



BUSINESS MODEL



Cafe

Business Overview

Business Name: Morsel Cafe

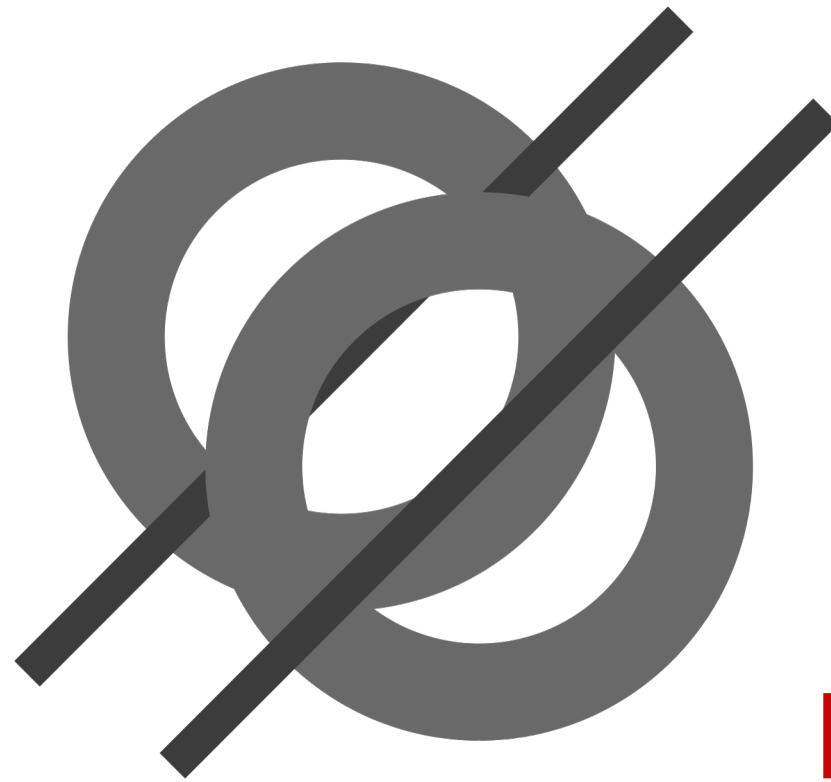
Business Type: Quick Service Restaurant (QSR) / Café



Vision And Mission

Vision

To become the go-to café for casual dining, premium beverages, and a vibrant ambiance in urban India.



Mission

Serving quality food and beverages with consistent taste, fast service, and a comfortable environment at affordable prices.

Value Proposition

- High-quality food and beverages with a focus on hygiene and freshness.
- Affordable yet premium café experience.
- Comfortable and aesthetically pleasing ambience.
- Menu catering to Indian and Continental tastes (e.g., sandwiches, pasta, wraps, coffee, smoothies).
- Free Wi-Fi and cozy seating to attract students and working professionals.



Target Market

- **Primary:** Urban youth (age 18–35), college students, working professionals, freelancers.
- **Secondary:** Families, tourists, couples, and casual diners.
- **Geography:** High footfall areas near colleges, IT parks, malls, and high-street retail zones in Tier-1 and Tier-2 cities in India.



Revenue Model

Note: 5% Royalty on gross sales, payable to franchisor.

Revenue Stream	Percentage Share (Est.)
In-store Food & Beverage Sales	70%
Online Delivery (Zomato/Swiggy)	20%
Merchandise (Mugs, Coffee Packs, etc.)	5%
Event Hosting / Private Bookings	5%

Cost Structure



Expense Category	Description
Food & Beverage Raw Materials	Coffee beans, dairy, bread, vegetables, etc.
Rent & Utilities	Rental cost, electricity, water, Wi-Fi, etc.
Staff Salaries	Chef, Waiters, Cashier, Cleaner
Marketing & Promotions	Social media ads, flyers, influencer marketing
Equipment & Maintenance	Coffee machines, ovens, kitchen tools, etc.
Technology	POS system, order management, CRM
Miscellaneous	Packaging, cleaning supplies, etc.

One-Time Equipment & Setup Costs

***Note:** Local infrastructure costs (civil work, interior, electricity, plumbing) are not included in this, and will vary depending on shop size, city, and local rates.

Note: Franchisee Fee is discounted to ₹50,000 only for IID and UP region, against the actual cost of ₹2,50,000. This is a limited-time offer.



Item	Cost (INR)
Deep Freezer	₹45,000
Commercial Sandwich Maker (4 slices)	₹20,000
Visicooler (400 L)	₹35,000
Commercial Pizza Oven	₹35,000
Heavy Duty Fryer	₹25,000
Induction Cooktop (Heavy)	₹12,000
Waffle Maker	₹12,000
Commercial Blender	₹27,000
Microwave Oven (30 L)	₹35,000
S.S. Sink (2.5 x 2)	₹12,000
S.S. Table (2.5 x 6) – 2 units	₹42,000
POS System with Printer	₹65,000
Main Brand Display Board	₹35,000
Menu Display with Light	₹25,000
Utensils and Cutlery	₹15,000
Packaging Material (Initial Stock)	₹10,000
Initial Raw Material Stock	₹1,00,000
Franchisee Fees (Actual ₹2,50,000; Discounted ₹50,000*)	₹50,000
TOTAL SETUP COST	₹6,00,000

Key Partners

- Local suppliers for fresh produce and dairy
- National beverage brands
- Delivery platforms: Swiggy, Zomato
- Event and party planners for private bookings
- Digital marketing agencies or freelancers



Key Activities

- Food & beverage preparation and service
- Menu innovation and seasonal offerings
- Managing online delivery orders
- Customer engagement via social media
- In-store experience enhancement and hygiene control
- Supplier and inventory management



Key Resources

- Trained kitchen and service staff
- Cafe premises in a prime location
- Kitchen equipment and POS system
- Brand identity and social media presence
- Standardized recipes and SOPs



Customer Relationship Strategy

Friendly in-store service with quick turnaround time

Social media interaction through contests and polls

Feedback mechanism for continuous improvement

WhatsApp alerts for offers and combos

Competitive Advantage

Affordable pricing with premium
ambience

Unique menu offerings with local and
international fusion

Flexible seating arrangement for solo and
group visitors

Strong focus on hygiene and eco-
friendly packaging

Financial Projections

Metric	Value (INR)
Initial Investment	₹6,00,000
Monthly Revenue Target	₹50,000 – ₹80,000
Gross Margin	55% – 60%
Break-even Timeline	12–18 months
Expected ROI	25% – 30%

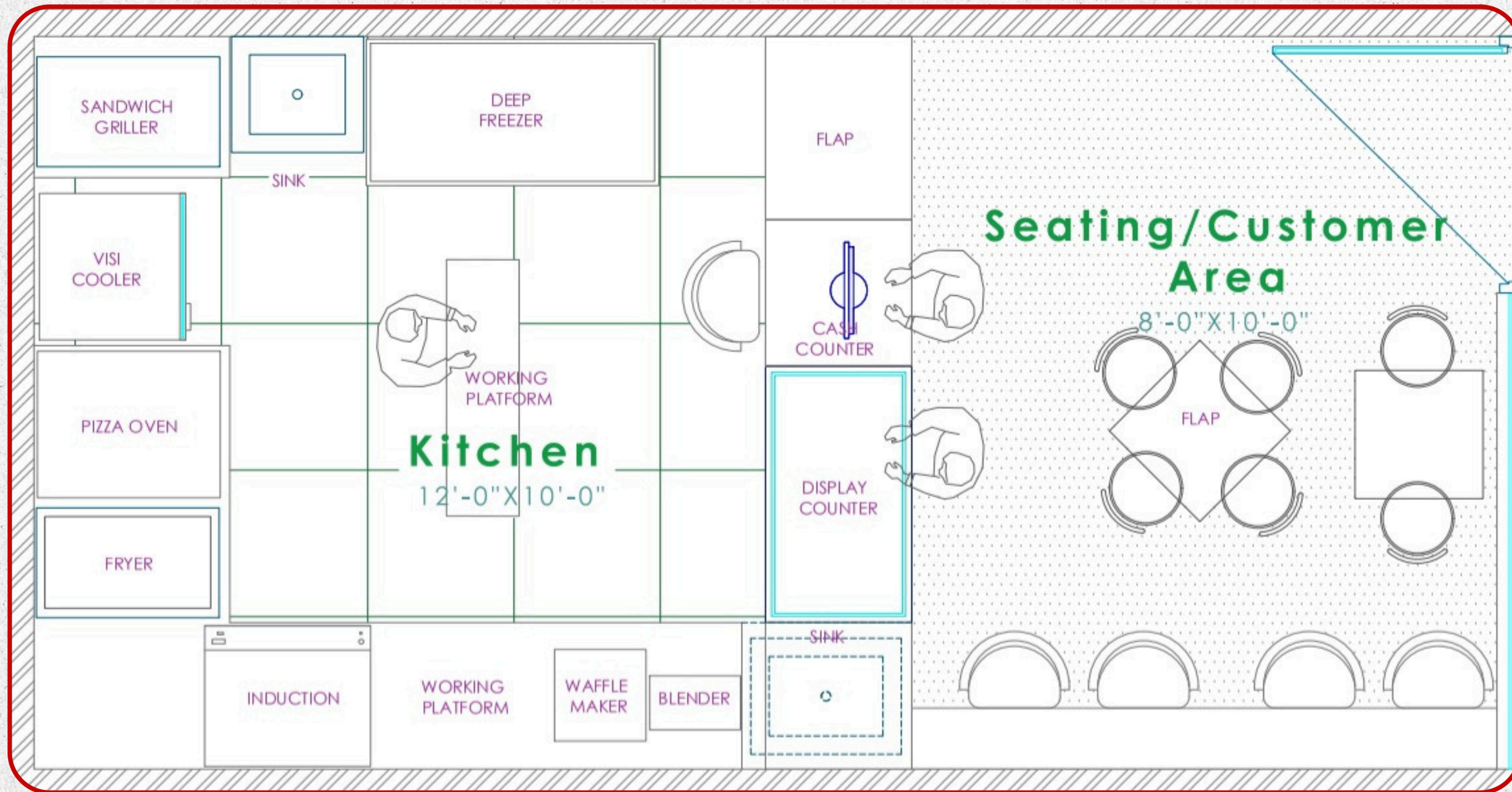
A person in a dark suit and tie is pointing their right index finger towards a large, semi-transparent red arrow that trends upwards from the bottom left towards the top right. The background is a faded city skyline. The text 'Growth Strategy' is written in large, bold, red letters, partially overlapping the arrow and the person's hand.

Growth Strategy

Expand through franchising after brand validation

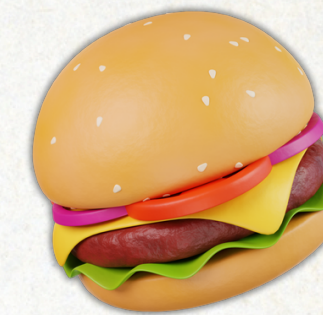
Launch 20+ outlets in Tier-2 cities within 3 years

Cafe Layout





Our Menu



MILK SHAKE

- Vanilla Shake
- Strawberry Shake
- Butter Scotch Shake
- Chocolate Shake
- Cookie Cream Shake
- Black Currant Shake
- Oreo Shake Kit Kat
- Shake Mocha
- Brownie Shake
- Ferrero Rocher Shake

COLD COFFEE (FRAPPE)

- Classic Frappe
- Chocolate Frappe
- Strawberry Frappe
- Butter Scotch Frappe
- Cookie Cream Frappe
- Black Currant Frappe
- Oreo Frappe
- Kitkat Frappe
- Mocha Brownie Frappe
- Ferrero Rocher Frappe

BREADS AND BRUSCHETTAS

- Bread Butter / Bread Jam
- Garlic Bread
- Chilly and Corn Garlic Bread
- Creamy Veggie Pizza Toast
- Traditional Italian Bruschetta

SANDWICHES

- Chatni Sandwich (Grilled) Cheese
- Sandwich (Grilled) Cheese Chatni
- Sandwich (Grilled)
- Coleslaw Sandwich (Grilled)
- Spicy Schezuan Sandwich (Grilled)
- Paneer Tikka Sandwich
- Peri Peri Paneer Sandwich
- Pesto Basil Sandwich
- Exotic Italian Sandwich
- Mexican Sandwich

BURGERS

- Veggie Burger Spicy
- Veggie Burger
- Aloo Tikki Burger
- Paneer Burger
- Mexican Burger

FRANKIE

- Vegetable Frankie
- Vegetable Cheese Frankie
- Aloo Tikki Frankie Aloo
- Tikki Frankie
- Spicy Schezuan Frankie
- Paneer Tikka Frankie
- Peri Peri Paneer Frankie
- Pesto Basil Frankie
- Exotic Italian Frankie
- Mexican Frankie

Choice of Dressing

Mayonnaise, Mint Mayonnaise, Peri Peri, Chipotle, Thousand Island

PIZZA (Thin Crust; Size: 6 inch)

- Margherita Pizza
- Double Cheese Margherita Pizza
- Crisp Capsicum and Fresh Tomato Pizza
- Jalapeno and Red Paprika Pizza
- Peppy Paneer Pizza
- Farmhouse Pizza

PASTAS

- Red Sauce Pasta
- Pink Sauce Pasta
- Cheesy Alfredo (White Sauce) Pasta
- Peri Peri Twist Pasta
- Spicy Paprika Pasta
- Tangy Schezuan Pasta

MOMOS

- Vegetable Steamed Momos
- Paneer Steamed Momos

WAFFLES

- Dark Chocolate Waffle
- White Chocolate Waffle
- Oreo Chocolate Waffle
- Kit Kat Chocolate Waffle
- Brownie Waffle

DESSERTS

- Walnut Brownie
- Walnut Brownie with Chocolate Sauce
- Walnut Brownie with Ice Cream

Note: Ice cream, cold drinks and water will be add on.

Thank You



Cafe