



**FAST FOOD & CAFÉ FRANCHISE OPPORTUNITY**





## BRAND STORY

**Mr. COCONUT** is India's fast growing industry for engraving photo and **Personalise Tender Coconut**. Our Company serves best quality of coconut water with your **Personalise Photo** on shell of coconut that can be served in various events like marriage , birthday, anniversary, ring ceremony and various other event. Our product is best for gifting a attractive and unique item to your loved once with healthy wishes. Company uses its in-house technology platform to manage a network of partner stores that enable the company to run a fast and lean supply chain –from manufacturers straight to customers in Jaipur, Delhi, soon in various other metro cities. our company utilizes its efficient supply chain to deliver different products to customers every month.

# Mr. Coconut Expansion Locations

## **NORTH**

Delhi, Haryana, Himachal Pradesh, Jammu and Kashmir, Punjab, Uttaranchal, Uttar Pradesh.

## **SOUTH**

Kerala, Karnataka, Tamil Nadu, Andhra Pradesh, Telangana.

## **EAST**

Assam, Meghalaya, Mizoram, Tripura, Arunachal Pradesh, Manipur, Nagaland, West Bengal, Sikkim, Odisha.

## **WEST**

Gujarat, Rajasthan, Maharashtra, Goa.

## **CENTRAL**

Chhattisgarh, Madhya Pradesh, Bihar, Jharkhand.

## **UNION TERRITORIES**

Andaman and Nicobar , Chandigarh, Lakshadweep, Daman and Diu.





# Reasons To Partner With Us

## ✓ **Unique Concept**

Combination of Snacks And Healthy Drinks With Personalise Printed Coconut.

## ✓ **Pocket Friendly**

Strategic Pricing Policy to suit Everyone's Budget.

## ✓ **Company Support**

Providing Full labour Training , Marketing and sales Techniques Support ,Photo Designing Support Application and website Franchise Panel.

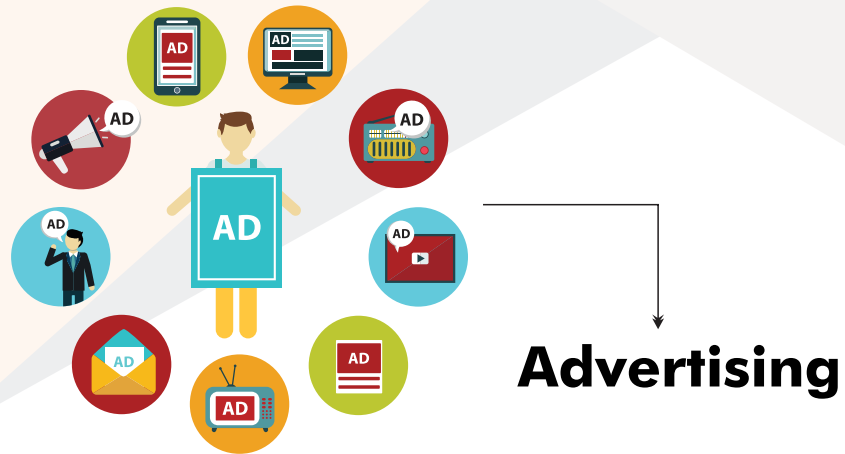
## ✓ **Branding**

We provide you social media network support to be popular in your city with our digital marketing team.





# Mr. Coconut Franchise Support



## Operations



## Training



# Why Mr.COCONUT Franchise ?

- **Tested Unique Business model.**
- **Excellent margin.**
- **Standard Operating Procedures in all aspects of business.**
- **Simple, healthy and Delicious taste to increase the foot falls.**
- **Regular Research and development to provide new mouth watering products.**
- **A unique & best in class concept targeted to a huge market.**
- **Continuous training for operations and recruiting assistance.**
- **Lifetime training support.**
- **A well-recognized business format that has a strong and wide consumer appeal.**
- **High quality, attractive product lines and a unique food cum dining experience.**
- **Highly tuned, tried and tested systems.**
- **Highest Standard in supply systems.**
- **Carefully selected vendors for supplies and purchases.**
- **Transparent Pricing and Billing**





# Advantages Of Mr. COCONUT Franchise Business

- ♣ **Low Cost & High Return Business**
- ♣ **24\*7 Brand Support**
- ♣ **Established brand**
- ♣ **We believe in 100% transparency**
- ♣ **Unlimited Growth Opportunity**
- ♣ **Quick ROI.**
- ♣ **Staff Training and support by ♣ Brand**
- ♣ **Help in Marketing**
- ♣ **Local PR and Influence support**



# MARKETING STRATEGY







**Mr. Coconut**  
Return to Origin

**CAFE**





# OUR PRODUCTS



## Coconut





# OUR PRODUCTS

## Mojito





# OUR PRODUCTS

## Juice





# OUR PRODUCTS

## Tea & Coffe



# OUR PRODUCTS

## Maggie & Sandwich







## MENU

### SNACKS

KURKURE BHEL	59/-
BINGO BHEL	59/-
NACHOS BHEL	79/-

### MAGGIE

MAGGIE PLAIN	49/-
VEG. MAGGIE	59/-
CHEESE MAGGIE	89/-
PERI PERI MAGGIE	89/-
TANDOORI PANEER	89/-

### BURGER

ALOO TIKKI	49/-
CHEESE	69/-
LAVA	89/-
PANEER SPICY	99/-
MAHARAJA	129/-

### COLD COFFEE

REGULAR COLD COFFEE	49/-
COLD COFFEE (ICECREAM)	59/-
BLACK COFFEE	79/-
POPCORN FRAPPE	119/-
VANILLA FRAPPE	119/-
HAZELNUT FRAPPE	119/-
CAREMEL FRAPPE	119/-
OREO FRAPPE	149/-
COCONUT FRAPPE	149/-
CHOCO-CHIP FRAPPE	149/-
TIRA MISHU FRAPPE	149/-
BROWNIE FRAPPE	179/-
NEUTRELLA FRAPPE	179/-
TERA MISHU BROWNIE	189/-



### SANDWICH

VEG. SAND.	49/-
VEG. GRILL SAND.	59/-
VEG. CHEESE SAND.	69/-
CORN CHEESE SAND.	89/-
PANEER CHEESE SAND.	99/-
MR. COCONUT SPECIAL	119/-
TANDOORI CHEESE PANEER	119/-

### COCONUT

PLAIN WATER	59/-
FLAVOUR WATER	69/-
PHOTO COCONUT	99/-

### HOT DRINKS

BLACK COFFEE	69/-
COCONUT BLACK COFFEE	89/-
HOT CHOCOLATE	89/-
HOT NEUTRELLA	99/-
HOT ROCHER'S	119/-

### JUICE

MASALA CHACH	29/-
PINEAPPLE	29/-
MAUSAMI	39/-
COCONUT MAUSAMI	79/-
CHCOLATE MAUSAMI	89/-
MIXED FRUIT	99/-
ANAR	99/-

### SHIKANJI

MASALA SHIKANJI	39/-
COCONUT SHIKANJI	59/-
MINT SHIKANJI	49/-
KALA KHATTA	49/-



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### MOJITO

VIRGIN MOJITO	69/-
CLASSIC MOJITO	69/-
WATERMELON	89/-
BLACKCURRENT	89/-
STRAWBERRY	89/-
ROSE	89/-
ORANGE	89/-
LITCHI	89/-
KIWI	89/-
GREEN APPLE	89/-
COCONUT MOJITO(SPECIAL)	99/-
TOBASCO TWIST MOJITO	99/-
ROSE AND LITCHI	119/-

### SHAKES

PAPITA	59/-
STRAWBERRY	89/-
MANGO	89/-
BANANA	89/-
BUTTERSCOTCH	99/-
ANJEER	99/-
ROSE	99/-
PAN	99/-
CAREMEL	119/-
OREO	119/-
KITKAT	119/-
COCONUT	119/-
BLACK CURRENT	119/-
CHOCOLATE	119/-
CHCOCHIPS	119/-
PEANUT BUTTER	149/-
RED VELVET	149/-
BROWNIE	149/-
NEUTRELLA	149/-
COCO NEUTRELLA	179/-
COCO PAN	179/-
FERRERO ROCHER	199/-



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### CHAI KI CHUSKI

MASALA CHAI	15/-
KESAR ELAICHI CHAI	25/-
CHOCOLATE CHAI	25/-
GINGER CHAI	25/-
MOCHA CHAI	25/-
BUTTERSCOTCH CHAI	25/-
HERBEL TEA	25/-
VANILLA TEA	25/-
CARAMEL TEA	25/-
ROSE TEA	25/-

### COFFEE (HOT)

HOT COFFEE	35/-
BUTTERSCOTCH COFFEE	49/-
CHOCOLATE COFFEE	49/-
VANILLA COFFEE	49/-
KESAR COFFEE	49/-
ROSE COFFEE	49/-
MOCHA COFFEE	49/-
HAZELNUT COFFEE	79/-
POPCORN COFFEE	79/-
TIRAMISU COFFEE	79/-

### ICED TEA

NORMAL ICED TEA	69/-
LEMON ICED TEA	69/-
MINT ICED TEA	79/-
ORANGE ICED TEA	79/-
LITCHI ICED TEA	79/-
KIWI ICED TEA	79/-
GREEN APPLE	79/-
BLACK CURRENT	79/-
MANGO ICED TEA	79/-
STRAWBERRY	79/-
VANILLA ICED TEA	89/-
APPLE ICED TEA	89/-
COCONUT ICED TEA	89/-
PEACH ICED TEA	89/-
CRANBERRY TEA	89/-
ROSE ICED ICED TEA	89/-
WATERMELON ICED TEA	89/-
REDBULL ICED TEA	149/-



# **INVESTMENT**

## **( Prices Depend On Shop, Size & City )**

<b>INVESTMENT</b>	<b>AREA REQ</b>	<b>ROI</b>	<b>PAY BACK PERIOD</b>	<b>Franchise Term</b>
<b>INR 12 L - INR 13 L</b>	<b>400 - 600 Sq Ft</b>	<b>35% - 37%</b>	<b>8 - 10 Months</b>	<b>5 Years</b>

## RETURN OF INVESTMENT (CAFÉ MODEL)

Brand/Facts	Other Brands (MARGIN 23%)	Mr. Coconut (MARGIN 37%)
Total Monthly Sale	4,00,000	4,00,000
Food Cost	1,40,000 (35% of Sales)	1,20,000 (30% of Sales)
FoodWastage	40,000 (10% of Sales)	20,000 (5% of Sales)
Packing	20,000 (5% of Sales)	12,000 (4% of Sales)
Labour Cost	30,000	25,000
Electricity & Rent	30,000	30,000
Online Commission/ Promo Etc	40,000	40,000
Other Costs	10,000	5,000
Total Expanses	3,10,000	2,52,000
Net Profit	90,000	1,48,000

## RETURN OF INVESTMENT (COCONUT EVENT'S)

Brand/Facts	Mr. Coconut (MARGIN 53%)
Total Monthly Sale	2,00,000
Food Cost	60,000 (30% of Sales)
FoodWastage	5,000 (3% of Sales)
Packing	5,000 (3% of Sales)
Labour Cost	20,000
Electricity & Rent	15,000
Total Expanses	1,05,000
Net Profit	95,000



# PROCESS FOR FRANCHISE APPOINTMENT



**For Franchise Enquiries, Please Contact:**

 **+91 97999999069**

 **mrcoconut.jaipur@gmail.com**

 **www.mrcoconut.in**

 **F - 5, Jamlalal Bajaj Marg, C - Scheme, Jaipur, 302007**



# THANK YOU

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**Mr. Coconut**