**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 = 8rs

Total Input Cost = 45rs

Retail Price of Cone = 90rs

Profit per cone = 45 rs

Gross Margin = 45/90 =50%

**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

**Equipment Required:**

Fryer 2 pieces

Deep Freezer 2

Sauce dispenser 20 sauces

3 automatic mixer for sauce making

Salting pan

Frying tops

Heated french fries tray,

Filter pump if no built in filter

Dishwasher

Cash counter

Chairs

Tables

Frycone holder

Paper cones

Plate and other utensils

Chimney