


# Module 12: Success Roadmap for Café



## **Step 1: Establish a Strong Foundation**

-  Choose the right location
- Secure all legal requirements & licenses
- Build a unique & high-quality menu

## **Step 2: Financial Stability & Cost Control**

- Track revenue & expenses
- Control food & labor costs
- Build strong relationships with suppliers

## **Step 3: Marketing & Branding Mastery**

- Develop a strong online presence
- Run strategic ads on Instagram & Facebook
- Create loyalty programs to retain customers



## 📈 Step 4: Scaling & Growth Strategies

Expand through multiple outlets or franchises  
Introduce new product lines & seasonal menus  
Optimize operations for efficiency

## 🏆 Step 5: Long-Term Sustainability

Regularly update business strategies  
Innovate & adapt to market trends  
Invest in staff training & retention

By following these steps, you can build a thriving café business that not only survives but prospers in a competitive market! 🍵🚀



# Final Steps to Open a Café

## Finalize Your Concept & Menu

Decide your food category (fast food, premium coffee, etc.)

Finalize menu items (e.g. pizza, burgers, fries, coffee, shakes)

Do tasting and costing for each item

Create a digital and printed menu

## Legal Setup

- ☒ FSSAI License (State or Basic)
- ☒ GST Registration
- ☒ Shop Act License
- ☒ Fire Safety NOC (if required)
- ☒ Signage/branding permissions from municipality



## Find & Finalize Location

High footfall area (near colleges, markets, offices)  
200–800 sq. ft. space depending on dine-in/takeaway  
Rent agreement for 11 months minimum  
Check power supply and water availability

## Design & Branding

- Interior design matching your brand vibe (Instagrammable!)
- Wall branding / LED sign board / menu boards
- Buy chairs, tables, lights, and décor
- Add Wi-Fi, charging points, and music for vibe



## Kitchen Setup

Purchase kitchen equipment:

Deep fryer, induction, griller, fridge, freezer, mixer, blender, OTG, etc.

Raw material vendors (paneer, sauces, breads, veggies)

Set up prep station + dishwashing zone



## Hiring Team

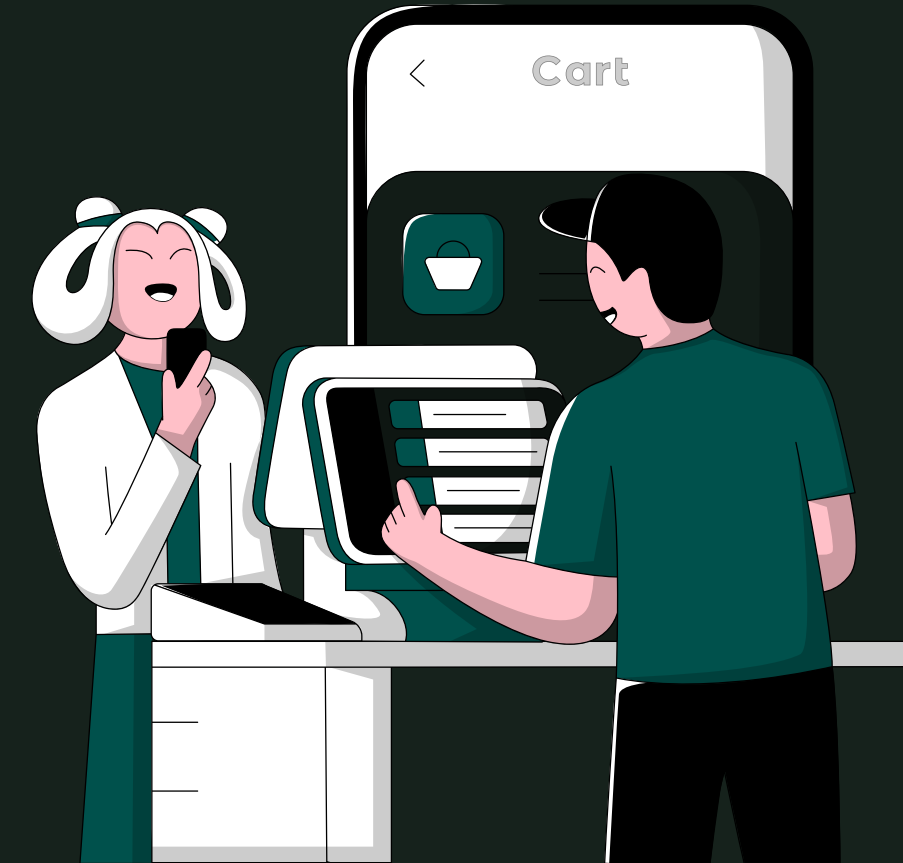
- Minimum team: 1 chef, 1 helper, 1 cashier/front staff
- Train them on SOPs, hygiene, and customer service
- Create duty roster and HR rules





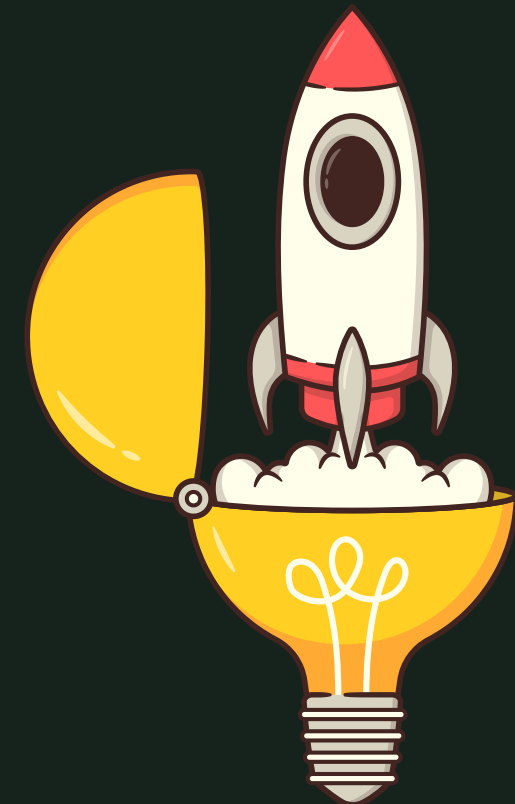
## POS & Billing System

Install billing software (Petpooja, Posify, etc.)  
Accept UPI, cards, cash  
Add QR code for Google reviews  
Integrate Zomato & Swiggy



## Marketing & Launch

- Create Instagram page with branding
- Run teaser campaigns (countdown + sneak peeks)
- Collaborate with food bloggers & local influencers
- Offer grand opening deals (BOGO, ₹99 combos)



## Inventory & Vendor Setup

Create inventory stock list (daily-use items)  
Find 2–3 backup vendors  
Use Excel or software to track usage & waste

## 10 Soft Launch & Feedback

Run a soft opening for 2–3 days with friends/family  
Collect honest feedback on food, service, ambience  
Improve before grand opening





# GRAND OPENING DAY

Set mood with music, balloons, samples

Offer time-limited combo offers

Take LOTS of photos/videos for Instagram

Collect reviews, emails, and feedback forms





# Thank You

Best of luck for your cafe journey.....