



NO. 1 CELEB CHOICE TOP RATED RESTAURANT BY CELEBRITIES

AWARDED BY ZEE २४ घंटा

INVITING FRANCHISE



www.coffeehouseclassic.com



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ABOUT US

Founded 8 years ago as a humble café in the heart of Uluberia, Coffee House Classic has grown to become Howrah's largest and most celebrated multi-cuisine restaurant. With a seating capacity of over 550 guests, we take pride in offering an unparalleled dining experience that combines global flavors, exceptional hospitality, and a welcoming ambiance.

Our journey from a quaint café to a culinary landmark reflects our dedication to quality, innovation, and the love of our patrons. At Coffee House Classic, we continue to serve as a place where memories are made, meals are savored, and every guest feels at home.

Our Vision

To create a network of franchise partners who share our passion for excellence, delivering delightful dining experiences while achieving exceptional business growth.

Profitable Business Model

With high margins, scalable operations, and consistent demand, CHC offers a lucrative path to financial independence.

Comprehensive Support

From site selection and staff training to marketing and operational guidance, we ensure your journey is smooth and successful.

Start Your Journey Today!

Whether you're an experienced restaurateur or a budding entrepreneur, CHC offers the perfect platform to grow with a trusted brand. Together, let's redefine dining excellence and build a legacy of success.

Contact us today to learn more about the CHC franchise opportunity!



Since: 2016, Founded By Chef Sayan Chakraborty



1. INTRODUCTION:

Welcome to Coffee House Classic – where tradition meets trend, and every cup tells a story. Born out of a passion for crafting authentic café experiences, Coffee House Classic blends the rich heritage of Indian coffee culture with the sophistication of modern hospitality. With a growing customer base that values taste, ambiance, and service, we have established ourselves as a trusted name in premium café dining.

This franchise proposal offers a golden opportunity to become part of a dynamic and rapidly expanding brand. Whether nestled in a bustling cityscape or rooted in an emerging town, each Coffee House Classic outlet is designed to be a local hub of comfort, conversation, and culinary delight. As a franchise partner, you will not only be investing in a business—you will be joining a legacy.

We invite you to explore the journey ahead and discover how your vision and our expertise can brew the perfect blend for success.

2. FRANCHISE MODELS:

Coffee House Classic (CHC) offers three distinct franchise models tailored to different investment capacities and operational scales:

Mini Model – 8.29 Lakhs++

Designed for smaller spaces or entry-level investors. It includes basic equipment and setup to run a compact café with essential offerings.

Max Model – 18.39 Lakhs++

A mid-range model that balances affordability with expanded capacity. It includes more advanced kitchen equipment, increased seating, and a broader menu scope.

Premium Model – 28.49 Lakhs++

The flagship model for high-footfall or upscale areas. It features a full suite of equipment, superior interiors, advanced branding elements, and enhanced customer seating and comfort.



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3. INVESTMENT BREAKDOWN:

Each model comes bundled with:

- Essential kitchen equipment
- Stylish seating arrangements
- Strong branding elements
- Robust technology support

The franchisee is responsible for investing the majority of the capital, while CHC also contributes partially especially towards branding and infrastructure enhancements.

This tiered structure allows investors to choose a model that best fits their vision, budget, and target market.

4. CHC SUPPORT:

- Initial Branding & Advertisement
- Operational Guidance & Training
- Supply Chain Assistance
- IT & Marketing Support.

5. FRANCHISE BENEFITS:

- Established Brand Recognition
- Scalable Business Model
- Comprehensive Support & Training

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"Invest in a Proven Recipe for Success: Your Profitable, Stress-Free Cafe Business Starts with Coffee House Classic."

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Varied Menu Selections Corresponding to Chosen Franchise Investment Plans:

| MENU ON THIS FRANCHISE PLAN | MINI | MAX | PREMIUM |
|-----------------------------|------|------|---------|
| PREMIUM COFFEE & TEA | YES | YES | YES |
| MOCKTAILS | NO | YES | YES |
| MILK SHAKE | YES | YES | YES |
| LOTS FRIED SNACKS | YES | YES | YES |
| SANDWICH | YES | YES | YES |
| 8" PIZZA | YES | YES | YES |
| BURGER | YES | YES | YES |
| NOODLES | NO | YES | YES |
| MOMO | NO | YES | YES |
| SOUP | NO | YES | YES |
| CHINESE GRAVY | NO | YES | YES |
| CHINESE RICE | NO | YES | YES |
| SIZZLER | NO | YES | YES |
| TANDOOR | NO | YES | YES |
| INIDAN PULAO | NO | NO | YES |
| INDIAN BIRYANI | NO | NO | YES |
| INDIAN GRAVY | NO | NO | YES |
| DESSERT | OPP. | OPP. | YES |
| Buffet | OPP. | OPP. | OPP. |

"Launch Your Profitable Cafe, Seamlessly. Partner with Coffee House Classic for a Headache-Free Business Journey."

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The provision of Accessories and Equipment by CHC is integral to this franchise plan:

| Infrastructure provided by Company | MINI | MAX | PREMIUM |
|--|-------------|------------|----------------|
| Atlantis Brew Vending Machine | 1 | 1 | 2 |
| Indian 2 Burner Range [48"] | 0 | 0 | 1 |
| Chinese 2+1 Burner Range [60"] | 0 | 0 | 1 |
| Conti 4 Burner | 0 | 1 | 1 |
| Commercial Induction Oven | 1 | 0 | 0 |
| Tandoori Vatti [30x30"] | 0 | 1 | 1 |
| Electric Deep Fat Fryer 6L with Stand Double | 1 | 1 | 2 |
| Sandwich Griller | 1 | 1 | 1 |
| Pizza Oven 2.5kw | 1 | 1 | 2 |
| Working Table [36"] | 1 | 2 | 2 |
| Working Table with Over Shelf [36"] | 1 | 1 | 2 |
| Masala Table [18"] | 0 | 1 | 2 |
| Dish Rack [48"] | 0 | 1 | 2 |
| Single Sink [24"] | 1 | 2 | 3 |
| Garbage Table [44"] | 0 | 0 | 1 |
| Garbage Table with Sink and Over Shelf [44"] | 1 | 1 | 0 |
| Double Sink with Over Shelf [48"] | 0 | 0 | 1 |
| Wall Mount Shelf [36"] | 2 | 2 | 4 |
| Mixer & Grinder [Heavy Duty] | 1 | 1 | 1 |
| Indian Gravy Machine | 0 | 0 | 1 |
| Two Door Deep Refrigerator [500 L] | 0 | 1 | 1 |

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| Infrastructure provided by Company | MINI | MAX | PREMIUM |
|---|------|-----|---------|
| Two Door Domestic Refrigerator | 1 | 1 | 1 |
| Under Counter Refrigerator [5'] | 0 | 1 | 2 |
| Convection Microwave Oven with Tandoor | 0 | 1 | 1 |
| Food Display Counter - 3ft [Extra] | 0 | 0 | 1 |
| Soft Drinks and Water Refrigerator [Extra] | 0 | 0 | 1 |
| Gas Line & Fire Safety | 0 | 1 | 2 |
| Chimney (10ft) with Hood & Filter | 0 | 1 | 2 |
| Suction Fan 1bhp [18"] | 1 | 1 | 2 |
| Fresh Air Fan [18"] with Line | 0 | 1 | 1 |
| Kitchen Accessories [Approx] | 1 | 1 | 2 |
| Mobile Phone For Restaurant Calling [Extra] | 0 | 0 | 1 |
| Android Tab for Billing | 1 | 0 | 0 |
| All In One PC [For Billing] | 0 | 1 | 1 |
| Software [1Year] with Bill Printer | 1 | 1 | 1 |
| KOT POS Machine | 0 | 1 | 1 |
| Sound System | 1 | 2 | 4 |
| Reception Table | 1 | 1 | 1 |
| Wooden Chair [Luxurious] | 0 | 24 | 30 |
| 2seater Table | 0 | 2 | 4 |
| 4seater/6seater Table | 0 | 4 | 6 |
| 8 Seater Adda Table [Round] | 0 | 1 | 1 |
| Sofa 4ft | 0 | 3 | 4 |
| AC 1.5 ton [3star] | 0 | 3 | 4 |
| Display TV 42" | 1 | 1 | 2 |
| Photo Display 12x48 | 2 | 2 | 2 |

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| Infrastructure provided by Company | MINI | MAX | PREMIUM |
|---|------|-----|---------|
| Power Backup DG 5kva [Extra] | 0 | 0 | 0 |
| Interior Decoration [500sqft approx] | 1 | 4 | 6 |
| Exterior Decoration with Branding [10ft approx] | 1 | 2 | 4 |
| Front Taffan Glass with Gate [Approx.] 100sqft | 0 | 0 | 0 |
| Internet Connection | 1 | 1 | 1 |
| Stationeries | 1 | 1 | 1 |
| Advertisement - Only First Time | 1 | 2 | 4 |
| Cup, Plate, Cutlery & Crockery [First Stocks] | 1 | 2 | 3 |
| Coffee House Classic Franchise Fees | 1 | 1 | 1 |

Under the **Mini Plan**, Total Infrastructure Investment will be INR 8,72,631.58, the franchisee is required to invest INR 8,29,000. The remaining 5% of the total infrastructure cost will be borne by Coffee House Classic.

Under the **Max Plan**, Total Infrastructure Investment will be INR 19,35,789.47, the franchisee is required to invest INR 18,39,000. The remaining 5% of the total infrastructure cost will be borne by Coffee House Classic.

Under the **Premium Plan**, Total Infrastructure Investment will be INR 29,99,000.00, the franchisee is required to invest INR 28,49,000. The remaining 5% of the total infrastructure cost will be borne by Coffee House Classic.

The Franchisee shall remit a royalty fee equivalent to 5% of the monthly gross sales revenue to the Franchisor (Coffee House Classic).

In return, the Franchisor shall be responsible for the provision and management of all kitchen staff, as well as overseeing quality control, marketing, and branding initiatives for the franchise outlet.

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ROI

Achieve a strong Return on Investment (ROI) with a proven, profit-driven franchise model.

| | MINI | MAX | PREMIUM |
|--|-------------------|-------------------|-------------------|
| Approx. Dine-In & Pick-Up KOT Per Day | 30 | 90 | 120 |
| Approx. Sale Per Ticket {KOT} Per Day | 249.00 | 299.00 | 399.00 |
| Approx Dine-In Pick Up Sale Per Day | 7470.00 | 26910.00 | 47880.00 |
| Approx Dine-In Sale Per Month | 224100.00 | 807300.00 | 1436400.00 |
| Approx. Online Order + Delivery Per Day | 30 | 45 | 60 |
| Approx. Sale per Online Order | 199.00 | 249.00 | 299.00 |
| Approx Online + Delivery Sale Per Day | 5970.00 | 11205.00 | 17940.00 |
| Approx Online Sale Per Month | 179100.00 | 336150.00 | 538200.00 |
| Approx. Corp. Meeting's Sale Per Month | 0.00 | 10000.00 | 20000.00 |
| Approx. Celebration's Sale Per Month | 0.00 | 10000.00 | 15000.00 |
| Total Food Sale | 403200.00 | 1163450.00 | 2009600.00 |
| Approx. 01 Event Contract For CHC Catering Service, Com: | 3000.00 | 3000.00 | 3000.00 |
| Giving Photo Display Rent To Other Company [1/2] | 6000.00 | 6000.00 | 6000.00 |
| Total Gross Sale [Per Month] | 412200.00 | 1172450.00 | 2018600.00 |
| Rent Per Month | 10000.00 | 20000.00 | 30000.00 |
| Kitchen Staff Salary Per Month | 51000.00 | 151000.00 | 189000.00 |
| Manager + Service Staff Salary Per Month | 15000.00 | 25000.00 | 45000.00 |
| Electric + Internet + Utilities [Approx.] | 9000.00 | 15000.00 | 30000.00 |
| CHC Commission on Food [5%] | 20160.00 | 58172.50 | 100480.00 |
| Raw Metirial Expence [40% Approx] | 161280.00 | 465380.00 | 803840.00 |
| Depreciation + Other Expenes | 50000.00 | 50000.00 | 50000.00 |
| Total Expenes [Approx.] | 316440.00 | 784552.50 | 1248320.00 |
| Net Profit Per Month [Approx.] | 95760.00 | 387897.50 | 770280.00 |
| Annual Revenue [EBITTA] | 1149120.00 | 4654770.00 | 9243360.00 |
| ROI - Return of Investment [Approx.] | 12 months | 6 months | 4 months |

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ROI Other MAJOR SOURCES

EVENT
ONLINE ORDERS
CONFERENCE
SOCIAL GATHERINGS
BIRTHDAY PARTIES
BRAND TIE UPS



REASON TO PARTNER

- 8 YEARS OF EXPERIENCE
- QUICK AND PREMIUM SERVICE
- INNOVATION AND PRODUCT MIX
- LUXURIOUS INTERIOR
- ALL DAY DINING
- MULTI CUISINE
- STRONG SUPPLY CHAIN

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**MOST
TRUSTED
BRAND**



"Be Your Own Boss, Start a Profitable Cafe Business with CHC."