

# START YOUR CAFE BRAND



CAFE COURSE

BY ABHIJEET VISHNU WANKHEDE



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

---

**INSTRUCTOR : ABHIJEET VISHNU WANKHEDA**

( 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.

CAFE COURSE BY ABHIJEET VISHNU WANKHEDE



---

## WHY YOU WANT START CAFE BUSINESSS ?

---

### 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

---

- 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

---

- 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 52.9%.



## MODULE 2 : RESESEARCH & MARKET ANALYSIS

### 2.1 Market Research

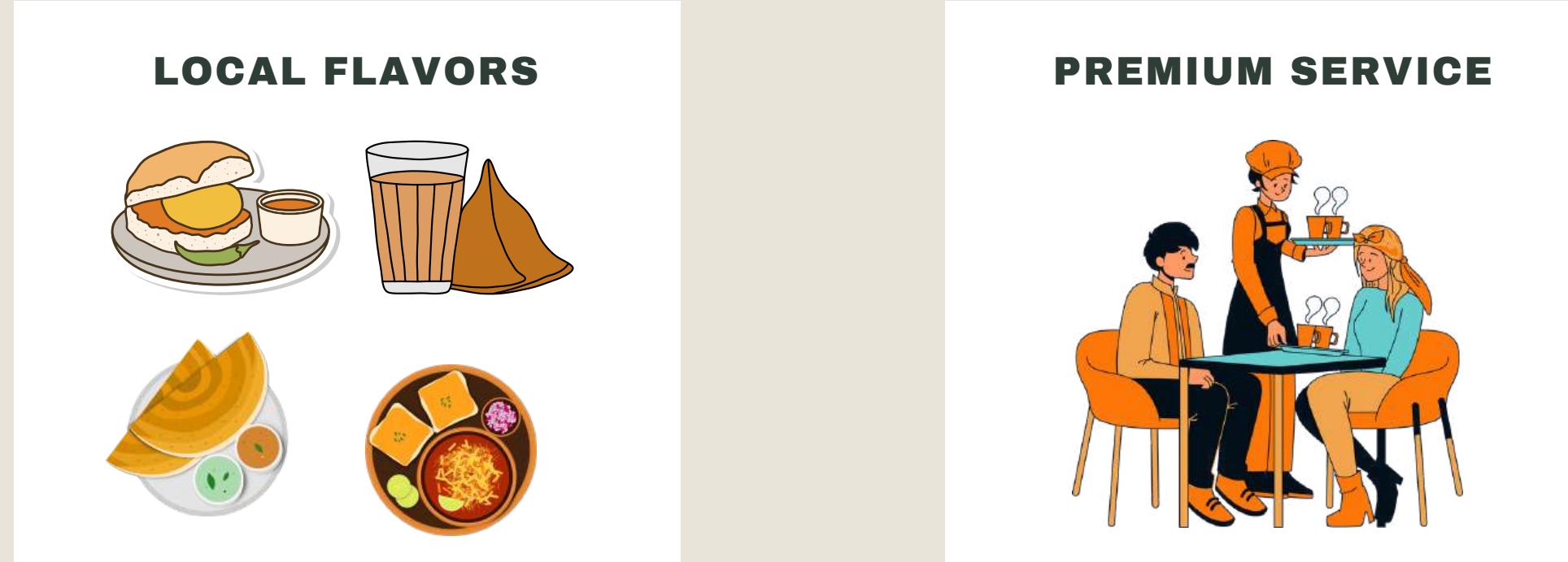
- Understanding customer preferences (age, spending power, food habits).
- Competitor analysis – what works and what doesn't. ( GO IN MARKET AND ASK PEOPLE )
- SWOT analysis (Strengths, Weaknesses, Opportunities, Threats).

### 2.2 Identifying Your Target Audience

- Students, office workers, families, couples.
- Time of visit – morning, afternoon, evening.



## 2.3 DEFINING YOUR USP (UNIQUE SELLING PROPOSITION)



- **THESE THREE FACTORS MATTERS MOST**

1. **PRICE**
2. **QUALITY**
3. **SERVICE**

## 📌 Example:

- McDonald's – Success through low pricing, quick service, and uniform quality.
- Chai Sutta Bar – Created a niche with Indian-style chai served in kulhads.



## MODULE 3: LOCATION SELECTION AND SETUP

### ✓ 3.1 Understand Your Target Customer

- Before you start looking for a location, define your target audience:

Criteria	Example
Age Group	18–35 years (students, professionals, couples)
Income Level	Middle to upper-middle class
Lifestyle	Coffee lovers, fast food eaters, social media users
Purpose of Visit	Casual hangout, work, quick bite, social gathering
Spending Power	₹150–₹300 per person



# Target Audience Segments

- 🎓 Students – Look near colleges, hostels, and tuition centers.
- 💼 Professionals – Office areas and business hubs.
- 👪 Families and Couples – Residential areas or malls.



## 3.2 Types of High-Footfall Areas for a Cafe

Focus on locations where people already gather

### 📍 1. Near Educational Institutions

- ✓ Colleges, schools, universities – students love affordable and trendy cafes.
- ✓ Cafes near hostels have guaranteed regular traffic.



### 📍 2. Office and Business Districts

- ✓ Professionals often visit cafes for coffee breaks or casual meetings.
- ✓ Target areas with office complexes, IT parks, and coworking spaces.



### 📍 3. Malls and Shopping Centers

- ✓ High weekend and evening footfall.
- ✓ Customers tend to stay longer in malls, increasing chances of sales.



### 📍 4. Residential Areas

- ✓ Middle to high-income residential areas.
- ✓ Ensure parking and delivery access.



### 📍 5. Tourist Spots and Landmarks

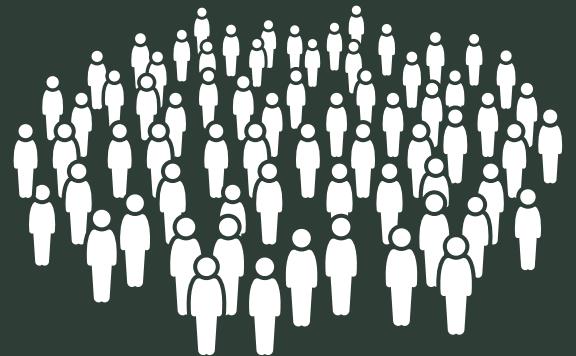
- ✓ Steady flow of new customers.
- ✓ Opportunity for premium pricing due to tourist traffic.



### 3.3 Key Factors to Evaluate While Selecting a Location

#### 1. Foot Traffic

- Observe the number of people walking past the location at different times of the day.
- Ideal footfall: 300–500 people per hour during peak hours.



#### 2. Accessibility and Visibility

- Easily visible from the road.
- Located at eye level, not hidden behind trees or signs.
- Parking availability nearby or access to public transport.



#### 3. Competition Analysis

- Check how many other cafés or fast food outlets are nearby.
- Too many competitors = saturated market.
- No competitors = lack of demand (be careful).



## 4. Affordability

- Ideal rent-to-sales ratio = 10% of monthly sales.
-  If monthly sales target = ₹3,00,000 → Rent should be ≤ ₹30,000.
- If the location is premium but expensive, increase pricing or seating capacity.



## 5. Space Requirements

- Minimum area: 500–800 sq. ft.
- Ideal seating capacity: 30–50 seats.
- Space should allow:
-  Open kitchen (if needed)
-  Coffee counter
-  Waiting area
-  Restroom



## 6. Safety and Legal Approvals

- Fire safety clearance.
- Food safety compliance (FSSAI).
- Building and shop licenses.



## 3.4 Practical Steps to Evaluate a Location

### Step 1: Visit the Location at Different Times

Morning – Office crowd and students

Afternoon – Lunch rush

Evening – Casual hangouts and families



### Step 2: Talk to Local Business Owners

- Ask nearby businesses about footfall and customer preferences.
- Understand their biggest challenges.

### Step 3: Count the Footfall

- Manually count the number of people passing by in 30-minute slots.
- Ideal target: 300–500 passersby/hour.



### Step 4: Test with a Pop-Up Café

- Set up a trial stall in that location.
- Offer free samples and discounts to gauge demand.

### 3.5 Competitor Research (Spy on Competition)

Factor	What to Analyze
Menu	What are their top-selling items? Are they affordable?
Pricing	Are they priced too low or too high?
Crowd	What kind of crowd are they attracting?
Ambience	What's working in terms of design, seating, and lighting?
Online Presence	How are they marketing on social media?



FUDIO : High-end pricing and premium experience → Ideal for business districts.

KHARCHAPANI : Budget pricing and local flavors → College and residential areas.



## 3.6 Negotiating a Good Deal

### 💼 Tips for Lease Agreements:

- ✓ Ask for a 3-month rent-free period for setup.
- ✓ Negotiate for a long lease (5+ years) at a fixed rent.
- ✓ Ensure the landlord covers major maintenance and repairs.

### 📊 Example Calculation:

Target Monthly Sales = ₹3,00,000

- Ideal rent = ₹30,000 (10% of monthly sales)
- Staff Salary = ₹70,000
- Raw Material = ₹90,000
- Utility + Misc = ₹20,000
- Target Profit = ₹60,000/month



### 3.7 Red Flags to Avoid

- 🚫 Hidden costs – Security deposits, maintenance fees.
- 🚫 Structural issues – Leaking roof, poor drainage.
- 🚫 Noise pollution – Busy roads, construction zones.
- 🚫 No evening crowd – Good footfall but only during office hours.

## 3.8 Examples of Successful Cafe Locations

### Example 1: Starbucks (High-Footfall Strategy)

- Opened in business districts, premium malls, and tourist spots.
- Focused on high-margin coffee and snacks.



### Example 2: Chai Point (College + Office Crowd)

- Located near metro stations and office hubs.
- Focused on affordable tea-based beverages.



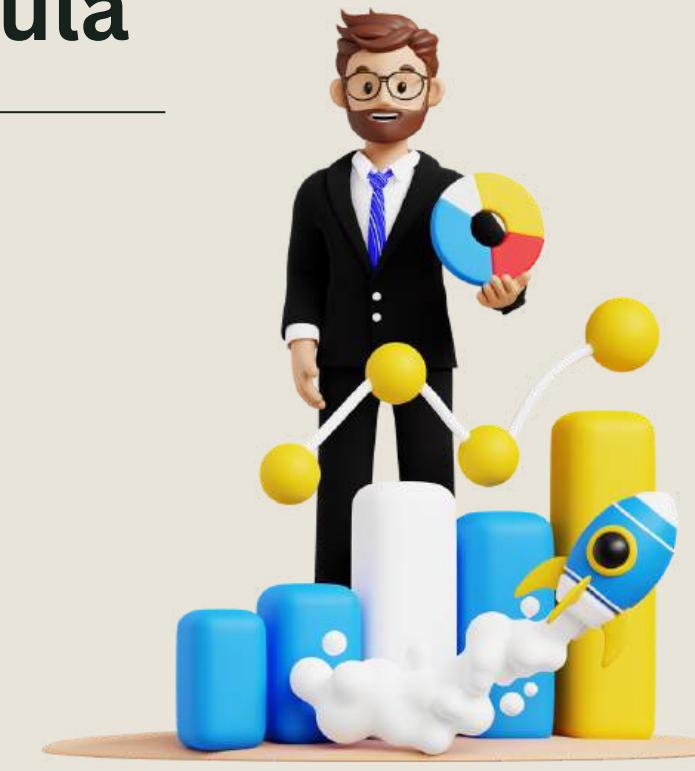
### Example 3: McDonald's (High Visibility + Fast Service)

- Located on highways and busy markets.
- Focused on quick service and drive-thru convenience.



## 3.9 Ideal Location Formula

Factor	Ideal Benchmark
Footfall	300–500 people/hour
Rent	≤ 10% of sales
Visibility	High road/footpath visibility
Competitors	1–3 nearby but no direct saturation
Parking	Available within 100 meters



### 🚀 Final Checklist:

- ✓ High footfall area
- ✓ Affordable rent
- ✓ Low competitor saturation
- ✓ Strong demand from target audience
- ✓ Visible and accessible location

# Module 4: Financial Planning and Investment

## Step 1: Decide Your Café Type & Investment Needed



The amount of investment depends on the type of café you want to start. Here's a rough estimate of the capital required:

Cafe Type	Investment Range	Example
Small Kiosk (Tea/Coffee Stall)	₹2–5 lakh	Chai Tapri, Small Cart
Takeaway Café	₹5–10 lakh	kharchapani
Small Sit-Down Café (30-50 seats)	₹15–30 lakh	Fudio
Franchise Café	₹20–50 lakh	Chai Point, Tea Post
Premium Café	₹50 lakh – ₹1 crore	Starbucks, Third Wave Coffee



## Step 2: Calculate Startup Costs

### 1. Fixed Costs (One-time Investment)



Category	Estimated Cost (₹)
Location Rent & Security Deposit	2–6 months' advance (₹1–6 lakh)
Interior Design & Furniture	₹2–10 lakh
Kitchen Equipment & Utensils	₹3–8 lakh
Licenses & Permits	₹20,000–₹1 lakh
Initial Raw Material	₹50,000–₹2 lakh
POS System & Software	₹20,000–₹50,000
Marketing & Branding	₹50,000–₹2 lakh
Miscellaneous & Emergency Fund	₹1–3 lakh
TOTAL STARTUP COST	₹10–30 lakh

- For small cafe

<b>Expense Category</b>	<b>Estimated Cost (₹)</b>
Rent & Deposit	1,00,000–2,00,000
Interior & Furniture	1,50,000–3,00,000
Equipment	2,00,000–3,50,000
Initial Stock	50,000–1,00,000
Marketing	50,000–1,00,000
Total Investment	5–7 Lakh

# Step 3: Estimate Monthly Expenses

## 2. Recurring (Monthly) Costs

Category	Estimated Cost (₹)
Rent	₹20,000–₹1 lakh (depends on location)
Staff Salary (5–10 employees)	₹50,000–₹1.5 lakh
Raw Material & Ingredients	₹80,000–₹2 lakh
Electricity & Water Bills	₹10,000–₹40,000
Marketing (Social Media, Ads, Flyers, etc.)	₹10,000–₹50,000
Maintenance & Repairs	₹5,000–₹20,000
Software & POS Subscription	₹5,000–₹15,000
Delivery Platform Commission (Zomato/Swiggy)	20–25% of online orders
TOTAL MONTHLY EXPENSES	₹2–5 lakh

# Step 4: Project Sales and Revenue

Revenue depends on how many customers visit daily and their average spending.

## 3. Revenue Calculation

- **Formula:** Daily Sales = No. of Customers × Average Bill Value

### Example:

Daily Customers: 100

Average Bill Value: ₹250

Daily Sales:  $100 \times ₹250 = ₹25,000$

Monthly Sales:  $₹25,000 \times 30 = ₹\underline{7,50,000}$



## 4. Profit Calculation

---

Monthly Revenue: ₹7,50,000

Monthly Expenses: ₹4,00,000

✓ Net Profit: ₹7,50,000 – ₹5,00,000 = ₹2,50,000

👉 Profit Margin Formula:

Profit Margin (%) = (Net Profit / Total Sales) × 100

$$= (\text{₹}3,50,000 / \text{₹}7,50,000) \times 100$$

= 36% Profit Margin





## Step 5: Break-Even Point Calculation (When Will You Recover Investment?)

### Formula:

Break-even Point (Months) = Total Investment / Monthly Profit

### Example:

- Investment: ₹20 lakh
- Monthly Profit: ₹2.5 lakh
- Break-even Period: ₹20,00,000 / ₹2,50,000 = 8 months

🚀 Conclusion: If everything goes well, you can recover your investment in 6 months.





## Step 6: Funding Options for Your Cafe



If you don't have full investment, consider these funding options:

Funding Option	Pros	Cons
Self-Funding (Personal Savings)	Full control over business	High risk if savings are low
Bank Loan (Business Loan)	Can cover full investment	High-interest rates
Government Schemes (Mudra Loan, MSME Loan)	Lower interest rates	Long approval process
Angel Investors	Access to large funds	Loss of some ownership
Crowdfunding	Risk-free money from customers	Hard to attract investors

# Step 7: Cost Control & Profit Maximization Strategies

---

## How to Reduce Costs?

- ✓ Negotiate with Suppliers: Get bulk discounts on raw materials.
- ✓ Monitor Wastage: Avoid food wastage to reduce costs.
- ✓ Use Energy-Efficient Equipment: Save electricity bills. ( Solar Panel )
- ✓ Cross-Train Staff: Reduce salary costs by multi-tasking.

## How to Increase Profits?

- 🚀 Introduce High-Profit Items: Beverages like coffee/tea have 70-80% profit margins.
- 🚀 Upsell & Cross-Sell: Offer combos and meal upgrades.
- 🚀 Loyalty Programs: Give discounts to repeat customers.
- 🚀 Online Ordering & Delivery: Partner with Zomato/Swiggy to increase orders.

# Step 8: Taxation and Financial Compliance



## Important Licenses & Taxes to Consider:

Requirement	Cost (₹)	Validity
FSSAI License (Food Safety)	₹5,000-₹10,000	1-5 Years
GST Registration	₹0 (if turnover < ₹40 lakh)	Yearly
Trade License	₹5,000-₹15,000	1 Year
Fire Safety Certificate	₹3,000-₹10,000	1-3 Years
Shop act & Uddyam	₹2,000-₹5,000	1-3 Years



# Step 9: Financial Tracking & Management

---

To ensure smooth financial management:

- ✓ Use POS Software: Track daily sales and expenses (e.g., Petpooja, UrbanPiper).
- ✓ Maintain Monthly Profit & Loss Statements.
- ✓ Separate Personal & Business Finances: Open a business bank account.
- ✓ Review Finances Weekly: Adjust pricing if needed.

## 🚀 Final Summary

- ◆ Initial Investment: ₹10–30 lakh
- ◆ Monthly Expenses: ₹2–5 lakh
- ◆ Monthly Revenue Target: ₹5–8 lakh
- ◆ Profit Margin: 40–50%
- ◆ Break-even in: 6–12 months
- ◆ Funding Options: Self-funding, Bank Loan, MSME schemes
- ◆ Profit Boosters: Upselling, Loyalty Programs, Online Orders



# Module 5: Kitchen Setup and Operations

---



## Step 1: Plan Your Kitchen Layout

The layout of your kitchen should be efficient, easy to clean, and allow smooth workflow. Follow these principles:

✓ Workflow Design: The kitchen should have a logical flow – Receiving → Storage → Preparation → Cooking → Plating → Serving

✓ Separate Zones for:

1. Storage Zone: Raw materials, dry ingredients, refrigerated items
2. Prep Area: Chopping, cutting, marinating
3. Cooking Area: Stoves, ovens, fryers
4. Assembly & Plating Area: Final touch before serving
5. Cleaning & Dishwashing: Sink, garbage disposal

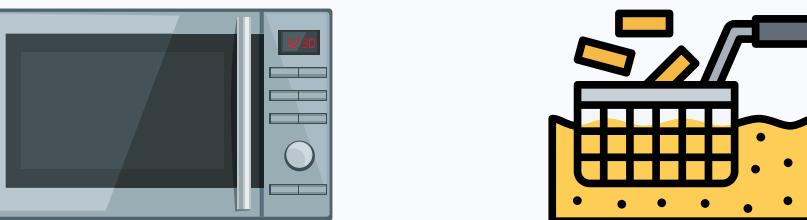
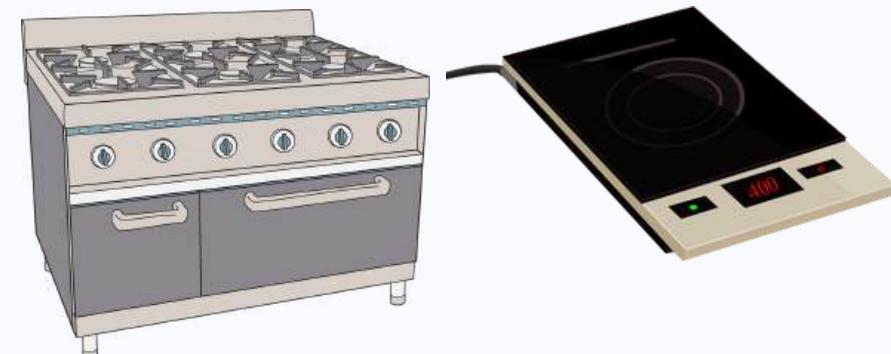
🚀 Ideal Layouts:

- Linear Layout: For small kitchens with limited space
- L-Shaped Layout: For medium-sized cafés
- Island Layout: For high-end, large cafés

# Step 2: Essential Equipment for a Cafe Kitchen

Choosing the right equipment is crucial for efficiency and food quality. Below is a detailed list of essential kitchen equipment:

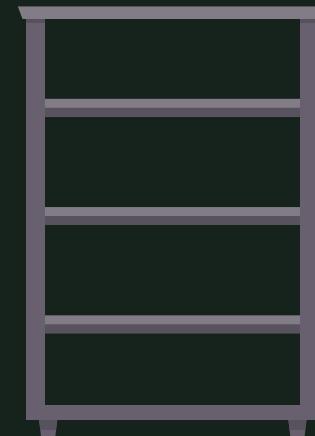
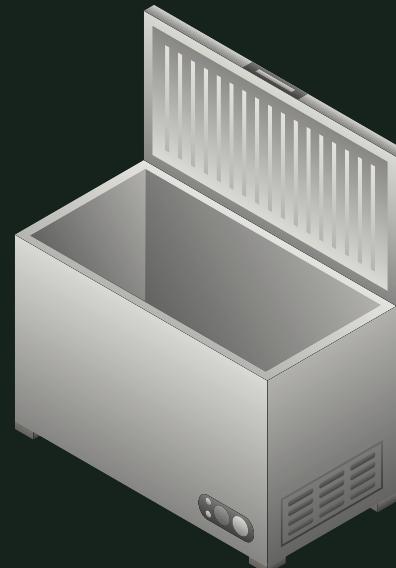
## 1. Cooking Equipment :



Equipment	Purpose	Cost (₹)
Commercial Gas Stove & Burner	Cooking main dishes	₹10,000–₹50,000
Induction Cooktop	Quick cooking (soups, coffee)	₹5,000–₹20,000
Oven (Convection/Microwave)	Baking, reheating	₹15,000–₹50,000
Griller/Sandwich Maker	Grilled sandwiches, paninis	₹5,000–₹30,000
Deep Fryer	Fries, nuggets, quick snacks	₹10,000–₹40,000
Coffee Machine	Espresso, cappuccino, latte	₹30,000–₹2 lakh
Tea Brewer	Brewing tea efficiently	₹5,000–₹15,000
Tandoor (if needed)	Naan, kebabs	₹20,000–₹50,000

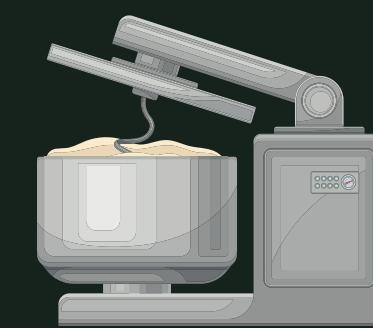
## 2. Refrigeration & Storage Equipment

Equipment	Purpose	Cost (₹)
Deep Freezer	Storing frozen food, ice cream	₹20,000–₹80,000
Commercial Refrigerator	Storing dairy, vegetables	₹30,000–₹1.5 lakh
Cold Storage Racks	Organizing perishable food	₹5,000–₹20,000
Shelving Racks	Storing dry ingredients	₹5,000–₹15,000



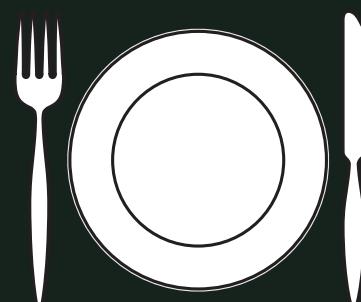
### 3. Food Preparation Equipment

Equipment	Purpose	Cost (₹)
Cutting Boards & Knives	Chopping veggies, fruits	₹3,000–₹10,000
Mixer	Chopping, grinding	₹5,000–₹25,000
Dough Kneader	For pizza, bread	₹10,000–₹50,000
Mixing Bowls, Measuring Cups	Baking & cooking preparation	₹2,000–₹10,000



## 4. Serving & Plating Equipment

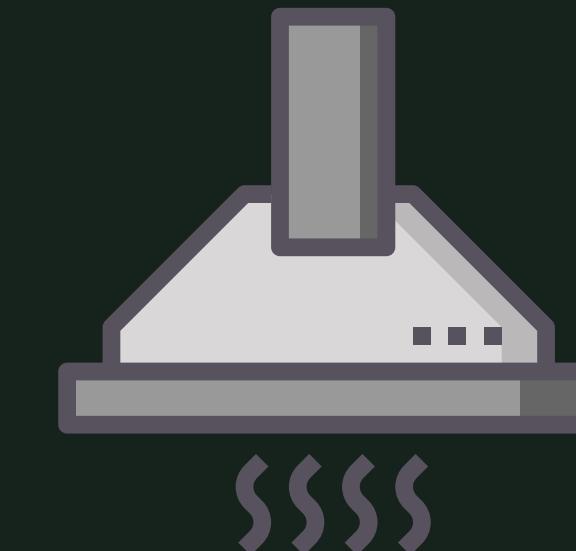
Equipment	Purpose	Cost (₹)
Crockery & Cutlery	Plates, spoons, glasses	₹10,000–₹50,000
Takeaway Packaging	Paper cups, boxes, bags	₹5,000–₹30,000
Food Trays	Serving food	₹2,000–₹10,000



## 5. Cleaning & Hygiene Equipment

Equipment	Purpose	Cost (₹)
Stainless Steel Sink	Washing utensils	₹5,000–₹20,000
Dishwasher	Automatic cleaning	₹50,000–₹1.5 lakh
Exhaust & Chimney	Removing smoke, odor	₹20,000–₹80,000
Fire Extinguisher	Safety in the kitchen	₹5,000–₹15,000

💡 Total Estimated Equipment Cost: ₹3–10 lakh depending on cafe size



# Step 3: Kitchen Staff & Operations

A well-organized team ensures fast service and high quality.

## 1. Hiring Kitchen Staff

Position	Roles & Responsibilities	Salary Range (₹)
Head Chef	Menu planning, food quality	₹30,000–₹60,000
Assistant Chef	Helping the main chef	₹20,000–₹40,000
Line Cook	Preparing dishes	₹15,000–₹30,000
Barista	Making coffee, tea	₹15,000–₹25,000
Kitchen Helper	Cleaning, cutting, basic work	₹10,000–₹20,000
Dishwasher	Washing utensils	₹8,000–₹15,000



## 2. Standard Kitchen Operations & Workflow

### 📌 Opening Shift (8 AM – 11 AM)

- ✓ Check all kitchen equipment
- ✓ Receive raw materials from suppliers
- ✓ Prep ingredients (chopping, marinating)
- ✓ Ensure cleanliness & hygiene

### 📌 Lunch & Evening Shift (12 PM – 9 PM)

- ✓ Follow the First In, First Out (FIFO) method for ingredients
- ✓ Track food inventory and update stock
- ✓ Coordinate with waiters for faster service

### 📌 Closing Shift (9 PM – 12 AM)

- ✓ Deep cleaning of kitchen and equipment
- ✓ Store leftover food properly
- ✓ Turn off gas, electrical appliances

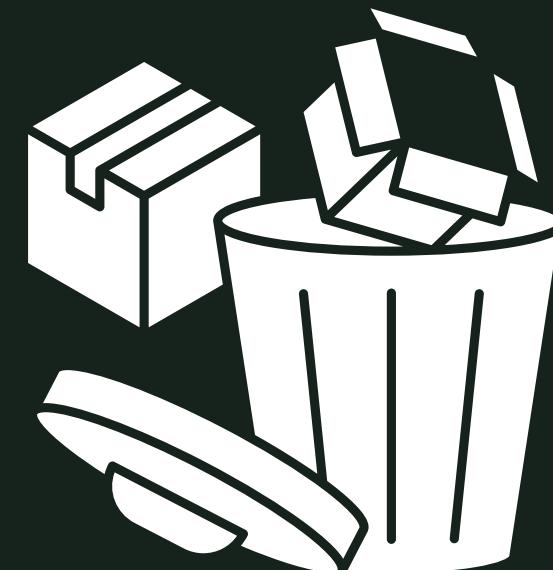


# Step 4: Food Waste Management & Cost Control

---

## ✓ Tips to Reduce Waste:

- ❖ Monitor portion sizes – Don't over-serve food
- ❖ Train staff to use ingredients efficiently
- ❖ Track & analyze food wastage daily
- ❖ Use surplus ingredients smartly – Example: Leftover bread for garlic toast



# Step 5: Technology & POS Integration

---

## Use technology to streamline kitchen operations:

- POS System (Billing & Order Management) – EZO, Petpooja, UrbanPiper, Posist
- Inventory Management Software – Reduces raw material waste
- Online Order Integration – Zomato, Swiggy, Magicpin
- Digital Display Screens – For kitchen order tracking

## 🚀 Final Summary

- ✓ Plan a functional kitchen layout for smooth workflow
- ✓ Invest ₹3–10 lakh in essential kitchen equipment
- ✓ Hire skilled kitchen staff for efficient operations
- ✓ Follow a strict workflow for quality and hygiene
- ✓ Reduce food wastage to maximize profits
- ✓ Get necessary licenses for legal operation
- ✓ Use POS & tech systems for automation





# Module 6: Hiring and Team Management

## Step 1: Understanding the Key Roles in a Café

Each café requires a combination of kitchen staff, service staff, and management staff for smooth operations.

Position	Role & Responsibilities	Average Salary (₹/Month)
Café Manager	Handles operations, inventory, customer service	₹25,000 - ₹50,000
Head Chef	Manages kitchen, plans the menu	₹25,000 - ₹60,000
Commis Chef	Assists the chef, food prep	₹15,000 - ₹25,000
Barista	Prepares coffee, interacts with customers	₹15,000 - ₹25,000
Cashier & POS Operator	Manages billing, handles cash	₹12,000 - ₹20,000
Waiters/Service Staff	Takes orders, serves food	₹10,000 - ₹18,000
Kitchen Helper	Washing dishes, cleaning	₹8,000 - ₹12,000



Tip: Start with a small, efficient team in the beginning and hire more as sales increase.



## Step 2: How to Hire the Right Staff?



### Where to Find Staff?

- ✓ Local Job Portals: Naukri, Apna, WorkIndia, LinkedIn
- ✓ Referrals: Ask friends, family, or current staff
- ✓ Hotel Management Institutes: Fresh graduates are eager to work
- ✓ Local Classifieds & Facebook Groups (City-specific job groups)

### Job Descriptions & Requirements

- 💡 Example: Barista Job Description
  - Skills: Latte art, brewing techniques, good communication
  - Experience: 1-2 years (or freshers with training)
  - Soft Skills: Friendly, customer-focused, quick learner
  - Work Hours: 8-10 hours/day (rotational shifts)

- 💡 Example: Kitchen Helper Job Description
  - Skills: Basic chopping, dishwashing, cleanliness
  - Experience: No prior experience required
  - Work Hours: 8-10 hours

💡 Tip: Create a detailed job description before hiring so expectations are clear.





## Step 3: Interview & Selection Process

### How to Conduct Interviews?

- ✓ Step 1: Resume Screening – Shortlist candidates with relevant experience
- ✓ Step 2: Initial Phone Interview – Quick chat about availability & expectations
- ✓ Step 3: Practical Test (for chefs, baristas) – Ask them to make a coffee or dish
- ✓ Step 4: In-Person Interview – Discuss salary, job responsibilities, behavior

### Key Questions to Ask

- "What experience do you have in the food industry?"
- "How do you handle difficult customers?"
- "Are you comfortable working in a fast-paced environment?"
- "What are your salary expectations?"



Tip: Always check references from previous employers before final hiring.



## Step 4: Staff Training & Onboarding

After hiring, staff must be trained properly to maintain quality and efficiency.

### Training Checklist

- Café Manager Training – Managing orders, sales reports, problem-solving
- Chef Training – Recipe standardization, food cost control
- Barista Training – Coffee-making techniques, latte art
- Waiter Training – Customer handling, POS software
- Hygiene & Safety Training – Cleaning procedures, food safety, fire safety



 Tip: Keep an Employee Handbook with rules, recipes, and policies to maintain consistency.





## Step 5: Creating Work Schedules & Managing Shifts

To prevent overwork and burnout, create a shift schedule with enough breaks.

### Example Work Shifts in a Café

Shift Type	Timings	Staff Required
Morning Shift	7 AM – 3 PM	Manager, Chef, 2 Baristas, 2 Waiters
Evening Shift	3 PM – 11 PM	Manager, Chef, 1 Barista, 3 Waiters
Night Closing Shift	11 PM – 12 AM	Cleaner, Cashier, Helper



 Tip: Rotate shifts weekly so employees get fair working hours.

## Step 7: Managing Employee Conflicts & Customer Complaints

Scenario 1: Staff fights or refuses to work

Solution: Hold a private meeting, understand the issue, and resolve fairly

Scenario 2: A customer complains about slow service

Solution: Apologize, offer a discount if necessary, and improve training

Scenario 3: A staff member quits suddenly

Solution: Keep backup staff or hire temporary replacements from agencies

 Tip: Have a clear policy manual to handle conflicts and complaints professionally.



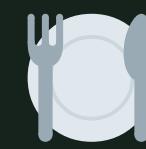


## Final Summary & Action Plan



- ✓ Hire based on skills & attitude – Experience is secondary if the attitude is right
- ✓ Train staff properly – Invest in their growth for long-term benefits
- ✓ Manage work schedules wisely – Avoid overburdening employees
- ✓ Keep employees happy – Incentives & recognition improve performance
- ✓ Have backup staff options – Always be prepared for last-minute changes





# Module 7: Menu Design and Pricing

## 📌 Step 1: Understanding Your Café's Theme & Target Audience

- Before designing your menu, answer these questions:

### 1 What is your café's theme?

- ☕ Coffee-focused? (e.g., Starbucks, Third-Wave Cafés)
- 🍔 Fast food? (e.g., McDonald's, Burger King)
- 🥗 Healthy & organic? (e.g., Salad Bars, Vegan Cafés)



### 2 Who are your customers?

- Young students & professionals → Budget-friendly items, combos
- Families → Variety of dishes, kids' meals, healthier options
- Premium customers → Gourmet menu, premium coffee & desserts



### 📌 Example Café Themes & Menus:

- ♦ Trendy Youth Café: Loaded Fries, Pizza, Cold Coffee, Burgers
- ♦ Healthy Café: Smoothies, Avocado Toast, Salads, Detox Drinks
- ♦ Premium Lounge Café: Cheesecake, Gourmet Coffee, Croissants



## 💡 Step 2: Creating a Profitable Café Menu

A good café menu should have:

- ✓ Signature Dishes – Unique items only available at your café
- ✓ Balanced Categories – Mix of drinks, snacks, meals, desserts
- ✓ Best-Seller Items – Popular choices based on market demand
- ✓ Profitable Add-ons – Extra toppings, flavored syrups, side dishes
- ✓ Combo Deals – "Burger + Fries + Drink" for better value



### 📘 Example Menu Structure

Category	Example Items
☕ Coffee & Beverages	Cappuccino, Cold Coffee, Iced Latte, Green Tea
🍔 Snacks & Quick Bites	Veg Sandwich, Paneer Burger, Cheese Fries
🥗 Healthy Options	Greek Salad, Avocado Toast, Protein Shake
🍩 Desserts & Sweets	Brownies, Cheesecake, Ice Cream
👉 Combo Offers	Pizza + Coke, Burger + Fries + Shake



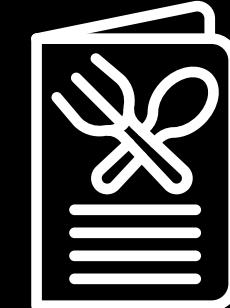
Tip: Use seasonal specials (e.g., Mango Shake in Summer) to attract repeat customers.

# Step 3: Pricing Your Menu Items Correctly

## Formula for Pricing:

 Food Cost Per Dish + Overheads + Profit Margin = Selling Price

- **Step-by-Step Food Cost Calculation Example:** Example: Cold Coffee



Ingredient	Qty	Cost (₹)
Milk	200 ml	10
Coffee Powder	5 g	5
Sugar	10 g	2
Ice Cubes	50 g	1
Disposable Cup	1	4
Total Cost		₹22

- ✓ Add 30-40% profit margin
- ✓ Selling Price = ₹70 - ₹80
- 💡 Pricing Strategy Tips:
  - ✓ Psychological Pricing – ₹99 instead of ₹100 (looks cheaper)
  - ✓ High-Profit Items on Top – First items get ordered the most
  - ✓ Bundle Offers – Burger + Fries at ₹129 (instead of ₹140 separately)



# 📌 Step 4: Menu Design & Layout Best Practices

## 📌 Menu Design Tips:

- ✓ Use attractive images – But only for best-selling items
- ✓ Highlight most profitable dishes – Use a different font color
- ✓ Avoid too many options – Max 25-30 items (Too many choices = Confusion)
- ✓ Easy-to-read fonts and minimal design – No overcrowding

## 📘 Example of a Well-Designed Menu Layout

- 📌 1st Page: Best Sellers (highlighted)
  - 📌 Middle Pages: Regular menu items (grouped by category)
  - 📌 Last Page: Desserts & Add-ons (for impulse buying)
- 💡 Pro Tip: Create two versions of your menu – Dine-In and Online Delivery Menu (Online menus should be shorter & optimized for fast orders).



# 💡 Step 5: Increasing Sales Through Smart Menu Engineering

---

## ✓ Strategic Placement of Items –

The first 2-3 items in each category get ordered the most

Use highlight boxes for high-profit items

List expensive items first so mid-range items seem cheaper

## ✓ Profitable Add-ons –

Extra Cheese: ₹30

Extra Whipped Cream: ₹20

Upgrade Regular Coffee to Large: ₹40

## ✓ Limited-Time Offers –

"Weekend Special – Buy 1 Get 1 on Mocktails!"

"Happy Hours: Flat 20% off between 4-6 PM!"

## ✓ Seasonal Specials –

"Summer Coolers: Mango Shake, Watermelon Cooler"

"Winter Specials: Hot Chocolate, Ginger Tea"



## 💡 Step 6: Digital Menu & Online Ordering

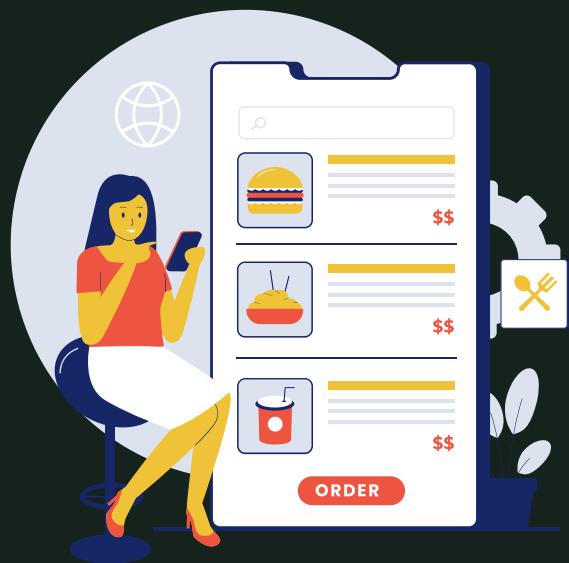


### 📘 How to Create a Digital Menu?

- ✓ Canva, Figma, or Photoshop for professional designs
  - ✓ Use QR Code Menus to save printing costs
- ✓ Upload Menu on Zomato, Swiggy, Instagram for more reach

### 🚀 Final Summary & Action Plan

- ✓ Choose a menu based on your café's theme (Fast food, healthy, premium)
- ✓ Price menu items smartly (Cost + Overheads + Profit)
  - ✓ Design an easy-to-read, attractive menu
- ✓ Use psychological pricing & combo offers to boost sales
- ✓ Promote menu online & use QR codes for digital orders



💡 **Pro Tip:** Post Instagram Stories & WhatsApp Status with new menu items to drive online orders.

 Café Menue : Hot & Cold Beverages

Item	Description	Price (₹)
Espresso	Strong black coffee	59
Cappuccino	Espresso with frothed milk	99
Masala Chai	Indian spiced tea	69
Green Tea	Fresh herbal green tea	79
Classic Cold Coffee	Chilled coffee with ice cream	119
Iced Latte	Espresso with milk & ice	129
Chocolate Shake	Rich chocolate milkshake	149
Strawberry Shake	Creamy strawberry milkshake	149
Vanilla Shake	Smooth vanilla milkshake	149
Mango Mastani	Thick mango shake with ice cream	179
Chocolate Mastani	Chocolate milkshake with ice cream	179
Blue Lagoon Mocktail	Refreshing blue curacao-based drink	169
Virgin Mojito	Lime & mint refreshing drink	169
Fruit Punch	Mixed fruit juice mocktail	169





# Burgers

Item	Description	Price (₹)
Classic Veg Burger	Crispy veggie patty with lettuce & cheese	129
Paneer Burger	Spiced paneer patty with special sauce	149
Cheese Burst Burger	Extra cheese-loaded burger	159
Aloo Tikki Burger	Indian-style spiced potato patty	119
Double Decker Burger	Double patty, double cheese	179
BBQ Mushroom Burger	Grilled mushrooms with BBQ sauce	169





# Fries & Nuggets

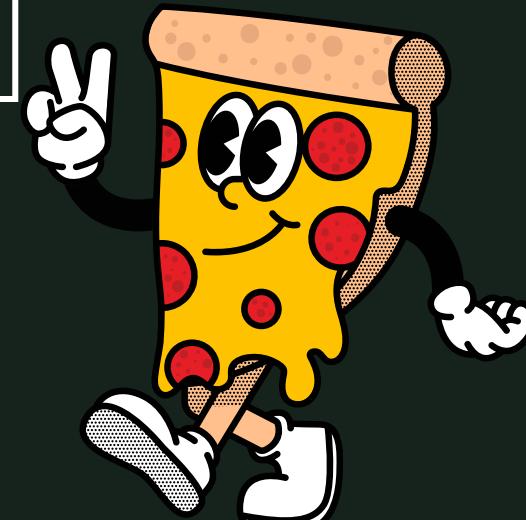
Item	Description	Price (₹)
Classic French Fries	Salted crispy fries	99
Cheese Fries	French fries with melted cheese	119
Peri-Peri Fries	Spicy flavored fries	119
Loaded Fries	Fries with cheese, mayo & veggies	149
Masala Fries	Tangy Indian-style fries	109
Nuggets (6 pcs)	Crispy golden nuggets	129
Cheese Nuggets	Nuggets stuffed with cheese	149





# Pizza

Item	Description	Price (₹)
Margherita Pizza	Classic cheese & tomato pizza	199
Veggie Delight Pizza	Bell peppers, olives & mushrooms	219
Paneer Tikka Pizza	Spiced paneer cubes & cheese	229
Cheese Burst Pizza	Extra cheese-stuffed crust	249
BBQ Mushroom Pizza	Grilled mushrooms & BBQ sauce	189
Tandoori Pizza	Indian-spiced veggies & paneer	199
veg cheese pizza	with tomato,capsicum and onion	179
corn cheese pizza	with all veggies and corn	199





# Pasta

Item	Description	Price (₹)
Classic White Sauce Pasta	Creamy white sauce with cheese	179
Spicy Red Sauce Pasta	Tangy tomato-based pasta	179
Mix Sauce Pasta	Combination of red & white sauce	199
Peri-Peri Pasta	Spicy peri-peri flavored pasta	189
Cheesy Alfredo Pasta	Extra cheesy white sauce pasta	209
Pesto Pasta	Basil pesto sauce pasta	219



 Momos

Item	Description	Price (₹)
Steamed Veg Momos	Classic dumplings with spicy chutney	149
Fried Momos	Crispy deep-fried momos	159
Tandoori Momos	Grilled spicy tandoori momos	169
Cheese Momos	Cheese-stuffed dumplings	179
Peri-Peri Momos	Spicy peri-peri flavored momos	189
Kurkure Momos	Extra crispy coated momos	199





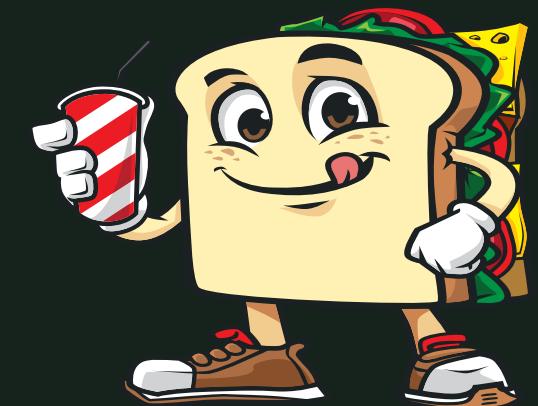
# Maggi

Item	Description	Price (₹)
Classic Masala Maggi	Simple & tasty masala Maggi	99
Cheese Maggi	Maggi with melted cheese	119
Butter Maggi	Maggi with extra butter	109
Tandoori Maggi	Smoky tandoori-style Maggi	129
Peri-Peri Maggi	Spicy Maggi with peri-peri seasoning	139
Vegetable Maggi	Loaded with mixed veggies	149



## Sandwiches

Item	Description	Price (₹)
Classic Veg Sandwich	Simple grilled sandwich	129
Cheese Corn Sandwich	Cheese & sweet corn-filled sandwich	139
Paneer Sandwich	Spiced paneer stuffing	149
Club Sandwich	Multi-layer sandwich with veggies	169
Peri-Peri Sandwich	Spicy peri-peri flavored sandwich	159
Chocolate Sandwich	Sweet chocolate-filled grilled sandwich	149



## ◆ Combo Offers

Combo	Includes	Price (₹)
Burger Combo	Any Burger + Fries + Coke	199
Pizza Combo	Any Pizza + Garlic Bread + Cold Coffee	349
Pasta Combo	Any Pasta + Garlic Bread + Mocktail	299
Momos Combo	Any Momos + Cold Coffee	249
Maggie Combo	Any Maggi + Nuggets + Tea	199
Sandwich Combo	Any Sandwich + Cold Coffee	229
Coffee & Dessert	Any Coffee + Brownie	199



## Special Offers & Promotions

-  Happy Hours: 4-6 PM (Flat 20% Off on All Beverages)
-  Weekend Special: Buy 1 Get 1 on Cold Coffee
-  Loyalty Program: Every 5th coffee FREE!

 Order Online & Contact Us

 Call: +91-XXXXXXXXXX

 Address: Your Café Location

 Order Online: [Website/Instagram Handle]



Tip: Customize this template with your café branding & print for display!

# Module 8: Marketing (Online + Offline)

Marketing is the lifeline of your café. A great menu and ambiance won't bring customers unless people know about your café!  
This module covers:

- ✓ How to market your café using online & offline strategies
- ✓ Proven methods to attract more customers & increase sales
- ✓ Low-cost marketing ideas for small cafés



## Step 1: Understanding Your Target Audience

Before marketing, identify who your customers are:

- 1 Students & Young Professionals – Love budget-friendly meals, combos, Instagrammable cafés.
- 2 Families & Working Professionals – Prefer a comfortable place with good service.
- 3 High-Spending Customers – Look for premium experiences, gourmet coffee, and exclusivity.

📌 Why is this important?

- ✓ Students → Offer discounts, Instagram contests
- ✓ Families → Promote special meal deals & kids' menu
- ✓ Premium customers → Focus on ambiance, gourmet menu, influencer mark



## 💡 Step 2: Offline Marketing Strategies (Local Promotions)

💡 Goal: Bring more footfall to your café from the local area.

### 1 Local Advertising & Branding

- ✓ Attractive Signage: A bright, well-lit sign makes your café visible from far.
- ✓ Flyers & Posters: Distribute at colleges, gyms, offices, and shopping areas.
- ✓ Partnerships: Tie up with nearby shops, hostels, and offices for discounts.
- ✓ Billboards & Banners: Place them in high-traffic areas like malls & cinemas.

### 2 Launch Offers & Happy Hours

- 🌟 Opening Day: “Flat 50% Off on Entire Menu!”
- 🌟 Happy Hours: “Buy 1 Get 1 Free on Cold Coffee (4 PM – 6 PM)”
- 🌟 Student Discount: “Show College ID & Get 10% Off”



### 3 Word-of-Mouth & Referral Marketing

- ✓ Loyalty Cards: "Buy 5 coffees, get 1 free" increases repeat customers.
- ✓ Refer & Earn: Customers who refer a friend get a discount.
- ✓ Surprise Giveaways: Offer free desserts or discount coupons to random customers.

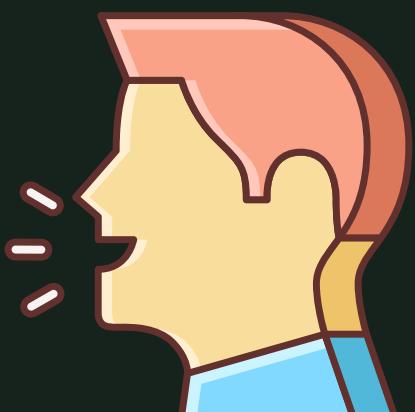


### 4 Local Events & Collaboration



- ✓ Host live music nights, comedy shows, open mic events to attract new people.
- ✓ Collaborate with colleges, gyms, and corporate offices for bulk orders.
- ✓ Sponsor local events & college fests to increase brand visibility.

💡 Example: A café near a college can host "Exam Night Study Sessions" with unlimited coffee refills



## 💡 Step 3: Online Marketing Strategies (Social Media & Digital Ads)

💡 Goal: Make your café famous on Instagram, Facebook, Zomato, and Google!

### 1 Instagram & Facebook Marketing

- ✓ Daily Posts: Post mouth-watering food pictures & café ambiance.
- ✓ Reels & Stories: Show live cooking, customer reactions, behind-the-scenes.
- ✓ Polls & Contests: Example – "Tag 3 friends & win a free burger!"
- ✓ Influencer Collaborations: Invite local food bloggers for reviews.
- ✓ Hashtags: Use trending hashtags like #Foodie #CafeVibes #BestCoffee





## 📌 Content Plan for Instagram (Example)

Day	Post Type	Example
Monday	Product Post	Picture of cheese burst pizza with a catchy caption
Tuesday	Behind-the-Scenes	Video of barista making latte art
Wednesday	Customer Testimonials	Happy customer reviews
Thursday	Interactive Poll	"Cold Coffee or Hot Coffee? Vote now!"
Friday	Offer Announcement	"Get 1 Free Mocktail on Fridays!"
Saturday	Influencer Collab	Food blogger reviewing a dish
Sunday	Fun Meme	"How coffee saves my Monday!"

## 2 Google My Business (GMB) Optimization

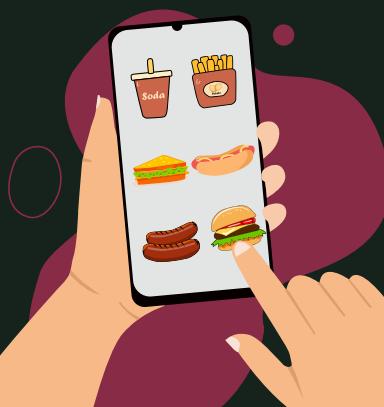
Search...



- 💡 Why? 70% of customers Google a café before visiting.
- ✓ Claim Your Café on Google: Add your café name, address, contact.
- ✓ Upload Photos: Good-quality food & ambiance pictures.
- ✓ Collect Reviews: Ask happy customers to leave 5-star ratings.
- ✓ Post Weekly Updates: Announce special offers & events.
- 📌 Example: "Special Friday Offer: Get a Free Cookie with Any Coffee ☕🍪!"

## 3 Zomato & Swiggy Promotions

- ✓ List your café on Zomato & Swiggy to get online orders.
- ✓ Offer discounts on first orders (e.g., ₹50 Off on First Order).
- ✓ Keep an exclusive online-only menu for Zomato (e.g., special combos).
- ✓ Get positive reviews – More stars = More visibility.
- 💡 Tip: Swiggy & Zomato have paid promotions (e.g., ₹500 per day ads) to bring more orders.



## 4 WhatsApp Marketing & Direct Messages

- ✓ Create a WhatsApp Business Account
- ✓ Send Offers to Existing Customers (Don't spam, send once a week)
- ✓ Special Menu Alerts: "Try our new Chocolate Mastani at ₹129!"
- ✓ Festival Discounts: "Get 10% off this Diwali! Visit Today!"

✖ Example Message:

"Hey Foodie! 🍔 Try our new Paneer Tikka Pizza & get a FREE Coke! Order now – [Café Name]"

💡 Tip: Offer discounts to customers who share your WhatsApp status!





## Step 4: Paid Advertising for Faster Growth

If you have a marketing budget, paid ads can give instant results.

### 1 Facebook & Instagram Ads

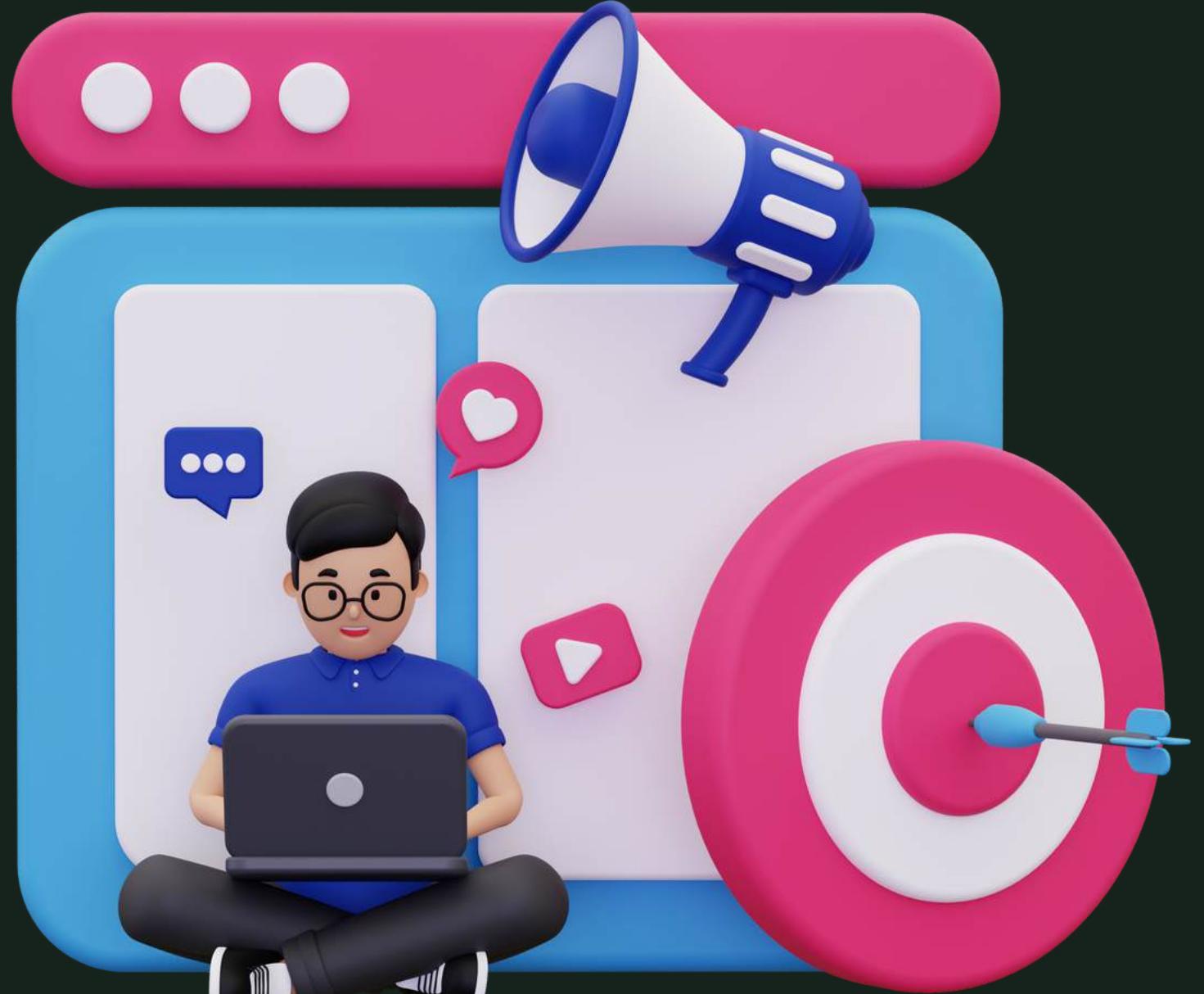
💰 Budget: ₹2,000 – ₹5,000 per month

✓ Target local customers (age 18-35)

✓ Show ads of cold coffee, burgers, pizza, and special offers

📌 Example Ad:

"Love Cold Coffee? Buy 1 Get 1 Free Today! Visit [Café Name]"



### 2 Google Ads (For People Searching "Best Café Near Me")

💰 Budget: ₹3,000 – ₹7,000 per month

✓ Run ads for local searches (e.g., "Best café in Washim")

✓ Show customer reviews & best dishes in the ad

📌 Example Ad:

"Washim's #1 Café – Try Our Cold Coffee Today!"

Tip: Don't hire any marketing agency learn from youtube

## 💡 Step 5: Tracking & Improving Marketing Results

### 📊 What to Track Weekly?

- ✓ Instagram Followers & Engagement 📈
- ✓ Google My Business Views & Calls ☎️
- ✓ Zomato/Swiggy Orders & Ratings ⭐
- ✓ Walk-in Customers from Local Ads 🚶



### 📌 Best Tools for Tracking:

- ✓ Google Analytics (for website visitors)
- ✓ Facebook Insights (for social media engagement)
- ✓ Zomato/Swiggy Dashboard (for online orders)



### 🚀 Final Summary & Action Plan

- ✓ Offline Marketing: Flyers, posters, events, offers
- ✓ Social Media Marketing: Daily posts, reels, influencers
- ✓ Google & Zomato Ads: Attract more footfall & online orders
- ✓ WhatsApp & Word-of-Mouth: Engage existing customers
- ✓ Paid Ads: Facebook, Instagram, and Google for faster growth

- Here are ready-made Instagram post templates and ad copy examples for your café's marketing! 🚀📢

## 📌 Instagram Post Templates

Use these for daily social media updates!

### 1 Product Showcase (Pizza 🍕, Burger 🍔, Cold Coffee ☕)

#### 📍 Post Caption:

🔥 "Craving something delicious? Try our mouth-watering Cheese Burst Pizza! 🧀🍕 Tag a friend who owes you a treat! #FoodieGoals #BestPizzalnTown"

#### 📌 Hashtags:

#CafeVibes #PizzaLove #Foodie #BestCafeIn[City]

### 2 Special Offer Post (Buy 1 Get 1 Free)

#### 📍 Post Caption:

⭐ "BIG OFFER ALERT! Buy 1 Cold Coffee, Get 1 FREE! ☕️☕️ Bring a friend and double the fun. Today only! ⏳ #CafeLover #OfferOfTheDay"

#### 📌 Hashtags:

#CoffeeTime #CafeAddict #BestDeals

### 3 Customer Testimonial Post

 Post Caption:

 "Our happy customer [Customer Name] just said: 'Best burger I've ever had! Crispy, juicy, and full of flavor!'   
 Try it yourself! #HappyCustomer #CafeExperience"

 Hashtags:

#FoodieReview #BestBurgerEver #CafeMoments

### 4 Interactive Post (Poll/Question)

 Post Caption:

 "What's your all-time favorite café snack?  Burger or  Pizza? COMMENT BELOW!  #FoodBattle  
#VoteNow"

 Hashtags:

#FoodiePoll #CafeAddict #VoteYourFav

### 5 Event Post (Live Music/Open Mic Night)

 Post Caption:

 "This Saturday! Live Music Night at [Café Name]   Come enjoy delicious food & soulful music! Entry FREE. Book your seat now!  [Café Address] #WeekendVibes"

 Hashtags:

#LiveMusic #WeekendPlans #CafeEvents

# 📌 Instagram & Facebook Ad Copy Examples

💰 For Facebook & Instagram Paid Ads: Use these ready-made captions for promotions!

## 1 Ad for a Special Offer (Targeting Students & Young People)

📢 Caption:

🎉 STUDENTS SPECIAL! Show your College ID & Get 10% OFF on Your Entire Bill! 🍕☕️ Hurry, offer valid for a limited time! 🎉 Visit [Café Name] today!

💰 Budget: ₹500 – ₹2,000/day

🎯 Target Audience: 18-25 years, within 5 km of your café

## 2 Ad for Coffee Lovers (Targeting Professionals & Regular Customers)

📢 Caption:

☕️ Love Coffee? We have the Best Cold Coffee in Town! Try it today & Get Flat ₹50 OFF on your first visit. 😊

#CoffeeAddict

💰 Budget: ₹1,000 – ₹3,000/day

🎯 Target Audience: Age 22-40, people searching for "best café near me"

## 3 Ad for Home Delivery (Targeting Online Orders)

📢 Caption:

🚀 CRAVING FAST FOOD? Order your favorite 🍔 Pizza, 🍟 Fries & 🥤 Cold Coffee NOW on Zomato & Swiggy! Get 20% OFF – Limited Time Offer!

💰 Budget: ₹2,000 – ₹5,000/day

🎯 Target Audience: Food delivery app users, nearby residential areas

## 🚀 Next Steps!

- ✓ Start using these posts & ads today.
- ✓ Need customized social media designs? I can suggest free design tools.
- ✓ Want help with running ads on Facebook & Instagram? Let me know!

Let's grow your café together! 🚀🔥😊





# Module 9: Growth and Expansion

Now that your café is running successfully, it's time to grow and expand profitably! In this module, we will cover:

## 💡 Step 1: When is the Right Time to Expand?

Before expanding, ask yourself these questions:

- ✓ Is my café consistently profitable? (At least 6+ months of stable profit)
- ✓ Do I have a strong brand & customer base? (Loyal customers & good word-of-mouth)
- ✓ Can I handle higher operational costs? (Rent, staff salaries, inventory, etc.)
- ✓ Do I have a reliable team? (A good manager to handle operations)

📌 If your answer is ‘YES’ to these, it’s time to expand! 🚀



## 💡 Step 2: Choosing the Right Expansion Model

💡 There are 3 main ways to grow your café:

### 1 Open a Second Café (Self-Owned Expansion) 🏠

- ✓ Best for full control over brand & quality
- ✓ Requires higher investment (₹10-₹20 lakh per outlet)
- ✓ Profits are higher, but so is risk

💰 How to do it?

Find a high-footfall location (Use Module 1: Location Selection)

Use profits from your first café or get an investor loan

Hire a trained team and maintain same food quality



📌 Tip: Start with a smaller version (like a kiosk) before opening a full-fledged outlet!

## 2 Start a Franchise Model (Expand Without Investment) 🔥

- ✓ Best for fast expansion with low investment
- ✓ Franchisee invests ₹10-₹20 lakh per outlet
- ✓ You earn from franchise fees + royalty on sales
- 💰 How to do it?



- Build a strong brand identity (logo, menu, SOPs)
- Create a Franchise Kit (training, marketing, recipes)
- Charge an upfront franchise fee (₹3-₹10 lakh per outlet)
- Take monthly royalty (5%-10%) from franchisee's sales
- Provide ongoing support to franchisees



📌 Example: Chai Sutta Bar, and Haldiram's used franchising to scale!

### 3 Expand via Cloud Kitchens (Low-Cost Growth) 🍔

- ✓ Best for increasing online sales without opening a new café
- ✓ No need for extra seating space – only delivery-based
- ✓ Can run multiple brands from one kitchen

💰 How to do it?

Launch separate online brands for items like pizza, burgers, or shakes

Register them on Zomato & Swiggy as different restaurant names

Run targeted online ads to increase orders



📌 Example: A single café can sell pizzas under "Pizza Hub" & shakes under "Shake World" from the same kitchen!

## Step 3: Funding Your Growth

Expanding needs money! Here's how to get it:

### **1** Self-Funding (Profits Reinvestment)

- ✓ Best if your first café is already making good profits
- ✓ Slower, but less risky

### **2** Bank Loans (For Big Investments)

- ✓ Best for opening a new outlet or upgrading equipment
- ✓ Requires good financial records and a business plan

#### Loan Options:

SBI Mudra Loan (For small businesses)

ICICI & HDFC Business Loans

### 3 Angel Investors (For Fast Expansion)

✓ Best if you want big capital for multiple outlets

✓ Investors take some percentage of profits

📌 Where to Find Investors?

LinkedIn startup communities

Angel.co (Indian startup investors)



### 4 Government Schemes (For MSMEs)

✓ Startup India & MSME schemes provide low-interest loans

📌 Tip: Keep your accounting & financial reports clean to get funding easily!



# 💡 Step 4: Marketing Your Expansion 🎤

💡 Strong marketing ensures your new outlets are successful!

## 1 Grand Opening Promotion 🎉

- ✓ Use hoardings, banners & flyers near the new café
- ✓ Offer grand opening discounts (e.g., 20% off for first 100 customers)
- ✓ Host a launch event (Live music, free samples)



## 2 Social Media Ads ➡📱

- ✓ Announce "New Outlet Opening Soon!" on Instagram & Facebook
- ✓ Use Instagram & Google Ads to target local customers
- ✓ Partner with food influencers for promotions



## 3 Referral & Loyalty Program

- ✓ Give customers a "Refer & Earn" discount
- ✓ Create a Loyalty Card – "Visit 5 times, get 1 meal free!"

### 📌 Best Café Marketing Tools:

Canva – For designing posters & ads

Meta Ads Manager – For running Instagram/Facebook ads  
Zomato & Swiggy Ads – For increasing online orders



## 💡 Step 5: Managing Multiple Cafés Efficiently

💡 Don't expand if you can't manage properly!

- ✓ Hire an experienced manager for each outlet
- ✓ Set Standard Operating Procedures (SOPs) for food quality & service
- ✓ Use POS & CRM software to track sales & customer feedback
- ✓ Conduct weekly audits & surprise visits to maintain quality
- ✓ Keep a profit & loss sheet for each outlet

📌 Best Café Management Tools:

Petpooja – POS & billing software

Posist – Cloud-based café management

Dunzo for Business – Local delivery solutions



🚀 Final Action Plan for Café Growth

- ✓ Choose your expansion model – 2nd outlet, franchise, or cloud kitchen
- ✓ Secure funding – Loans, investors, or franchise fees
- ✓ Create a marketing strategy for new locations
- ✓ Set up systems & SOPs to manage multiple cafés

# FRANCHISE AGREEMENT

This Franchise Agreement ("Agreement") is made and entered into as of [Date], by and between:  
Franchisor: [Your Café Business Name], located at [Business Address], hereinafter referred to as  
"Franchisor."

Franchisee: [Franchisee Name], located at [Franchisee Address], hereinafter referred to as "Franchisee."

## 1. Grant of Franchise

Franchisor grants Franchisee the right to operate a café under the brand name [Brand Name] at [Franchise Location]. Franchisee shall adhere to the operational and branding guidelines provided.

## 2. Franchise Fee & Royalty

Initial Franchise Fee: ₹[Amount] (One-time, non-refundable)

Royalty Fee: [Percentage]% of monthly gross sales (Paid on the [Date] of each month)

Marketing Fee: ₹[Amount] per month for brand promotions

## 3. Term & Renewal

Agreement Term: [5/10] years from the date of signing

Renewal Option: Available for an additional [5] years upon mutual agreement and a renewal fee of ₹  
[Amount]

#### 4. Training & Support

Franchisor will provide:

Initial training of [X] days covering operations, finance, and marketing.

Ongoing support in supplier negotiations, staff hiring, and marketing campaigns.

#### 5. Brand & Quality Standards

Franchisee must use approved recipes, suppliers, and branding materials.

Regular quality audits will be conducted by the Franchisor.

#### 6. Termination Clause

Franchisor reserves the right to terminate this agreement if:

Franchisee fails to meet financial obligations for [X] months.

There is a breach of operational guidelines affecting brand reputation.

#### 7. Legal Compliance

Both parties agree to abide by all local food safety and business regulations. Disputes shall be resolved in [Jurisdiction City].

#### 8. Signatures

Franchisor: \_\_\_\_\_

Franchisee: \_\_\_\_\_

Date: [DD/MM/YYYY]

# Module 10: Legal and Compliance FSSAI license

---

## Step 1: License Types

Basic (Turnover < ₹12L)

State (₹12L - ₹20Cr)

Central (> ₹20Cr)

## Step 2: Application

Apply at FSSAI Website

Submit: Business Cert , ID , Kitchen Plan 

## Step 3: Fees & Processing

₹100-₹5K per year

7-30 days processing 



# Module 11: Crisis Management & Problem Solving

---

## Handling Low Sales Periods

### 1 Identifying the Issue

Analyze daily sales reports 📝

Customer feedback & surveys 💬

Check competitor strategies 🔎

### 2 Strategies to Boost Sales

Launch limited-time offers (e.g. ₹99 combo deals) 🍔

Increase social media ads 📱

Host special events (e.g. live music nights) 🎵

Collaborate with influencers/bloggers ✨

🚀 Improve customer loyalty programs 🎁



### 3 Cost Reduction & Profit Maximization

Optimize inventory to reduce waste 🍽️

Negotiate better supplier deals 💰

Introduce high-margin items (e.g. premium shakes) 🥤

Track peak hours & optimize staffing shifts 👤

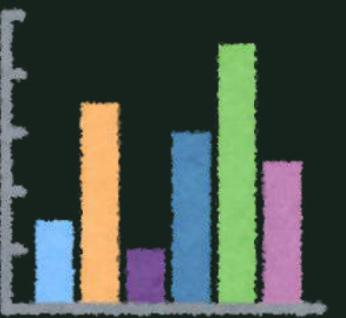
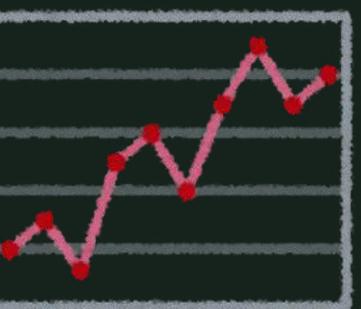


### 4 Alternative Revenue Streams

Focus on online deliveries 🚀

Introduce new seasonal products 🎃

Conduct barista training workshops 🏫



🚀 Act Fast! The sooner you identify & fix sales issues, the quicker your café thrives! ☕🎯

# 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

## 1 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

## 2 Legal Setup

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



### 3 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



### 4 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

## 5 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



## 6 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



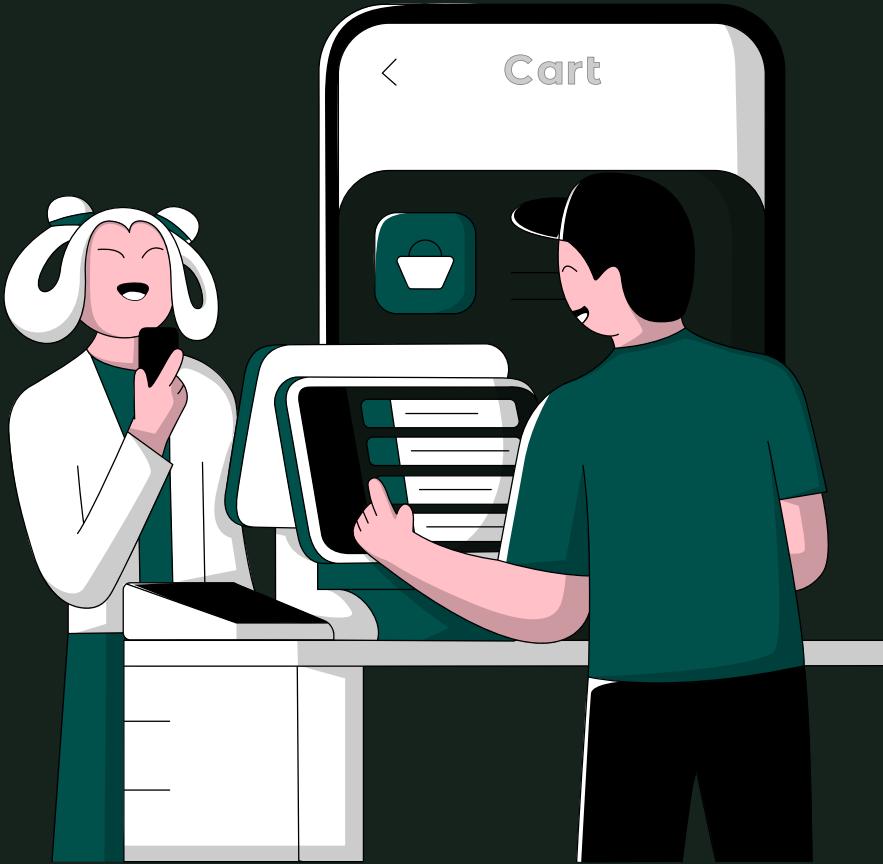
## 7 POS & Billing System

Install billing software (Petpooja, Posify, etc.)

Accept UPI, cards, cash

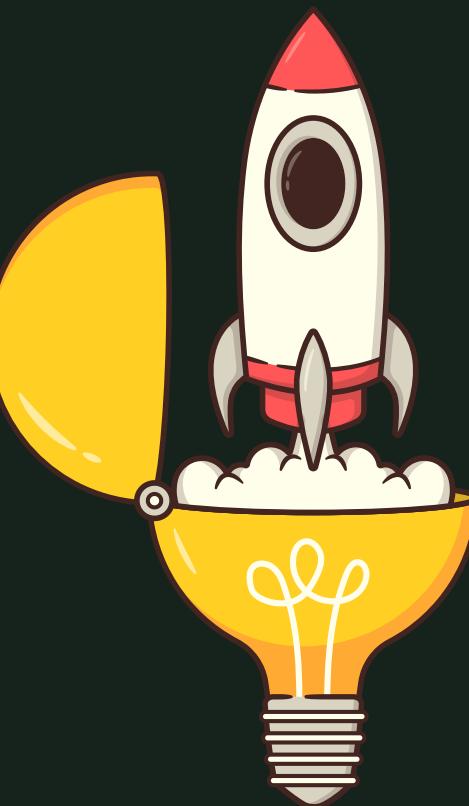
Add QR code for Google reviews

Integrate Zomato & Swiggy



## 8 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)

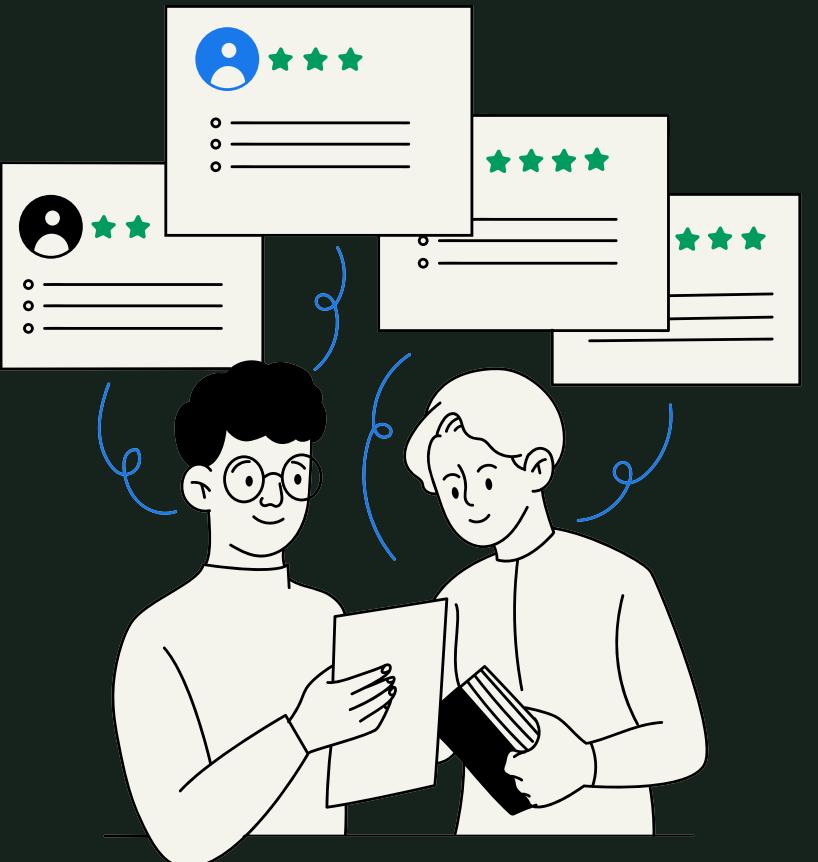


## 9 Inventory & Vendor Setup

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.....

