

Gourmet French fries restaurant Prateek Rastogi



Opportunity

- Gourmet restaurants, a relatively new phenomenon in India, predominately serves urban elites.
- Price is an important concern for Indian consumers, more than 50% of which are under 25.*
- Accounting for nearly 70% of total growth * * , QSR and CDR are driving the Indian food sector.

*Source: Wikipedia



Value Proposition

- An exclusive outlet serving **many** varieties of French Fries and its accompaniments.
- Service design and Pricing mechanism strategically aimed at QSR and CDR sectors.



Market Validation

- French Fries are among top three billing items, and are the largest selling side dish of QSR giants MacDonald's and KFC.*
- Nearly 48% and 27% of our survey** respondents, while eating out, splurge somewhere between ₹75-150 and ₹150-250 respectively.
- Around 90% survey** participants claimed that they will or may try dishes inspired from different cultures.

*Source: Business Insider and TOI

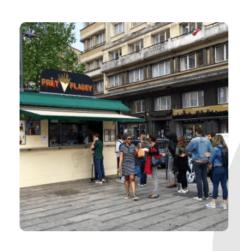
**Survey Sample Size: 300

* *Confidence Level: 95%

* *Confidence Interval: ~6%



Market Size





QSR sector, having CAGR of 25%, is likely to touch ₹25,000 crore mark by 2020.*

French Fries market in India is expanding at an annual rate of more than 30%.**

*Source: Assocham

* * Source: Business Insider



Go to Market Plan



Imitate the authentic Belgian experience



Develop state-of-the-art products



Explore expansion prospects



Propriety Assets



Sauces



Seasonings



AH TAN

Innovative dishes

Competitors















Competitive Advantages



Assortment of French Fries



Emerging Sector



Why Pondicherry?

- A former French enclave, tourist town, high per capita income.
- Only major competitor is KFC.
- Low cost of mistakes.



Customer Acquisition



^{*}Survey outcome on how individuals discover an eatery:



Team



Prateek Rastogi
Founder and Managing Director

Experience:

Engineering, Business Intelligence Suite, FICO **Intern**, Evolution of R User Ecosystem, UMons **Author**, PC Down, A windows energy saving app **Marketing**, Alcheringa, IIT Guwahati

Education:

B.Tech Computer Science, IIT Guwahati, 2014



Team



Veeravalli Naveen
Operations

Experience:

Risk Management, Seller Transactions, Amazon Theatrics, Manthan 2012 Winner, IIT Guwahati Marketing, Alcheringa, IIT Guwahati Organizer, Guwahati Half Marathon

Education:

B.Tech Engineering Physics, IIT Guwahati





To cover our operation costs of initial 12 months, which includes



Startup Expenses



Wages



Miscellaneous Overheads