

## Why F&B Franchise?

Food & Beverage industry is one of the fastest growing sector where an entrepreneur can get there profitability faster than counterpart industry. As a franchising brand, we understand your investment desires, and hence offer you customized & specific franchise model suiting to your investment appetite. It give us an immense pleasure to introduce an exciting brand USPFC in the F&B industry with robust business model that'll help you to gain higher returns on Investment and faster break-even.

## How USPFC is different form others ?

### Setup cost

At USPFC we better understand the basics to start a business and successfully run it for a long time, with great returns. At this level of expertise, USPFC offers entrepreneurs a restaurant business with maximum numbers of products in its menu in popular ITALIAN & AMERICAN cuisine. For this kind of setup, it is very difficult to come up with franchise model at affordable project cost for any brand. So we are here to suggest you a model with lowest setup cost & maximum returns.

|                | USPFC  | OTHER BRANDS   |
|----------------|--|--|
| Investment     | 8L-12L   | 35L-80L  |
| Menu           | Pizza, Burgers, Fried Chicken, Pasta, Calzone, Brizo, Coffee, Mocktails and more..                                 | Only Pizza<br>Or,<br>Only Burgers<br>Or,<br>Only Fried Chicken |
| Support        | Outlet opening & Manpower Training, Day to day operation support, Raw material support, Every how to? Support Etc. | Outlet opening & Training support, operation support etc.      |
| Royalty        | No Roylty.   | Percentage based royalty.                                      |
| Profit Sharing | No   | Yes  |

### Supports

#### Marketing Support

At USPFC, We have MARKETING MODEL which consists INTERNET MARKETING, SOCIAL MEDIA MARKETING, E-COMMERCE WEBSITE MARKINTING, BANNER MARKETING, FLYER MARKETING etc. to our franchisee for better visibility & support.

### Outlet Design

USPFC assist their franchisee in Site selection, interiors & exteriors to do it in better way.

### Serving Mode

USPFC offer their franchisee an option of Pure-veg or non-veg franchise model.

### Other Supports

Manpower training will be held on the franchise location for better understanding of working conditions.

- Manpower Hiring & appointment support for franchise location.
- Site visit, site selection and development assistance.
- Day to day operation training.
- New advertising and marketing programs support.
- New product development support.
- Complete assistance of every How to?
- Raw material supply .

### Our franchise program

USPFC started its franchise programme with an objective to connect new entrepreneurs & wanted to be an entrepreneur individuals in Tier II & III cities. USPFC is the brand with vast menu of best quality Fried chicken, Pizza, Burgers & Pasta, Calzone etc. under one roof in affordable setup cost.

USPFC is expanding its FOFO (Franchise owned franchise operated) model where all the supports will be given to the franchisee by the BRAND to manage and run the business efficiently. In our franchise initiative we are targeting all small & metro cities and planning to open 20-25 outlets by 2016-17.

### USPFC's Franchise Model

| Franchise Model | Area Required (Sq ft) | Investment (Lakh) | Area Preferred                               |
|-----------------|-----------------------|-------------------|--|
| Chicken Express | 250 - 350             | 7-8               | High Street, Shopping Mall, Main Market Area |
| Pizza Express   | 450 - 500             | 8 - 9             | High Street, Shopping Mall, Main Market Area |
| Fine Dine       | 700 - 1000            | 12-14             | High Street, Shopping Mall, Main Market Area |

USPFC offers MASTER FRANCHISE MODEL (for whole State/Territory), MULTI-UNIT FRANCHISE MODEL ( 3-5 single units will be given to individual ) & SINGLE UNIT FRANCHISE MODEL ( a single unit will be awarded).

**WE INVITE YOUNG ENTREPRENEURS TO COME WITH US TO CREATE YOUR OWN SUCCESS STORY..**