

**Dr. Oetkar Mayonaisse Variants Price:**

275ml for 79 rs.

Roughly Translated to 3ml/inr.

**Retail Price of Frozen French Fries:**

180-200 per Kg INR. (Economics Times)

**Retail Price of Soybean or Sunflower Oil:**

100 per litre

**Frymaster Fryer:**

Oil Capacity 15 ltr.

Cooking Capacity 30kg/ hr

**Macdonald's UK Average fries serving Size:**

Small: 80g Medium: 114g and Large: 150g

**Our Expected serving Size:**

Small: 5.5 oz = 155gm = 6.5 servings per kg

Large: 9.5oz = 269gm = 3.7 servings per kg

Average Sauce amount per servings for small cone = 20ml

Average Sauce per serving for large cone= 30ml

**Rough Unit Economics of small cone:**

Price of Potatoes = 30rs

Price of Sauce = 7rs

Assume seasoning and cone costs = 10rs

Total Input Cost = 47rs

Retail Price of Cone = 80rs

Profit per cone = 33 rs

Gross Margin =  $33/80 = 42\%$

**Rough Unit Economics of large cone:**

Price of Potatoes = 54rs

Price of Sauce = 10rs

Assume seasoning and cone costs = 16rs

Total Input Cost = 80rs

Retail Price of Cone = 140rs

Profit per Unit Sale: 60rs

Gross Margin =  $80/140 = 42\%$

**Expense Calculation:**

Retail Space Rental: 70k per month

Average Employee Salary: 25k per month

No. of employee of required: 5

Total Employee Expense: 125k per moth

Founder and Operation Head salary per month: 50k per month

Expenses on Founder and Operation Head: 100k per month

Assuming oil is changed daily cost of oil per month = 45k per month

Other Misc Expenses= 60k per month

Total operations cost per month= 400k per month

**Break Even Sales Required:**

Assuming only small cones are sold= 400 cones daily