



MURUGAN'S COFFEE

Franchise Presentation



Welcome to Murugan's Coffee

The coffee at MURUGAN'S is authentic and freshly brewed using only the finest and freshest coffee beans. MURUGAN'S COFFEE believes in and is committed to our motto of giving our customers the best coffee experience each and every time they sip our coffee with our finest Brew at any time of the day.





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What will you get from brand with franchise?

- › Branding for your shop or canopy
- › Location assistance
- › Equipment's
- › Startup Kit
- › Digital Media promotion
- › Menu training
- › Raw material support





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Who is this Opportunity for?

- Who wanted to start their journey as Entrepreneur
- Who wanted to earn side income while doing their job
- Who wanted to support their parents or brother's kick-off their career in business
- Farmers
- Doctors
- Retired Employees
- Women
- Engineers
- Any Professional

Why Murugan's Coffee

- » Customised menu support
- » Trail and tasted menu
- » Affordable product pricing
- » Less investment and high profit margins
- » Break even time 6 to 10 months
- » Training for manpower
- » Updating menu items seasonally in addition to regular menu





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OUR MENU

Murugan's Spl Coffee

Regular Filter Coffee	20/-
Strong Filter Coffee	20/-
Black Coffee	20/-
Hot Chocolate Coffee	30/-
French venila coffee	30/-
Bullet coffee	30/-
Premium Live Filter Coffee	40/-
Hot Hazelnut Coffee	40/-

Hot Milk

Plain Milk	15/-
Badam Milk	25/-
Pista Badam Milk	25/-
Chocolate Milk	30/-

Thanda Milk

Cool Badam Milk	40/-
Cool Pista Milk	40/-

Kadak Chai

Plain Chai	12/-
Masala Chai	15/-
Ginger Chai	15/-
Ilachi Chai	15/-
Honey Lemon Chai	15/-
Green Tea	30/-

Maggi

Regular Maggi	40/-
Veggies Maggi	50/-
Schezwan Maggi	60/-
Corn Cheese Maggi	70/-

Milk Shake

Cold coffee Milk Shake	80/-
Oreo Milk Shake	80/-
Kitkat Milk Shake	90/-
Snickers Milk Shake	90/-

Parcel Extra 10/-

Cheese Extra 10/-





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Franchise Scope

70-100Sq ft in a Prime Location is required.

- A Minimum of 1000 and above foot falls should be Guaranteed
- Visibility of the store must be ensured.
- 3Phase Electricity and water facility of in and out is essential.



Franchisee Can choose a Build up Shop or an open Area.

Both Shop interiors or Kiosk Fabrication will be done only by the Company's establishment team under a separate cost.

Note: Kiosk placed on an open area generates a higher business income when compared with the shop

Man Power

Minimum Two Man power is required to operate the store experienced candidates are not required.

Any trust worthy person with zero experience but with 100% interest can be hired.





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Investment: 4 lakhs + (18% G.S.T)

*this franchise fee is applicable only for south india.

The Fee Comprises of

- Brand Fee
- Automatic Filter Coffee and Tea Brewing equipment
- First Time Stocks
- On-Site Training

Outlet Investment Details

- Cafe outlet interior 4,00,000/- (Approx)
- Kiosk interior *Fabrication 1.5L - 2.L (Approx)
- Land Advance 20K - 60K (Approx)

* Based upon on our Previous Projects Costings.

* Kindly note the Franchise fee is subjected to change without prior notice.

* Total investment are approximate figures and might vary depending on location.

* Murugan's Coffee runs its own R&D team so products may change to improvise its quality.





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20/-
X250 Cups

5,000/-
per day gross sale

5,000/-
x 30 days

1,50,000/-
per month gross sale

20,000/-
Salary

15,000/-
Rent

5,000/-
Electricity

60,000/-
Raw materials

1,00,000/-
Total Expenditure / month



Gross Sale



Expenditure



Gross sale - Expenditure = 50000/- (PROFIT)

All the figures showed above is only for hot coffe sales.
Apart from it there are multiple products to warrant additional sales to generate profits.
All are rough figure and not a guaranteed one. It will vary depending upon loction etc.





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Contact Us



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THANKS FOR INTEREST



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