

ARIHAFOODS

PRIVATE LIMITED, INDIA

BE OUR FRANCHISEE

& BECOME THE MOST POPULAR BAKEHOUSE IN YOUR TOWN

FOCO (Franchisee Owned Company Operated)

100% Vegetarian | Wide Range | Vegan | Diabetic Friendly

- Each Manufacturing Hub will have 3 Experience Centres
- Project value of about INR 3 Cr is Eligible for various Grants and Schemes from Indian Government

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FRANCHISEE BAKERY PROPOSAL

INTRODUCTION

This proposal outlines the business model, revenue structure, and operational guidelines for establishing a Franchisee Bakery under the Ariha-Tech brand. The franchisor will provide strategic guidance, product innovation, and quality control while the franchisee will handle day-to-day operations, sales, and market penetration.



FRANCHISEE BUSINESS MODEL

PRODUCT DEVELOPMENT & MARKET STRATEGY

- The Franchisor will design, formulate, pack, and test bakery products to ensure market readiness (GTM strategy).
- Products will be developed through R&D partnerships and introduced across B2B, D2C, and distribution channels.
- The Franchisor will provide a strategic roadmap to create demand for Ariha-Tech products. The franchisee will execute the strategy at their cost



FRANCHISEE BUSINESS MODEL

PRODUCT INNOVATION & MARKET PENETRATION

- The Franchisor will continuously innovate products to cater to Gen Z and Gen A preferences.
- The Franchisee will focus on market penetration for Low GI, healthy food packs, and new bakery products.
- The Franchisee will sell fresh, ready-packed goods daily from their bakery and distribute them to retail stores, cafes, and other outlets.



FRANCHISEE BUSINESS MODEL

INFRASTRUCTURE & OPERATIONS

- The Franchisor will provide the required specifications for the built-up area, utilities (power, water), equipment, machinery, and manpower needs.
- The Franchisee must arrange these resources within the agreed timeframe.
- The Franchisor will train the first batch of bakery staff and provide ongoing SOPs for production, hygiene, inventory management, sales, and disposal.
- The Franchisor will recommend POS and accounting systems integrated with its backend.



REVENUE MODEL

FRANCHISEE FEES

One-time upfront payment of Rs 30 Lakhs, allocated as follows:

Rs 15 Lakhs for the production hub

Rs 5 Lakhs each for three experience centers

FOCO MANAGEMENT FEES

8% of daily sales will be adjusted against an estimated advance paid by the Franchisee to the Franchisor.

MANPOWER SUPPLY & TRAINING FEES

One month's wages for manpower supply.

Training fees for the first batch are covered under FOCO management fees.

Training fees for subsequent staff batches will be mutually agreed upon based on the number of employees.



REVENUE MODEL

QUALITY CONTROL FEES

The Franchisor will appoint a Quality Control Officer to conduct inspections at a determined frequency.

These costs are included in the FOCO management fees.

OPERATIONAL COSTS

All manpower costs, rentals, equipment, machinery, and interiors must comply with company design and will be borne by the Franchisee.



CORE TEAM & RESPONSIBILITIES

FRANCHISOR'S CORE TEAM (ARIHAFOODS)

- **CEO** – Strategic oversight and business expansion.
- **Food Tech Expert** – Product development and quality control.
- **Admin/HR/Accounts** – Resource management and finance handling.
- **GTM Resource** – Market strategy and implementation.
- **Tech Support & Quality Control** – System integrations and compliance.
- **Digital Media** – Branding, online marketing, and social media engagement.
- **Centralized Accounts & Payment Control** – Financial oversight, inventory tracking, and POS integration.



FRANCHISEE'S CORE TEAM

- **Food Tech Manager** – Supervises production and operations.
- **Bakers** – Responsible for daily bakery operations and quality.
- **Quality Control Officer** – Ensures adherence to franchisor's standards.
- **Helpers** – Assist in production, packaging, and cleaning.
- **Admin/HR/Accounts Assistant** – Handles workforce, payroll, and accounts.



THE WAY AHEAD

The Market exposure will be split into several verticals

1. Low Glycemic Index Breads fortified with dietary and prebiotic fiber
2. Low Glycemic Index Cookies fortified with dietary and prebiotic fiber
3. Range of different types and sizes of Breads, Buns, Pizza Base
4. Baguettes, Garlic Loafs, Foccasia, Bagels, Doughnuts, Pretzels
5. Sourdough Breads
6. Nachos, Kulcha, Pita breads with Hummus, Baba Ganoush, Chole
7. Cakes, Cupcakes, Bar cakes, Pastries, Brownies, Blondies, Fruit Cakes
8. Desserts, Mousse, Puddings, Chocolate & Peanut Butter Cups, Triple Chocolate Tarts, Chocolate Pretzel
9. Salt & Sweet Cookies, Choco-chunck Cookies
10. Theplas – Methi & Masala
11. Protein Bars



CONCLUSION

This proposal outlines a structured approach to launching a Franchisee Bakery under the Ariha-Tech brand. By leveraging innovative product development, strategic market penetration, and standardized operational procedures, this franchise model ensures high-quality production and profitability while maintaining brand integrity. The collaboration between the Franchisor and Franchisee will drive success in the competitive bakery industry.

