



CAFE DEJA VU LLP

Bavdhan, Pune-21

Contact: +(91)20-20256666, MOB: +7887836666

Email: cafedejavupune@gmail.com

Website: www.cafedjavu.in

Introduction to Franchisee for Cafe Deja Vu

Table of Contents

1. Executive Summary
2. About Café Deja Vu
3. Franchise Opportunity
4. Financial Requirements
5. Site Selection and Location Requirements
6. Training and Support
7. Operational Requirements
8. Legal and Regulatory Compliance
9. Contact Information

1. Executive Summary

Café Deja Vu is a renowned and well-established brand in the hospitality industry, known for its cozy ambiance, exceptional culinary offerings, and commitment to an unparalleled customer experience. As we continue to expand our footprint, we are excited to offer franchise opportunities to passionate and dedicated individuals who share our vision of excellence.

2. About Café Deja Vu

Founded in 2017, Café Deja Vu has revolutionized the way people order, eat, and enjoy food. We take pride in our ability to discover the most unique flavors from around the world and share them with Pune. Café Deja Vu is more than just a café; it is a destination for those seeking a unique and comfortable environment to relax, work, and enjoy delicious food.

Our motto is **"GOOD Vibes Only!!"** and our mission is to **Craft Unforgettable Moments, One Sip at a Time!** We specialize in **Get-together Cuisine**, making us the perfect spot for gatherings with friends and family.

Regular events and the launch of new dishes every alternate month keep our menu exciting and our customers coming back for more.

CAFÉ DEJA VU



3. Franchise Opportunity

We are looking for franchisees who are enthusiastic about the food and beverage industry and are committed to maintaining the high standards of Café Deja Vu. As a franchisee, you will benefit from our established brand, comprehensive training programs, and ongoing support to ensure the success of your café.

4. Financial Requirements

Initial Investment:

- Franchise Fee: Rs. 5 Lakhs
- Total Estimated Initial Investment: Rs. 15 Lakhs – Rs. 35 Lakhs depending on area (includes franchise fee, equipment, initial inventory, and working capital)

Ongoing Fees:

- Royalty Fee: 5% of gross sales
- Advertising Fee: 2% of gross sales

Financial Criteria:

- Minimum Net Worth: Rs. 50,00,000
- Minimum Liquid Assets: Rs. 15,00,000

Return on Investment (ROI):

- Expected ROI within 18 months

5. Site Selection and Location Requirements

Ideal Location:

- High-traffic areas such as shopping centers, busy streets, or near office complexes or colleges
- Minimum size of 1,000 to 2,500 square feet
- Ample parking space

Demographic and Market Analysis:

- Locations with a high population of professionals, students, and families
- Analysis of local competition and market potential



6. Training and Support

Initial Training:

- Comprehensive training program covering all aspects of café operations, including management, customer service, and food preparation
- On-site training at an existing Café Deja Vu location

Ongoing Support:

- Regular field visits and consultations from our support team
- Access to our proprietary operations manual
- Continuous updates on new menu items and operational improvements

7. Operational Requirements

Operational Standards:

- Adherence to Café Deja Vu's operational procedures and quality standards
- Maintaining the café's ambiance and customer service excellence

Staffing:

- Hiring and training staff in line with Café Deja Vu's standards
- Providing ongoing training and development opportunities for employees

Marketing and Promotions:

- Participation in national and regional marketing campaigns
- Execution of local marketing strategies to drive customer traffic

Events:

- Hosting regular events to engage the community and attract new customers
- Launching new dishes every alternate month to keep the menu fresh and exciting

8. Legal and Regulatory Compliance

Licenses and Permits:

- Obtaining all necessary business licenses and permits to operate the franchise
- Compliance with local health and safety regulations

CAFÉ DEJA VU



Franchise Agreement:

- Review and sign the franchise agreement, which outlines the rights and responsibilities of both the franchisee and franchisor
- Adherence to the terms and conditions specified in the franchise agreement

9. Contact Information

For more information about franchising with Café Deja Vu, please contact:

Franchise Development Team

Café Deja Vu

Email: cafedejavupune@gmail.com

Phone: +91 788783-6666; 02020256666

Website: www.cafedejavu.in

We look forward to the possibility of partnering with you to bring the Café Deja Vu experience to new locations. Thank you for considering this exciting franchise opportunity.

CAFE DEJA VU LLP  Date: _____	Name: _____ Signature: _____ By: _____ Date: _____
---	---

CAFÉ DEJA VU