



India's most affordable

Tea Café

Franchise



CHAI HEAD QUARTER
Sukoon ke Pal

THE
Franchising
WORLD

**START
YOUR
OWN
BUSINESS
WITH US**



ABOUT US

Chai Head Quarter

With the tinkling of cups, warm aroma of cardamom, punch of ginger and the meaningful silence that follows each sip. In India chai has a creative and powerful way of generating space for dialogue and conversation. It softens the air, allowing people to see each other as they truly are. Humans. Without their shields, and without prejudice.

Our story

CHQ has an epic journey, back in 2021 Praveen Dwivedi from a small tribal village in the Rewa region of India. He decided to open a chai coffee retail shop, despite of the challenges, he thought that he would fight to make CHQ a brand in reality. Today CHQ has foot print in many cities like Bhopal, Rewa, Rishikesh, Shivpuri and many more. We are proud of our team who is working round O'clock to make CHQ a giant brand among foods & beverage industry with their distinctive idea's.

Mission:

To provide our customers the best freshly made tea with excellent service at a price that is fair to the producers and our customers.

Vision:

Our vision is to become the leading food and beverages service provider in India by delivering customer satisfaction through quality, cleanliness, friendly staff.

What Do You Require to Start?



Minimum 80-200 Sq. Feet of Commercial Space

Preferably on a busy road or on a junction or a place with good footfall - On the Ground Floor.



Chai Head Quarter Franchise Cost

Rs. 349000/- + Taxes for all the Equipment's, Services and Support Provided by the Chai Head Quarter Franchise.



Interior & Exterior Setup Cost

Approximately Rs.1 Lakh to be spent on the Interior & Exterior Setup by You for the Interior & Exterior Setup for a 150-200 Square Feet Space.

(Main Board, Counter Furniture, Kitchen Workstation, Seating Furniture for 10-12 People etc)

What You Get?

- Cafe Kitchen Equipment's
- Menu Variety & Customization
- Cafe Decor Plan & Layout Guidelines
- Owner Training
- Staff Training & Management Guidelines
- POS & Inventory Management System
- Franchise Helpline Support
- FSSAI License
- Swiggy & Zomato Listing (Maintaining reviews and ratings)
- Billing Software
- 8 Years franchise agreement
- Online Marketing
- Offline Marketing (Graphic support)
- Branding T-shirts/ Caps for staff members.
- Menu customisation and back-end sport

All the Items & Services mentioned above in the Proposal are included in The **FRANCHISE COST**

Cafe Kitchen Equipment's



**TEA/COFFEE MACHINE
INCLUDED**



**REFRIGERATOR 190 L
INCLUDED**



**DEEP FREEZER 280-320 LTR
INCLUDED**



**COMMERCIAL FRYER
INCLUDED**



**COMMERCIAL BLENDER
INCLUDED**



**COMMERCIAL GRILLER
INCLUDED**



**INDUCTION STOVE
INCLUDED**



**HAND BLENDER
INCLUDED**



**ELECTRIC OVEN
INCLUDED**

Return On Investment (ROI)

50-80%

HIGH MARGIN

PROFIT



OUR MENU CUSTOMIZATION, AFFORDABLE RAW MATERIAL SUPPLY
AND RECOMMENDED MENU PRICE RESULTS IN 50-80% GROSS PROFIT MARGIN

Our Standard Operating Procedures (SOP) Ensures

MENU PRICING & VARIETY

We Make Sure Our Franchise Partners have full freedom to operate their centers.

We Guide You and not limit you

We Advice you on the Menu Pricing, Final Decision on Setting the Menu Price is always yours.



MENU CUSTOMIZATION

WE AT CHAI HEAD QUARTER INDIA GIVE YOU OPTION TO CUSTOMIZE YOUR CAFE AS PER YOUR NEED & GIVEN YOU FREEDOM TO ADD OR REMOVE ANY ITEM TO SUIT YOUR STYLE OF OPERATIONS.

Chai Head Quarter Gives You Freedom in MENU to have

Select an All Pure Veg Menu if you want to



Add any Local Cuisine or Items to Boost Sales as per your Local Area



Cafe Decor & Layout Guidelines

We at Chai Head Quarter give you guideline on how to design your Cafe with Minimum effort and Cost.



THE MOST IMPORTANT ASPECT OF THE CAFE SETUP & MAINTENANCE IS TO KEEP IT HYGIENIC AND SPACIOUS FOR PEOPLE TO HANGOUT.



**FLEX MARKETING
BANNERS & BOARD
DESIGNS**



**PAINTING DESIGN
FOR YOUR
CHQ**



**CUSTOMIZED
LAYOUT DESIGN
AS PER YOUR SPACE**



**GUIDE TO MAKE
YOUR SETUP
@ MINIMAL COST**

Owner Training & Staff Training



We help you hire

COMPLETE GUIDE ON HOW TO HIRE / SOURCE
TO HIRE / HIRING CONDITIONS / STAFF JOINING
AND DOCUMENT PROCEDURE

Cafe Maintenance Planner

We Provide an comprehensive Day to Day Planner
to Manage Hygiene and Systematic Staff Management
as per Industry Standards

LOCAL MARKETING ACTION PLAN

Our Efficient Marketing Team Designs Special Offers and Discounts to Increase Your Cafe Sales all round the Year, Boosting your Profits and footfall

90% Cafe's & Quick Service Restaurants focus only on Traditional Marketing Methods like Pamphlets, Boards, Newspaper inserts for sales but in reality only achieve 20-30% revenue of their true potential. To Overcome CHQ has come up with the Marketing Action Plan which gets your cafe 30-50% more sales than other similar outlets.



These methods do not require you to invest any huge amount of money but will make sure you achieve higher admissions by spending as low as possible.

Booking Details

BANK DETAILS

Account Holder: CHAI HEAD QUARTER

Account Number: 50200064355631

IFSC: HDFC0003694

Branch: NEHRU NAGAR BHOPAL

Account Type: CURRENT

₹ Phonepay  Paytm  UPI: 8982331109



Thank
you

Feel Free to Reach Us Incase of Any Queries
in regards to this Proposal



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