



Tea Smokers



— About us —



We are the **Teasmokers**, who offer one of the finest blends of tea and delicious snacks. We are not like any other cafe in town where guys simply "Chill"(although you're welcome to do that too), our various versions of tea are sure to give you second thoughts about your regular chai! Offering you snacks, beverages, chai and most importantly a smile of content, once you visit us. Just like the confluence of the mystical rivers, founders **Anoop Dhanraj**, **Prashant Singh** and **Rasheed Khan** have come together to make their dream of a cafe with versatility with authenticity come true!





WHY CHOOSE US?



- ✓ Easy operating chef less model
- ✓ 0% wastage unique and efficient raw materials
- ✓ Low cost Most cost efficient setup plan in India
- ✓ Average profit as high as 50-60%
- ✓ No Gas cooking
- ✓ Negligible risk- efficient risk management
- ✓ Techno-salvy data and inventory management

What do we Provide?



Menu diversity and customization

Government FSSAI registration



Cafe decor plan and layout guidelines

Staff training and management guidelines



Day to day cafe maintenance planner

Local marketing action schemes



Online pan India level marketing and branding



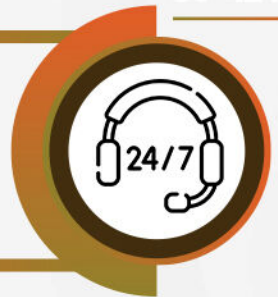
POS and inventory management system

Swiggy and Zomato Pos registration



Franchise licence for 5 years

Franchise helpline support





**CUSTOMIZATION
MENU**

We provide you with choices to customise your cafe as per your desires and give you freedom to add or subtract any item to favour your style or operations.

TeaSmokers lets you choose your menu and offer an all Pure veg menu.

fssai

GOVERNMENT FSSAI REGISTRATION

You don't need to bother about getting Registered. Our team of experts aid you to obtain local documents faster and as per the guidelines of your state and local authorities.



Wanna start? Here's what you need:

Minimum 200-2000 sq feet **COMMERCIAL AREA**

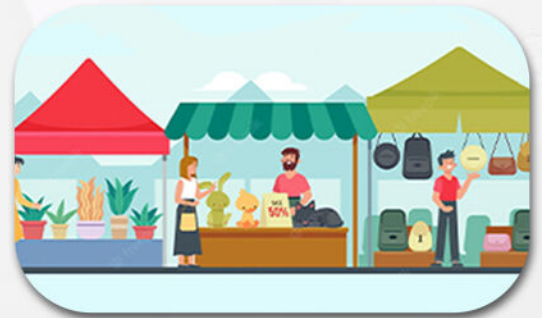
Preferable locations:



A busy road



A marketplace



Ground floor of a mall



Any place you deem fit with a considerate footfall



Tea Smokers Cafe franchise : Numerical value

Single Unit : **12 Lac**



Space required :

200 - 2000 Sq Ft



Brand Fee : **INR 3 Lac**

(Included In Single Unit Investment)



Equipments

All Kitchen Equipment , Furniture, Crockery & Other Set Up cost - Approx **INR 6.5 Lac - 7.5 Lac**. Depend On cafe size.



Raw material cost 1 Lac

Advertising / Marketing &
Opening Balance : **INR 50 K**
(Included In Single Unit Investment)

Looking Expansion In Areas: **Pan India**



Preferred Location For Unit Franchise:
Easy Approachable / Commercial Mall / High Footfall
Area / High Street / High Residential Area

Employ - 4 Person

(Training session 10 to 15 Day online & offline)

Royalty - 2%

(In total sale of monthly basis)

2%

Cafe decor and layout guidelines

We provide guidelines regarding how to style your Cafe with minimum efforts and cost. Our theme designs let you design your cafe for an elegant and classy taste.

The most important aspect of the cafe maintenance and setup is to keep it hygienic and spacious, for our customers to chill peacefully.

- ✓ Flex advertisements and board designs
- ✓ Customised layouts as per your area
- ✓ Painting, and designing for your Tea Smokers cafe
- ✓ Directory to get your setup at a minimal setup



Return on Investment

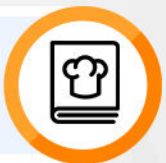
I will gives you high profit margin. Our strong R&D on menu customization, budget friendly raw material supply and recommended menu rate results in a good amount of gross profit margin. Our Standard operating procedure gives

ROI



Automatic inventory management

Systematic recipe management



Automated product cost calculation

Everyday online and offline sales gist



Customer database management

Cafes review and rating management



Marketing Action Plan

In today's world which focuses on consumerism, marketing is the key to making your mark! Our proficient marketing team strategizes the perfect offers and discounts to boost your sales, popularity and total footfall!

80% of the cafes around the corner use the traditional marketing systems to promote their total sales. Here at the **Teasmokers**, we follow the 60:40 ratio for Digital traditional marketing methods. More focus on Digital marketing as it has lower cost inputs, gives a considerable admission by the audience and targets the local as well as Pan India audience at the same time!

Local marketing involves newspapers, pamphlets, banners etc. Which target the local audience, and we keep it as an additional marketing scheme. By digital media, social media platforms, search engine ads etc. which targets the tech savvy generation.



Owner Training (Online & Offline)

Complete guide and planner provided to the owners. A comprehensive day to day planner is given to maintain Sanitation and organised Staff Management as per prevalent standards.



POS and CAFE Management system

- > Complete Systematic billing
- > KOT
- > Structured Recipe Management
- > Stock management notifications
- > Daily/monthly profit and loss statements
- > Customer database and marketing offer
- > Best seller menu item identification
- > Staff attendance and salary management



Staff training (Online & Offline)

We provide a platform to chefs as well as non chefs to showcase their cooking talent!

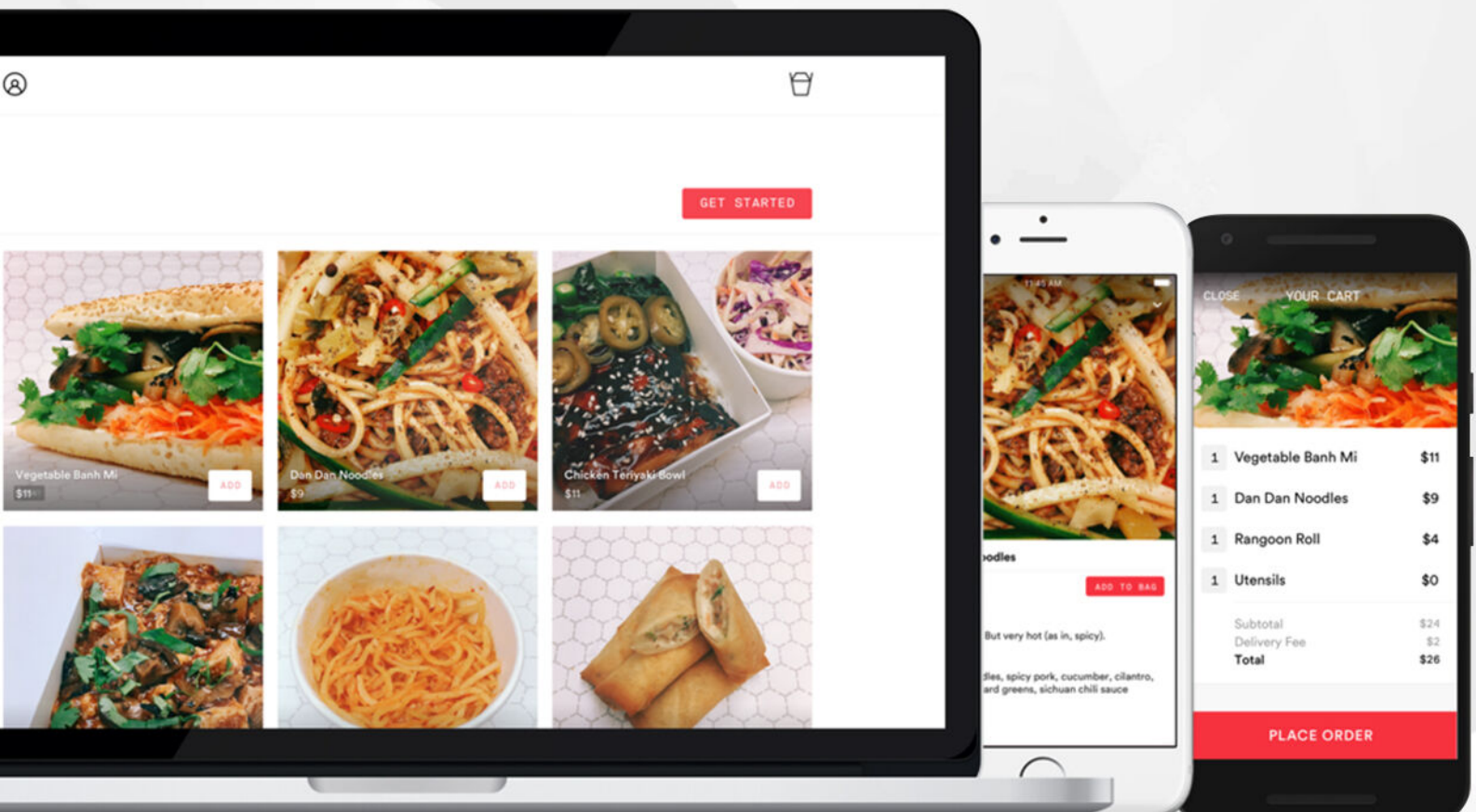
- ✓ Raw material managing training
- ✓ Recipe management
- ✓ Packing and Billing Training

We'll train even a fresher within 24 hours to work with us.



Swiggy Zomato Web Link Page

We bring your cafe in spotlight by Swiggy, Zomato and Dotpe and give customers a web link page as a one stop solution to their info and link inconveniences.



GET STARTED

CLOSE YOUR CART

| | | |
|--------------|-------------------|-------------|
| 1 | Vegetable Banh Mi | \$11 |
| 1 | Dan Dan Noodles | \$9 |
| 1 | Rangoon Roll | \$4 |
| 1 | Utensils | \$0 |
| Subtotal | | \$24 |
| Delivery Fee | | \$2 |
| Total | | \$26 |

PLACE ORDER

Online pan India Digital Branding

At Teasmokers, we promote all our centres on social media platforms through SMM. This includes Facebook, Instagram, Google Search and any other social platform where the target audience spends more time.



Terms and Conditions

We bring your cafe in spotlight by Swiggy, Zomato and Dotpe and give customers a web link page as a one stop solution to their info and link inconveniences.

- ✓ 100% transparent terms. No hidden cost
- ✓ Franchise agreement would be for 5 years
- ✓ Renewal this every 5 years.
- ✓ Government policies may invite extra taxes, which are subject to change
- ✓ Payments made would be non-refundable
- ✓ We dispatch materials within 1-2 weeks of the final bill clearance
- ✓ RTGS/NEFT and Cash Deposits on Company's Account only
- ✓ The transport and



Have a Query?

Our dedicated helpline executive will get back to you and resolve your queries within 24 hours!



Contact Details :



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Tea Smokers

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