Hi Surya,

Fast growing QSR sector of India lack dedicated French fries brands such as French Fry Heaven, and Lord of Fries. Most of QSR players in India, just serve regular generic fries. Neither do they offer large varieties of seasonings and sauces. Also, the possibility of pairing it with Indian snacks to market a meal remain unexplored. To get the feel of hype and culture surrounding a high quality fry shop, I would recommend visiting:

<http://www.fritmap.com/en>

The site ranks nearly 3000 Friteries of Belgium based on quality, and the ranking changes periodically. The current top ranker is a complete vegetarian Fry shop.

Taking a leaf from QSR industry trends, we will strategically launch in a Tier II tourist city. That will not only allow us to build innovative products at lower costs, but also shield us from competition in our infancy. Our partnership with culinary schools, will enable us to impart quality training to the workforce, and hence, offer quality products to the consumers. Even a simple search on amazon for books related to sauces and seasonings reveals multitude of potential offerings. I desire to leverage human enterprise to rapidly create value by licensing our experience to the potential risk takers, and a tourist town will essentially be a great marketing avenue to reach these free sprites. Also, generally franchise operated units are better performing than company operated units due to individual incentive. Thus, helping me in my vision of being an asset-light company that is a storehouse of IP and a mere enabler of transactions.

High barriers of entry, especially initial capital requirements, are holding me back from morphing my idea into the product. But, I managed to derive a rickety estimation of relevant metrics, which are:  
• Average monthly revenue =  ₹ 4,72,500  
• Total transactions per month = 10,500  
• Average transaction value = ₹90  
• Average gross margin per transaction = 50%

I have attached a metrics calculation file that illustrates the origin of that data.

Also, attached is my pitch deck which can be also be viewed by visiting:

[https://1drv.ms/p/s!AgOeXDIBlT8LiT3eLkbvxL6yJrb3](https://1drv.ms/p/s%21AgOeXDIBlT8LiT3eLkbvxL6yJrb3)

The pitch also refers to a survey, results of which can be accessed at:

<https://docs.google.com/forms/d/1LLVVXLtTCgfSoeT-FE3dU3VUry7_gnf4NBOcmApSP-I/edit?usp=sharing>

If you want to move further, I will be glad to brainstorm the potential issues with you.

Thank You,

Regards,

Prateek Rastogi