE CO.: OUR USP



## USP 1

Regional items with unique twist

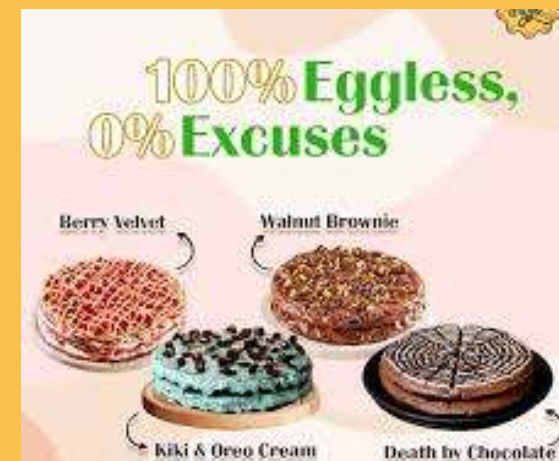
## USP 2

No-maida waff-wich



## USP 5

Eggless Waffles



## USP 3

Affordable combos and Value deal

## USP 6

Diverse variety of flavor



## USP 4

Grab to go restaurant

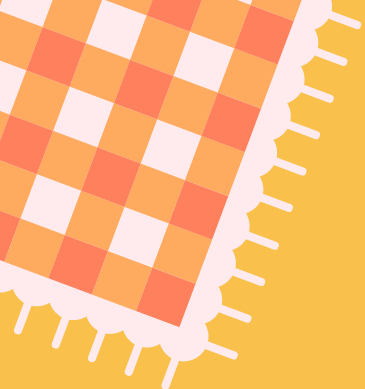


# BRAND VS COMPETITOR








	100% VEG	GO TO GRAB	FULL MEAL OFFER	AFFORDABLE	CUSTOM	FRANCHISE
<b>THE BELGIAN WAFFLE</b> 	yes	yes	No	Mid range	Least customizable	199+ stores
<b>THE WAFFLE CO.</b> 	yes	Cafe like experience	No	Mid range	Moderate Customizable	100+ location
<b>WAFFLE WORLD</b> 	yes	Cafe like experience	Yes	Least Affordable	Most customizable	30+ location
<b>WAFFLE STORY</b> 	yes	Aesthetic Ambience	No	Budget Friendly	Moderate Customizable	3+ stores
<b>WAFF BITES</b> 	yes	Super-hero themed cafe	No	Budget Friendly	Least customizable	6 branches





# COMPARISION OF USPS



	STRONG BRAND PRESENCE	CUSTOMER SERVICE
THE BELGIAN WAFFLE 	Strongest	Basic service, more self-service-based
THE WAFFLE CO. 	Moderate	Moderate service, responsive but varies by outlet
WAFFLE WORLD 	Moderate	Best customer service
WAFFLE STORY 	Least	Basic service, more self-service-based
WAFF BITES 	Moderate	Moderate service, responsive but varies by outlet

# STP BREAKDOWN: BELGIAN WAFFLE CO.'S SUCCESS FORMULA



## SEGMENTATION



### Demographic Segmentation:

#### 1. Age:

- 15–24 years: High school & college students seeking budget-friendly, trendy desserts.
- 25–30 years: Young working professionals who look for quick indulgent treats after work or breaks.
- 31–35 years: Young families & parents who come with kids for a relaxed, budget-friendly dessert outing.

#### 2. Income Level: ₹3–12 LPA (Middle to upper-middle class)

#### 3. Occupation:

- Cafe-hoppers & Bloggers
- Young working professionals
- Students & College goers

#### 4. Martial Status: Individuals, Young Parents & Families seeking a budget-friendly treat for kids.

#### 5. Gender: Appeals to both, with a slight female bias

# STP BREAKDOWN: BELGIAN WAFFLE CO.'S SUCCESS FORMULA



## SEGMENTATION



### Psychographic Segmentation:

#### 1. Lifestyle :

- Go-to-grab urban consumer
- Social Butterflies

#### 2. Interest:

- Cafe explorer
- Trend follower
- Foodie & Dessert Lover

#### 3. Value:

- Customizable & choice
- Affordable
- Quality & Hygiene

### Behavioral Segmentation:

#### 1. Brand Loyalty:

- Occasional buyer
- Extremely engaged dessert enthusiasts
- Trial purchase customers

#### 2. Product Purchase & Usage:

- Routine buyer
- Combo & deal seeker
- Casual snacker

#### 3. Customer preference:

- Takeaway & delivery buyer
- Customizable seeker
- Quick service seeker



# STP BREAKDOWN: BELGIAN WAFFLE CO.'S SUCCESS FORMULA



## TARGETING

1. College students and young urban consumers are searching for easy, stylish, and affordable dessert substitutes.
2. **Families & Working Professionals:** A convenient spot for a quick, decadent snack.
3. **Fans of delivery and takeout:** strong online presence on Swiggy and Zomato for convenient ordering.
4. **QSR & Franchise Investors:** Providing a lucrative and expandable business model.

## POSITIONING

1. **Affordable Indulgence:** Great waffles at reasonable costs.
2. **New Waffle Sandwich Packaging:** Deliverable, less messy, and easier to eat.
3. **Fast & Efficient Service:** Designed for franchise expansion, delivery, and takeout.
4. **Unmatched Consistency:** The best waffle QSR brand in India, with over 400 stores, is known for its consistent recipes that deliver the same delicious taste everywhere.



# WINNING THE WAFFLE WAR: BELGIAN WAFFLE CO. VS. OTHERS



## 1. STRONGEST BRAND PRESENCE

- 400+ stores in India.
- Highest brand recall & customer trust.

## 2. AFFORDABLE PREMIUM PRICING

- Lower price than Waffle World & TWC but superior quality than low-cost brands.
- Combo offers & loyalty schemes bring repeat business.

## 3. STANDARD QUALITY & UNIFORMITY

- Same taste at every location.
- Improved quality control than customization-heavy brands.

### Amazing taste

Feb 2021 • Friends

There waffles are amazing. The pace is nice and warna db the staff is friendly too. I have tried multiple waffles like kit kat, Nutella, blueberry, butterscotch along with Oreo and Nutella shale. All the waffles are simply amazing in taste and pricing is reasonable too.



Reviewed 30 March 2018 via mobile

### Best Waffles

Amazing waffles and superb quantity. Waffles are crisp and good. Must try .

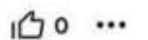
Icecreams are really nice and go well with waffles here.

Bit pricey but quality is worth it



**rupeshbits**

New Delhi • 309 contributions



### Nice waffles

Dec 2018 • Couples

If you are looking for some best waffles then this is the best place where you can try waffles. They offer a wide variety of waffles. I tried their Belgian waffles that were delicious, freshly prepared and was soft and crispy. It was excellent waffles with reasonable prices. Their staff was very friendly and trained. A must try place for all waffles lovers.

[Read less](#) ^

●●●●○ Value

●●●●○ Service

●●●●○ Food



# WINNING THE WAFFLE WAR: BELGIAN WAFFLE CO. VS. OTHERS



## 4. LONGER SHELF LIFE ( 6-9 MONTH )

- No need of cold storage
- Lower operational cost & maximum profit

## 5. FRANCHISEABLE MODEL

- Simpler to scale & grow.

## 6. UNIQUE WAFFLE SANDWICH FORMAT

- Less messy, easy-to-consume waffles.
- Better delivery & takeaway options.

Waffles are great, belgian waffles are greatest

Dark Chocolate Overload- One of the best waffle to have if you love dark chocolate.

The chocolate shake was good and thick. It was not that great but decent enough to cool down your chocolate shake cravings.

**Date of visit:** October 2017



Reviewed 19 August 2017

**Lovely waffles, delicious and chocoliscious !!!!**

The Belgian Waffle Co. is a chain of waffle shops across Mumbai. They have opened several outlets all over the city in malls and suburbs. This outlet in Vile Parle East is newly opened and offers the same range of delicious, yummy Belgian chocolate waffles. They have a rather small range on the menu, but all the items are worth going for !!! They make the waffles freshly in front of you and you can enjoy the same warm !!! My personal favourite is the Dark Chocolate overload waffle.

Pricing is quite reasonable for the quality offered. The outlet is quite small with limited seating for about 8-10 people including the indoor and outdoor seats. They also deliver at home through Swiggy. Must try dessrt atleast once !!!!

**Date of visit:** August 2017





# REAL CUSTOMER FEEDBACK: THE GOOD & THE GAPS

## Waffles Are Perfect For Any Evening

"Waffles are just a triangle with a square".

The Belgian Waffle outlet at Vile Parle (West) is near to Irla market. The tree outside the outlet covers the sign board which makes it little difficult to see the place but other than that it's on the main street.

### Ambience:

As you enter, there is a spacious place waiting to accommodate you with proper seating arrangements. The ambience is very colourful, yellowish & peaceful. Paintings on the wall + creative frames looks so real & connects you to waffles.

### Food:

Red Velvet Shake - thick shake consisting of ice cream, red velvet cake & cream cheese was blended smooth & perfect for any evening.

Nutella Shake - Nutella lovers can gorge on this for sure. It gave us Nutella feel, Nutella taste & Nutella love.

Chocolate Overload Dark Waffles - dark is good when it's chocolate. One of the best to taste till date. Crispy waffles with more & more Chocolate was ecstasy.

Blueberry Cream Cheese Waffles - blueberry toppings was in & around the waffles but there was no cream cheese. When we opened the waffles, there were bit of cheese pieces & when we reported it to the manager, he said this is how it's made. Needs improvement.

Coffee Waffles - for the coffee lovers by default. It tasted coffee but the chocolate addition made it so sweet that we couldn't finish it. Needs improvement.

### Service:

There are plenty of people in the kitchen with decent service who will serve you on time.

### Money wise:

Prices are pocket friendly but can still be worked upon.

If worked upon the waffles then this place can be the best in the vicinity.

Date of visit: January 2018

## 1. Prime Location

- Situated close to Irla Market, hence easily accessible.
- On the main road, guaranteeing high traffic.

## 2. Spacious & Vibrant Ambience

- Bright yellow theme, innovative wall art, and serene ambience.
- Comfortable seating arrangements for dine-in patrons.

## 3. Delicious & Popular Menu Items

- Nutella Shake     A must-have for Nutella fans, providing a rich, indulgent experience.
- Chocolate Overload Dark Waffles     Crispy, chocolatey, and one of the highest-rated waffles.

## 4. Fast & Effective Service

- Well-organized kitchen with rapid order completion.
- Attentive staff for a hassle-free dining experience.

## 5. Pocket-Friendly Pricing

- Cheaper than upscale cafes.
- Good value for money, making it perfect for students & families.



**THINK WAFFLES ARE  
JUST FOR DESSERT?**

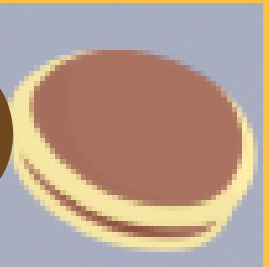
**THINK AGAIN!**



# STRATEGIC USP ENHANCEMENTS



## BRINGING CHILDHOOD BACK – MINI DORAYAKI (DORACAKES)



1. **Nostalgic Appeal (18–30 Years):** Doraemon evokes sentimental purchases and memories.
2. **Improves Product Assortment:** This new snack option complements waffles and is ideal for bite-sized munching and delivery.
3. **First-Mover Advantage:** Belgian Waffle Co. is the first because no other QSR waffle company competes.
4. **Social Media & Viral Potential:** Shareable, Instagrammable, and anime-inspired, these platforms boost brand interaction.
5. **Seasonal Variations & Customization:** Christmas Specials, Matcha, and Nutella keep customers interested.







# STRATEGIC USP ENHANCEMENTS



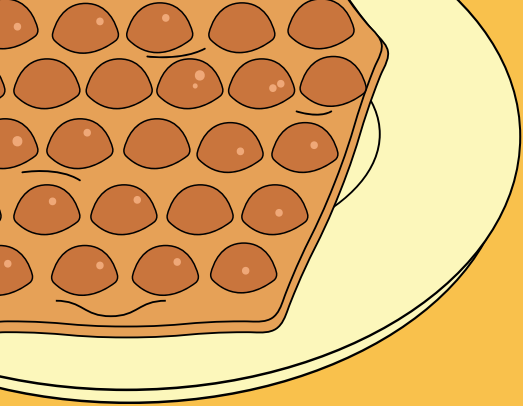
## CRUNCH, DIP, REPEAT – CHURRO WAFFLES ARE HERE!



1. **Unique Offering in the Indian Waffle Market:** Churro waffles are not a staple menu item for any of the major QSR waffle brands in India, which gives them a competitive edge.
2. **Combining Two Hot Desserts:** Since waffles and churros are both popular right now, "Churro Waffles" is a viral, Instagram-worthy dish.
3. **Pairs QSR Model Perfectly:** Portable, easy to make, crispy, and perfect for delivery or takeout.
4. **Gains New Client Segments:** Attracts waffle and churro lovers, expanding the clientele.
5. **Highly customizable:** stuffed churro waffles, dips, and toppings (chocolate, caramel, cinnamon sugar) can encourage repeat business.
6. **High-end but reasonably priced:** It has a luxurious feel but falls into the category of reasonably priced luxury.







# STRATEGIC USP ENHANCEMENTS



## WAFFLE BOMBS – THE NEXT-LEVEL SNACK EXPLOSION!

1. **First-Mover Advantage:** No significant QSR in India sells small waffle balls with chocolate inside.
2. **Ideal for Traveling:** Compared to traditional waffles, these are easier to eat, more shareable, and less messy.
3. **Broadens the Selection:** Appealing to Snack & Dessert Lovers
4. **Excellent for Movie Theaters & Cafés:** A tasty popcorn substitute that goes well with coffee.
5. **Customizable Flavors:** Choose from a variety of fillings, such as fruit-based, caramel, Nutella, or white chocolate.





# STRATEGIC USP ENHANCEMENTS



## THE SUBWAY OF WAFFLES – INFINITE COMBINATIONS!

1. **First-Mover Advantage:** In India, no major QSR waffle chain offers completely customizable waffles like Subway.
2. **Improved Customer Experience:** A personalized dining experience is more interesting, participatory, and pleasurable.
3. **Increases Sales & Upselling:** Customers increase the average order value by adding toppings, drizzles, and fillings.
4. **Fit for All Tastes:** Health-conscious, decadent, and even fitness-loving customers can customize their perfect waffle.
5. **Perfect for Delivery & Takeout:** Clients can customize their orders online and get exactly what they want.







# STRATEGIC USP ENHANCEMENTS

## GUILT-FREE INDULGENCE – HEALTHY WAFFLES FOR A BALANCED LIFESTYLE!

1. **Savor Waffles Without Feeling Bad!** : Healthy yet delicious options for fitness and health enthusiasts.
2. **Power-Packed Ingredients:** AIP (cassava) waffles for gut and digestive health and oatmeal and whole wheat for energy.
3. **Ideal for Busy Professionals:** A quick and nutritious snack for professionals who are constantly on the go.
4. QSR waffles are the first to be **gluten-, grain-, and nut-free** for customers on a diet.
5. **A Nutritious Meal, Not Just Dessert!** : Rich in fiber and protein, this makes a great breakfast or snack.





# STRATEGIC USP ENHANCEMENTS



## WAFFLES BEYOND BREAKFAST – TRY OUR NEW SAVORY LUNCH!

Not Just Pizza & Burgers – Try Waffles Like Never Before!

### Waffle Pizza Meal (₹349–₹399)

1. Crispy **Korean waffle pizza** base with delicious toppings.
2. **Waffle Fries** for the perfect crunch.
3. Refreshing Cold Coffee/Iced Tea.



### Power Lunch Combo (₹299–₹349)

1. **Savory Waffle Wrap** (Tandoori Paneer/Chicken).
2. Indulgent **Mini Churro Waffles**
3. Cool & zesty Fresh Lemonade



# STP FOR ALL NEW USPS – EXPANDING THE WAFFLE EXPERIENCE!



## SEGMENTATION

	DORACAKES	WAFFLES CHURRO	WAFFLE BOMB
DEMOGRAPHICS	Age: 18–30, Anime & Cartoon Fans	Age: 15–35, Dessert Lovers, Millennials	Families, middle-class and upper-class, ages 8 to 40
PSYCHOGRAPHICS	Social media-driven, novelty-seeking, and nostalgic	Trendy, Instagram-savvy, and foodies who love to indulge	Impulsive buyers, social snackers, and fun-loving
BEHAVIORAL	Impulsive purchasers and Gen Z trend-setters	Café-hoppers, late-night snackers, and devoted dessert buyers	casual munching, theme park guests, and those who enjoy quick snacks



# STP FOR ALL NEW USPS – EXPANDING THE WAFFLE EXPERIENCE!



## SEGMENTATION

	LUNCH MEAL	SUBWAY-STYLE CUSTOMIZATION	HEALTHY WAFFLE MENU
DEMOGRAPHICS	Age range: 18–45 Students and Working Professionals	Age range: 20–45 Gourmets and QSR Diners	25 to 50 years old Gym-goers and health enthusiasts
PSYCHOGRAPHICS	Value-seekers, fast-paced, and convenient eaters	DIY foodies, health-conscious people, and those looking for customized meals	Clean eaters, conscientious shoppers, and fitness enthusiasts
BEHAVIORAL	Delivery clients, QSR patrons, and lunchtime purchasers	Frequent purchasers, loyal consumers, and adventurous eaters	Customers on a diet and regular café patrons



# STP FOR ALL NEW USPS – EXPANDING THE WAFFLE EXPERIENCE!



## TARGETING

1. **Waffle Bomb:** casual munching, theme parks, mall food courts, and college cafeterias
2. **Churro Waffles:** dessert coffee shops, late-night breakfast aficionados, and youth-oriented QSRs
3. **Lunch Waffle Meals:** office workers, students, and online food ordering customers (Swiggy/Zomato)
4. **Dorayaki (DoraCakes):** Gen Z, anime fans, Instagram foodies
5. **Subway-Style Waffle Customization:** fast-casual eaters, QSR customers, food explorers
6. **Healthy Waffle Menu:** health-conscious professionals, gym-goers, and diet-conscious clients

## POSITIONING

1. **Waffle Bomb:** The ultimate crunchy on the go snack.
2. **Churro Waffles:** A crunchy dip that's ideal for a quick treat.
3. **Lunch Waffle Meals:** Combining savory waffles, wraps, and fries with dessert options.
4. **Dorayaki (DoraCakes):** A nostalgic treat inspired by childhood sweets.
5. The **subway version of waffles**, that can be customized in almost any way are known as customizable waffles.
6. **Healthy Waffle Menu:** Whole wheat, oatmeal, and AIP options for a sin-free treat.



# INNOVATIVE SALES TECHNIQUES

## TURNING TRENDS INTO SALES – THE WAFFLE REVOLUTION!

1. **"Relive your childhood with Mini Dorayaki – Just Like Doraemon!"** is an example of nostalgia marketing.
2. **"Indulge without guilt – Healthy Waffles for Every Lifestyle!"** is the health positioning.
3. **Combo Upselling:** "Make it a meal – Add Churro Waffles & a Cold Coffee!"
4. **Temporary Deals:** "Try Our New Savory Waffle Wrap – 20% Off for First 100 Customers!"
5. **Influencer & Social Media Strateg:** Focus on food influencers (Churro waffles), fitness bloggers (AIP waffles), and anime influencers (Dorayaki).
6. **Retail Expansion:** For niche product placements, work with gyms, co-working spaces, and kid-friendly play areas.
7. **Subscription Model:** Healthy waffle meal plans for office workers.





# DIFFICULTIES IN PUTTING THESE USPS INTO PRACTICE

## CRISPY GOALS, STICKY CHALLENGES – WHAT'S HOLDING US BACK?

1. **Market education:** People's perceptions of waffles as desserts need to be changed, and this requires aggressive marketing.
2. **Competition from QSR Giants:** With settled meal pairs, McDonald's, Domino's, and KFC dominate the QSR market.
3. **Quick Service & Delivery Standards:** New product formats (such as popcorn, wraps, and savory waffles) must adhere to QSR efficiency.
4. **Supply Chain & Ingredient Sourcing:** Enabling seamless manufacturing of inventive products like Dorayaki, Churro Waffles, and AIP-friendly (gluten-free) waffles.
5. **Consumer Acceptance & Trial:** When introducing new products, promotional pricing, sampling, and engaging brand narratives are used to encourage trials.





**THANK YOU  
FOR YOUR  
ATTENTION**

