

BUSINESS
OPPORTUNITY
FOR CURIOUS
CHOCOLATE
LOVERS

3 Ingredients of NIBS



Three budding hotel management graduate honed their culinary and patisserie skills from master chefs in Australia and further innovated to create master recipes. Gauging the growing market in patisserie and chocolaterie, forayed to create undisputable mark and leadership amongst the Indian consumers.



What is NIBS?

Nibs is the centre of the cocoa bean, and the base of all chocolates. After the outer shell of the individual bean have been removed, the nibs are roasted, grounded and plays a very essential role in processing the chocolate which we eat.

Since 2012, NIBS has been at the center stage of all the lovers for delights in chocolatarie, boulangerie and confectionery

NIBS Café & Chocolataria

Nibs " Cafe & Chocolataria" is a concept cafe and chocolataria emphasising on the growing trend of cafe which can be easily seen in the western countries. Not only with their different interior concepts, but also with a wide range of food products and deserts created in house, maintaining high standards of quality with great taste.

NIBS has been the reason that Jaipur has understood the flavours of Chocolate. Coffee houses were abundant but a gastronomic analysis of Chocolate happened with NIBS.

With four locations in Jaipur and an expansive menu to offer, NIBS has been offering its best of traditional, contemporary and innovative delights.

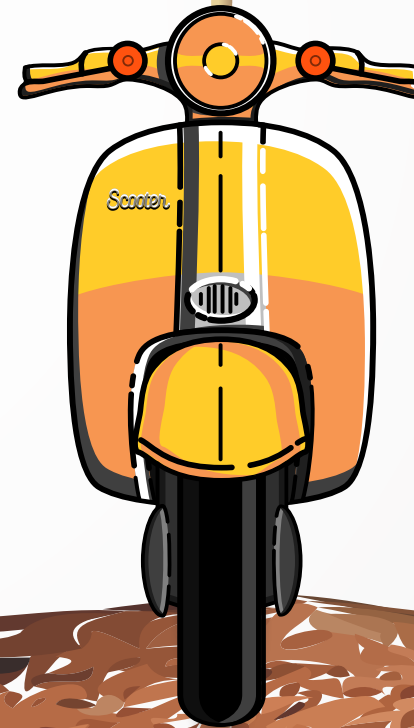
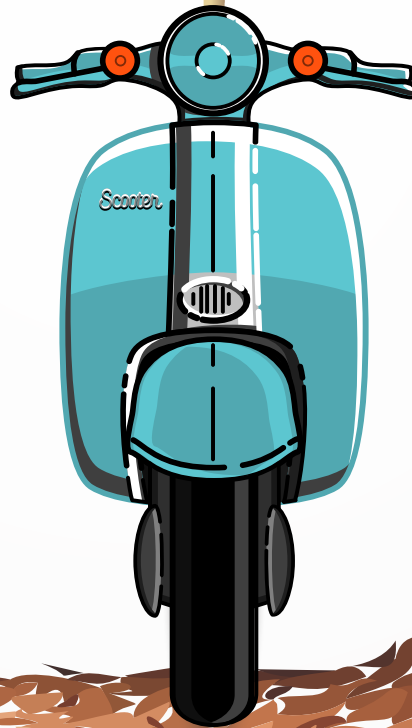
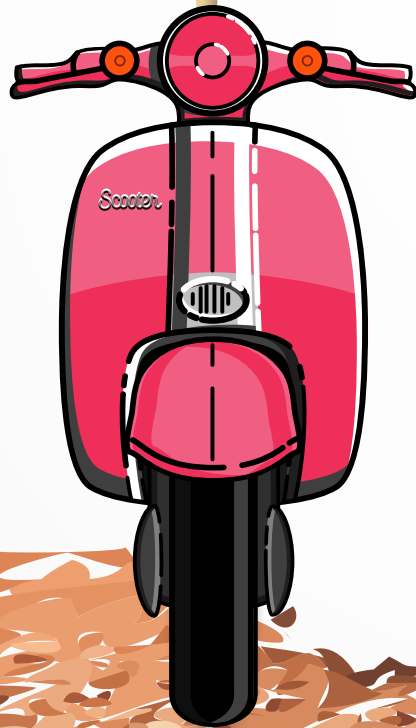


Why Franchising?

The most effective systems for the distribution of goods and services.

It combines the entrepreneurial drive of a business person with the experiences and resources of a larger company.

Corporate structure which is extremely efficient and provides maximum benefits for both parties.



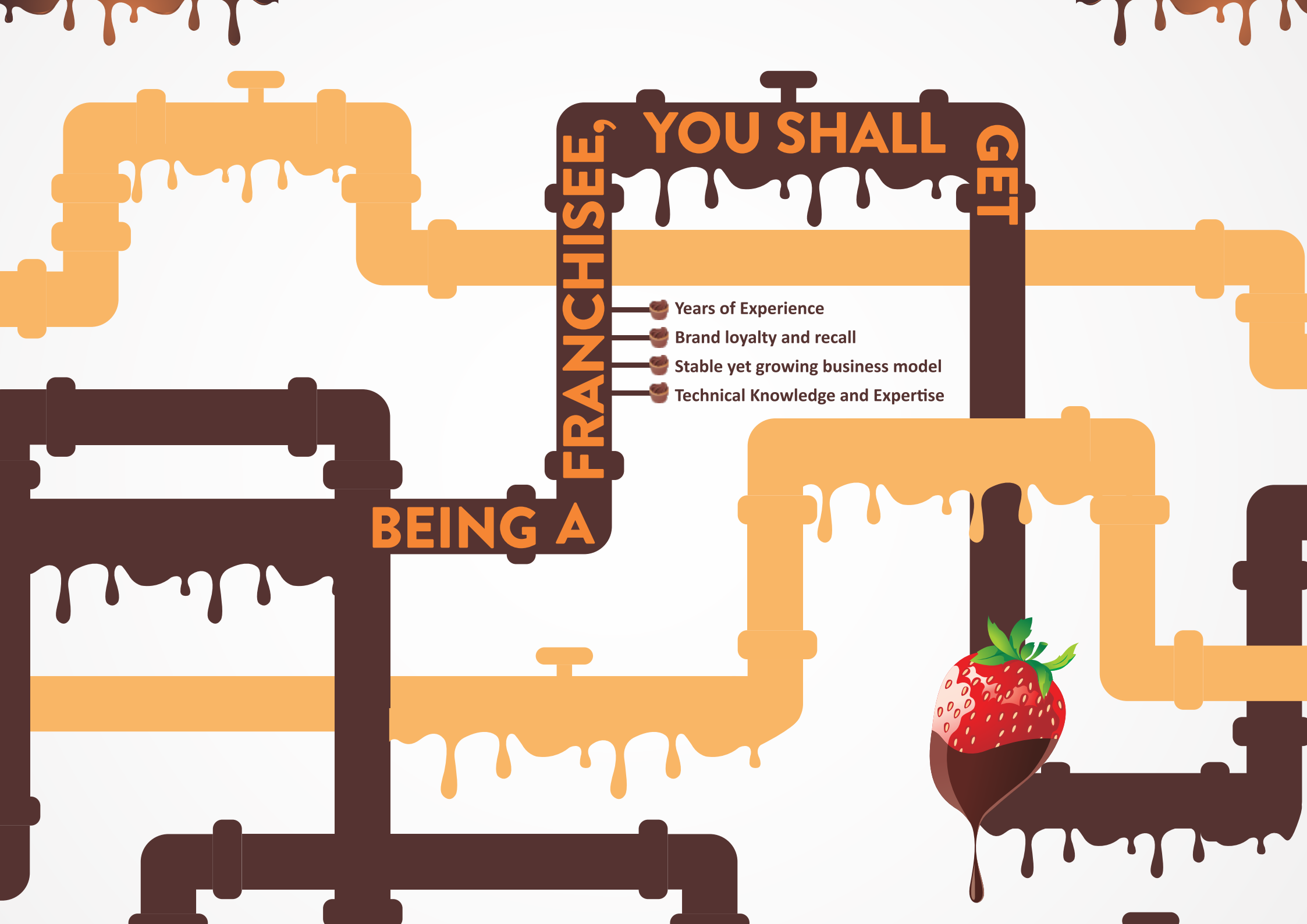


Based on the standards laid by the franchiser, the franchisee will set up a café under the name of NIBS at his location.

The Franchisee will be bearing all the investments as specified in the business model.

The franchiser will be providing all the conceptual and operating guidelines and also operate the business.





FRANCHISEE

YOU SHALL

GET

BEING A

- Years of Experience
- Brand loyalty and recall
- Stable yet growing business model
- Technical Knowledge and Expertise



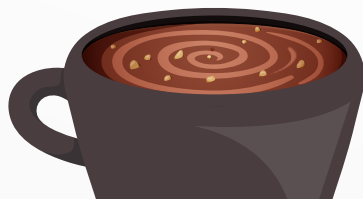
Franchisee Benefits


- When you INVEST in Franchising, you DISINVEST in Hits and Trials.
- Fore-runners in Franchise Network allows you the pros of BEST DEAL and as the franchise network expands, your individual business will grow as well.
- INDUSTRY STATISTICS prove that success rates of franchises are significantly higher than those of individuals starting their own business concept.












Why NIBS?

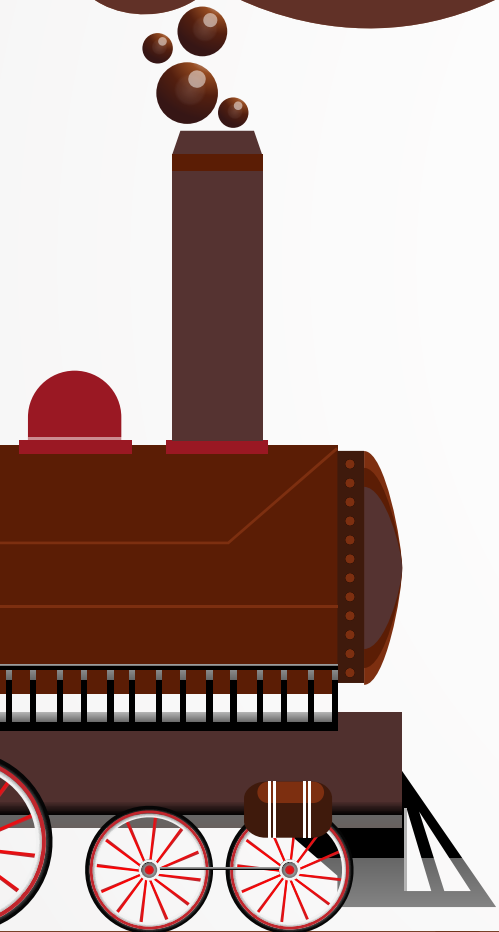
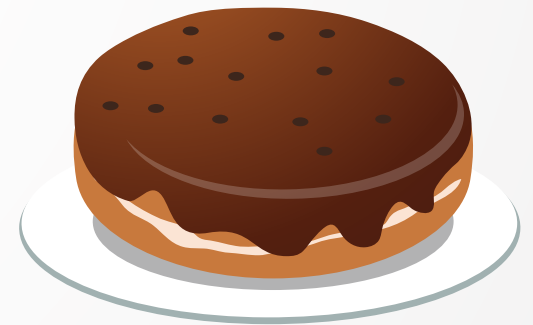
- NIBS has been the first among all in Cafe with its strong USP of chocolataria so much so that today it ranks in top on TRIPADVISOR surpassing all other restaurants.
- Anyone who has visited NIBS knows its specialty and USP. Hence, Establishing a brand recall factor will not be a problem.
- NIBS has an expertise of over 6 years in successfully running their business and leading in its vertical.
- NIBS will run your Mother kitchen and manage all the professional and expertise based cooking and all cost of plant, machinery, food cost, manpower and wastage cost.
- NIBS will manage all your CRM, Online Marketing, Brand Designing so that the Franchisee will not have to plan any kind of media planning.
- Complete food cost management module since dynamic and real time food production with zero waste format.



- 
- Beyond the retail outlet model with customised order, delivery planning and outdoor catering.
 - Marketing cost shared by the Franchisee and very low marketing cost since common campaign runs the city.
 - Industry Statistics show Chocolataria and patisserie based cafe are the most in thing in India after the coffee wave.
 - People look out for food outlets which are a differentiating factor from the ongoing cuisine outlets.
 - NIBS has been leading in terms of consumer tastes as reflected on TRIPADVISOR.
 - Hardcore cash business – Hassle-free as no credit or cash rotation issues.
 - All Season Business without no lean period.
 - No learning or experimental curve.
 - This is a long term business with a solid foundation.

Roles & Responsibilities of Nibs

-  Technical Guidance for setting up of the Cafe.
-  Operating Guidance vide the operating manual for smooth functioning of the Cafe.
-  Operating Interface for daily operative assistance.
-  Sourcing of 3 M- Men, Management and Material.
-  Food Cost, Standardisation and Quality management.
-  Guest Relation Management.
-  Media Planning, Mix and Management.
-  Online PR and Management.
-  Vendor Management vide CPR- Central Purchase Requisition .



Roles & Responsibilities of Franchisee



Pre-commissioning Capitalisation and Expenses .



Marketing & Maintenance expenses in sharing mode.



Legal ownership of the business.



Legal, PR and Licensing Maintenance.



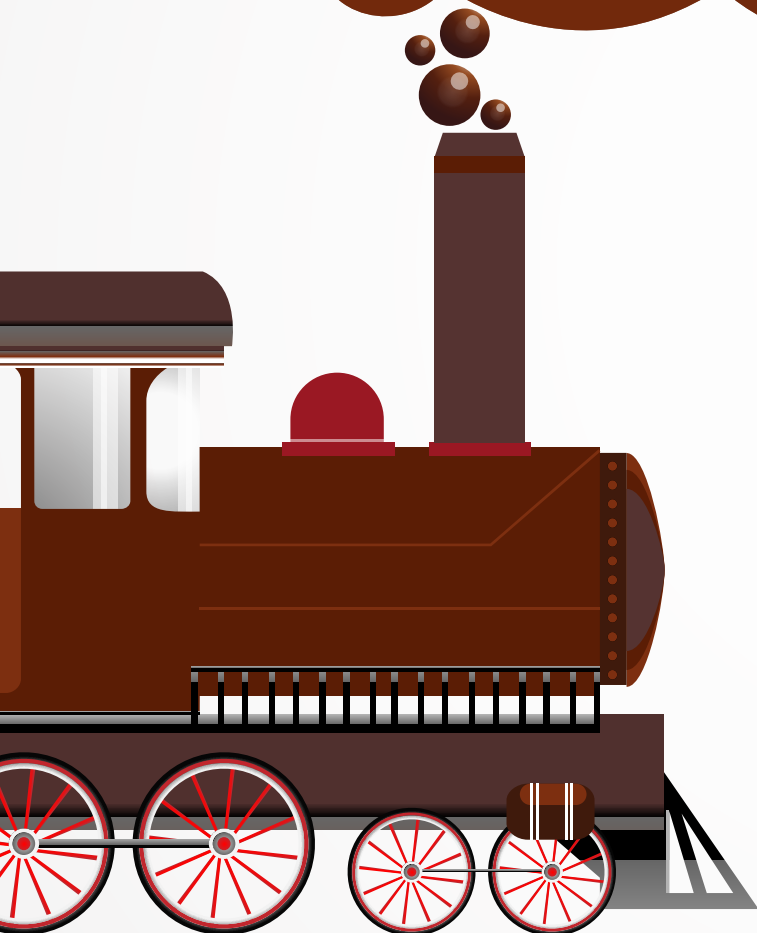
Government approvals and sanctions.



Payment of all government duties, taxes and levies.



Avoid any kind of unlawful activity .



Our Franchise Models



Requirement for Express Model

Outlet in Shell format

- Measuring minimum 400 Sq. ft and maximum 700 Sq. Ft. in the Mall Frontal/ Atrium, Hotel Lobby or High Customer Captive Setup.
- Furniture will cost approx **Rs. 7 - 8 lakhs** (Includes interior, civil work, Engineer work, Decor).
- Machinery Cost: **Rs. 4,00,000/-**
- Stock **Rs. 2, 00,000/-**
- IT Set Up Cost: **Rs. 1,00,000/-**
- Fit out and stock will vary depending on store size.

NOTE :- All prices are subject to market fluctuation

Term of Agreement

The term of agreement between NIBS and franchisee will be for 5 years with lock- in of 3 years

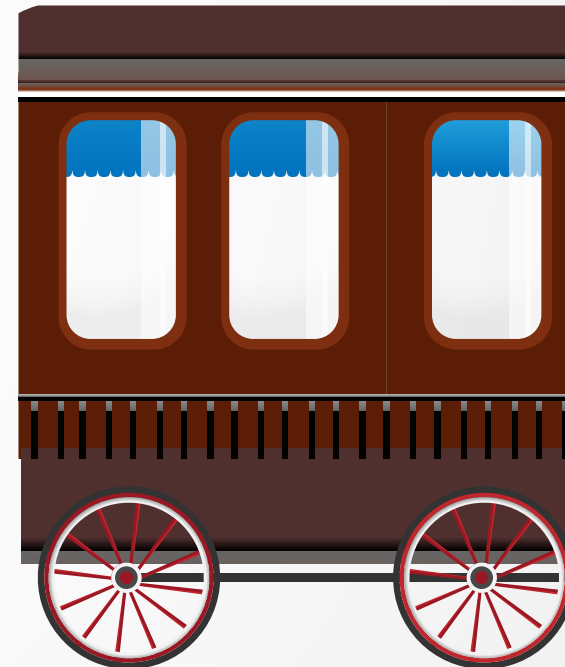
Franchisee Fee

One time – **3 lakhs** (Non-refundable)

2 lakhs – security deposit (refundable)

ROYALTY FOR EXPRESS MODEL

NIBS will charge a royalty amounting to 8% of Revenues (less deductible taxes) or **Rs. 20,000** per month (whichever is higher) + GST Earned by the franchisee. This account will be settled at the end of every month.



Requirement for Cafe Model

Outlet in Shell format

- Measuring minimum 2000 Sq. Ft in the Mall Frontal/ Atrium or Stand alone in High Customer Captivity.
- Furniture will cost approx **Rs. 24-26 lakhs** (Includes interior, civil work, Engineer work, Decor)
- Machinery Cost: **Rs. 10,00,000 – 12,00,000/-**
- Stock **Rs. 6,00,000 - 7,00,000/-**
- IT Set Up Cost: **Rs. 1,00,000/-**
- Fit out and stock will vary depending on store size

NOTE :- All prices are subject to market fluctuation

Term of Agreement

The term of agreement between NIBS and franchisee will be for 5 years with lock- in of 3 years

Franchisee Fee.

One time – **7 lakhs** (Non-refundable).

3 lakhs – Security deposit (Refundable).

ROYALTY FOR CAFE

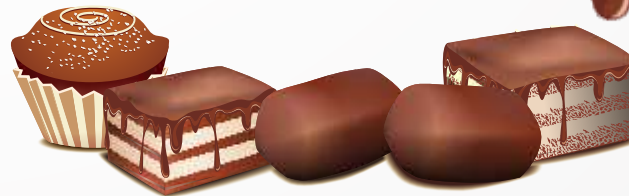
NIBS will charge a royalty amounting to 8% of Revenues (less deductible taxes) or **Rs. 50,000** per month (whichever is higher) + GST Earned by the franchisee. This account will be settled at the end of every month.



Franchisee Fee Criteria

ONE TIME NON-REFUNDABLE TOWARDS

- Utilization of our brand, SOP, Management and Operative Confidential Information, Recipe and Proprietary Information
- Initial Concept Planning, Initial and Continual Resource management of all Manpower, Management and Material
- Pre-commissioning to commissioning direct supervision and implementation of all systems, and setups
- Cross utilization of our all existing and corporate resources and corporate management teams.





https://www.tripadvisor.in/Restaurant_Review-g304555-d3766183-Reviews-Nibs_Cafe_Chocolataria-Jaipur_Jaipur_District_Rajasthan.html



<https://www.facebook.com/nibscafe>



<https://www.zomato.com/jaipur/restaurants/nibs-cafe-and-chocolataria>

www.nibscafe.com