Les Frites

Gourmet French fries quick service restaurant.

**Story Opener:**

Imagine an Indian college kid interning in Belgium. That boy started feeling homesick after just a week, and the reason was food. He was too poor to afford eating at Indian restaurants there and European cuisines he tried so far were disappointing. Even his alma mater’s mess didn’t prepare him for that anguish. One night, while scrounging for meal, he hopelessly decided to eat local Belgian Fries. His dinner for next two weeks remained unaltered.

**Opportunity:**

**(road)**

* 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 below 25. (Source: Wikipedia)
* Accounting for nearly 70% of total growth, QSR and CDR are driving the Indian food sector. \* (Source: Technopak: QSR Market in India)

**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: (rocket)**

* French Fries are among top three billing items and the largest selling side dish of QSR giants MacDonald’s and KFC.

\*(Source: Business Insider and TOI)

* Nearly 48% and 27% of our survey respondents, while eating out, splurge somewhere between 75-150 and 150-250 respectively.
* Around 90% respondents claimed that they will or may try currently unavailable dishes inspired from different cultures.

(Survey Sample size: 300, Confidence Level:95%, Confidence Interval: 6%, Location: Pondicherry )

**Market Size: (currency)**

* QSR sector in India is growing at CAGR of 25% and is likely to touch 25,000 crore mark by 2020. \*(Source: Assocham) (frit flagey local image)
* The Indian market for French Fries is expanding at an annual rate of more than 30%. \*(Source: Business Insider) (Belgian fries image)

**Go to Market Plan:**

* For ensuring viability, imitate the authentic Belgian experience of Sauces, Condiments, and Fries.(copy)
* Once done successfully, foray into customised product for Indian palate. (cooking)
* After achieving product-market fit, explore expansion prospects. (franchise)

**Propriety Assets: (secret)**

* Sauces. (sauces)
* Seasonings. (seasoning)
* Specialized dishes derived from amalgamation of French Fries and Indian food. (food)

**Competitors: (race)**

Local:

MACD, KFC, The Belgian Fries Company, Burger king, Dunkin donuts

**Competitive Advantages: (veyron)**

* Differentiation by offering assortment of French Fries.
* In an emerging sector that provides plenty of room for new entrant.

**Why Pondicherry: (Why)**

* A former French enclave, touristic town, high per capita income.
* No major competitor besides KFC, which publicizes itself mainly as a Fried Chicken store.
* Industry trends suggests that established players are moving towards TIER II cities due to high costs, low brand loyalty, and market crowding.

**Customer Acquisition: (acquisition)**

* Incentives for social media mention. (social)
* Foodie Photos, Loyalty Programs, Geo Ads targeting, Delivery services. ( geo)

**Team:**

**Cap Table:**

**Fund Raising:**

**(construction, labor, unprepared)**

50 lac for the burn period of 1 year.