

# START YOUR CAFE BRAND

CAFE COURSE

BY ABHIJEET VISHNU WANKHEDE



# **COMPLETE COURSE : HOW TO START & GROW A SUCCESSFUL CAFE BUSINESS ?**

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( 2+ year experience, founder of “ FUDIO CAFE & KHARCHAPANI CAFE ” )



Course by Abhijeet Vishnu wankhede



## COURSE STRUCTURE OVERVIEW

TOTAL MODULES: 12

LESSON COUNT: 90+

TOTAL DURATION: 2–4 HOURS OF LEARNING

OUTCOME: A COMPLETE ROADMAP TO START AND GROW A SUCCESSFUL  
CAFÉ/FAST FOOD BUSINESS.

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## WHY YOU WANT START CAFE BUSINESSS ?

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### REASONS :

1. PERSONAL INTREST IN HOTEL LINE
2. WANT TO START ANY BUSINESS
3. FOR EXTRA INCOME SOURCE
4. FAMILY BUSINESS
5. NEED OF MARKET



## WHY YOU SHOULD START CAFE BUSINESS ?

### 1. High Demand & Growing Industry

Cafe Culture is booming everywhere

### 2. Good Profit Margin

Up to 25-30% Profit Margin

### 3. Flexibility & Creativity

You can Choose different cuisine

Indian,Chinese,South Indian,Etc

You can create different types of theme

### 4. Multiple Revenue Streams

Store sale , Online swiggy,zomato, Catering,  
Cafe Subscriptions

### 5. Scalability

A successful cafe can grow into a franchise

### 6. Low Investment

According to other businesses and hotels  
invest in cafe is very low , It will take 3 to 6 lakh  
for small cafe 15 to 35 midium cafe 50 lakh to 1 cr for large  
cafe.



## MODULE 1 : INTRODUCTION TO THE CAFE INDUSTRY

### 1.1 : Understanding the cafe industry: Types Of cafes

1. **Traditional Cafe** : Serves coffee tea and light snacks like Vadapav
2. **Themed cafe** : Designed around a specific theme (e.g., retro, book café, anime, board games)
3. **Speciality Coffee Cafe** : Focuses on high-quality, artisanal coffee (e.g., single-origin, pour-over, espresso-based).
4. **Bakery Cafe** : Combines a café with a bakery, offering fresh bread, pastries, and desserts. Coffee is a secondary product, complementing baked goods.



## MODULE 1 : INTRODUCTION TO THE CAFE INDUSTRY

5. **Fast food Cafe** : Quick-service ( QSR ) model offering snacks, burgers, fries, and beverages.TARGETS customers looking for fast, affordable meals.
6. **Food Truck / cart** : You can create food truck or small cart in this modal you will not have to give high rent.
7. **Cloud Kitchen** : This is the best option who want to start there business from home without any rent and without any extra expenses.



# MARKET SIZE OF CAFE

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- Indian café market value – ₹30,000 crore+ industry.
- Rise of regional and independent fast food chains.
- The cafe market in India is expected to grow to over \$40 billion by 2030



## Major players

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- Barista Coffee Company
- Café Coffee Day
- Starbucks
- Costa Coffee
- Café Di Bella
- Gloria Jeans
- Tim Hortens



## Organized vs. Unorganized

**Unorganized** ; Roadside eateries, dhabas, and food stalls form a major part of the unorganized sector and it's around 56.2%

**Organized** Domino's, McDonald's, KFC, and Pizza Hut branded cafes, and larger restaurants dominate the organized sector and it's around 43.8%.

