



FAQ's: Frequently Asked Questions

Q1. Can you tell us about Xotik cafe?

Xotik Café the brand is owned and operated by Jeeru.

Call it a culinary twist or a tasty fusion, Xotik Café is a food junction launched to serve happiness. As our company is a pioneer in Ready-To-Serve (RTS) beverages, we have curated and developed unique range of mocktails to cater different age group. moreover, our Cafés are well-known for its authentic Wood Fire Pizza. The brand's uniqueness lies in its innovative and creative output.

After studying the market and analysing palates of the consumers, Xotik Café has designed its signature pizzas, pastas, sandwiches, burgers, salads, mocktails and much more. The idea behind starting this venture was to treat people with the best refreshing drinks and fresh authentic meals in town and our prophecy is to be one of the most frequented outlets for food lovers across the city.

To make this Café a meeting point where one can enjoy a good meal with friends, family, and relatives. We work towards making Xotik Café a leading name in the QSR segment with its signature recipes. We would strive to offer meals at affordable price ranges with the focus on catering to all income groups.

Q2. Which company owns Xotik cafe?

The brand Xotik cafe is owned by Xotik Frujus Private Limited. Xotik Frujus Private limited is a leading and trusted Manufacturer, Retailer and Distributor of Jeeru Jeera Masala. The company has a wide presence across major cities of India as well as the US, UK, Middle East, Australia, and Bhutan.

Q3. What differentiates Xotik cafe from the other brands? What is its USP?

1.] Value for money: As a price sensitive market, the Indian consumer looks for value for money. "Price sensitivity is extremely high for the youth and our prices are within the comfortable spending range and provide great value to the youth. The youth has a budget and wants to play within it. So, our menu has a value meal proposition, which leaves your appetite sated without pinching the pocket"

2.] Freshness: Freshness is another criteria that the Indian consumer looks for. That is why we emphasize in providing customers with better taste, fresh and healthy options. The focus is to offer high quality food from fresh ingredients

Q4. What will be my franchise cost if I wish to acquire a Xotik cafe Franchise?

The total cost is Rs. 25,00,000/- + GST (For 400 Sqft Cafe). Retail cum Manufacturing complete set up of the store & kitchen would be done by a third party contractor suggested by us including all equipment, machinery, air conditioning, display units, baking oven, billing machine, computer, interior, etc.



Q5. What about Interior Designing?

A-Z setup of the outlet will be through a third-party contractor who shall do the work as per our interior style and design.

Q6. What is the minimum shop area requirement to open a Xotik cafe outlet?

The minimum shop area requirement is 300 sq. ft. (Carpet Area).

Q7. What are my monthly expenses?

You will be expected to bear the cost of:

- a. Staff Salary
- b. Electricity
- c. Rent (If property not owned by Franchisee)
- d. Raw Material Cost
- e. Royalty
- f. Sundry Expenses (Packaging Material, etc)

Q8. What will I be left with after all these expenses?

A franchise that has a sale of Rs. 15,000 per day, can expect to make a net profit of approx. Rs. 1 Lakh per month. (Depending on Various factors like rent, other expenses, model etc., please note as this is a business, we do not guarantee any sales, expenses, or profits.)

Q9. What about the Raw Material needed to make the products?

Most of our suppliers, supply on all India basis and we have a tie up with them. So, we shall tie you up with the suppliers / distributors in your city. In case the supplier is not in your city, we shall tie you up with the supplier nearest to your city as most of the raw material has expiry life of 6 months to 1 year, you can buy it once in a month also. We only use the best, highest quality raw materials to make our products and it is essential that our franchisees use the same raw material, helping us standardize the quality of our products pan India. Franchise will have to buy the spices, mixes and packaging materials from the Franchisor.

Q10. How many employees will I need? What about their recruitment and training?

You will need a total of seven employees to run the store:

- a) Three Commis
- b) One Restaurant manager
- c) One CDP
- d) Two servers/ waiters



(Company helps you find a chef and also helps you train him with recipes when required)

The company will provide you with a replacement if a chef in a reasonable amount of time decides to leave you.*

(You may require additional staff depending on the sales).

Q11. How is Inventory Management done? Will there be a lot of wastage?

At Xotik cafe, you have the luxury of making products as per demand. There is no need to maintain a huge inventory and food can be made as and when order comes. This hugely lowers the amount of wastage. However, our billing software will have an inventory management system.

Q12. How do we decide the ideal Store Location? Will the company help us?

The store must be in the main market area only as high footfall is very crucial for good sales. You are expected to look for a few good options in the area that you wish to target.

Q13. How long will it take to set up the Store and the Kitchen? When will the store be ready-to-run?

The third-party Interior designer and their team take up to 1 month approx. to get the store up and running.

Q14. What about Promotion & Marketing? Will the company help us?

1. Before the launch of your outlet, you will have to distribute 10,000 leaflets in your local area, with an offer to every customer to give your sales an initial boost.
2. The company will give you the numbers of the representatives of: Zomato, Swiggy for online sales.
3. Xotik cafe has an active social media presence on: Zomato, Facebook, Instagram.
4. Xotik cafe offers membership programs to its customers, to encourage repeat sales.
5. We at Xotik cafe, from time to time come up with marketing schemes to boost our sales and you will be involved in all our marketing initiatives.

Q15. Can I sell products that do not belong to the Xotik cafe brand?

No, Franchisees are not allowed to sell any product out of our standard menu. However, you can open a pure veg outlet.

Q16. How long is the franchise agreement for? Is there a renewal fee?

The agreement is for a period of 5 years. A renewal fee of Rs. 2.5 Lakhs + GST is taken at the time of renewal.



Q17. How is the Royalty Payment done?

Our accounts department shall send you the Royalty Invoice based on your sales.

Q18. Are there in hidden costs that we should know about?

You are required to acquire a few licenses from the government and pay GST taxes to operate a franchise. The cost of acquiring these licenses and taxes are not included in your investment of Rs. 25,00,000/-. Barring the expense of acquiring licenses and paying taxes, all your needs (except for extra work not included in the list of inclusions) are taken care of by Xotik cafe and we will provide you with a ready to run store.

Q19. What are the steps of start the franchise?

Call on 9545686833 and share basic details.

Introductory meeting / phone call with a member of the Franchise Development Team

Submit your list of potential locations and make a payment of Rs 1.5 lakhs as token amount* to finalize the franchise and block your interested location for a certain period of time.

Thank you for your interest in Xotik cafe. We assure you our 100% support and expect the same from you. We value our franchisees as they are the ones who take our brand forward. We wish to enter a mutually profitable symbiotic relationship, where we can together grow from strength to strength

Why Take a Xotik cafe Franchise?

If an individual tries to open a Café on his or her own, even if they invest double the amount, they mostly end up with a regular local type Café, as they don't have the experience, nor the expertise, nor can they hire so many professionals. This is what necessitates the need of a good Franchise.

Taking a Xotik cafe Franchise gives you the following benefits immediately:

1. **Saves money:** We have the expertise and contacts and know how about which things and machinery to buy. Without this expertise you may end up paying much more, and still not get all the things which are required.
2. **Range of items:** We offer for sale those items which with our long experience we know sell very well. Otherwise it will take a very long time with trail and error to come to this knowledge.
3. **Pricing:** Due to our long experience we know what prices work exactly. Wrong pricing can either reduce profits or reduce sales.



4. **Recipes and chefs:** We have Master chefs, food designers, food developers, who make a perfect recipe. Regular chefs cannot come close to what we can give.
5. **Location approval expertise:** With our long experience, we know which parameters are important for selection of a location. A wrong location, even just a lane here and there, can make all the difference. (We do not guarantee success of any location, we just assist in selection if required).
6. **Interiors:** Our professional third-party contractors with experience of International designing, create a modern, contemporary store design.
7. **Sales Training:** We give detailed sales and store handling training to the owner and the staff, without which a shop becomes unprofessional and very local.
8. **Raw material support:** We have tie ups with the biggest brands of raw material, giving you better pricing where possible.
9. **Professional packaging, uniforms etc:** Designing differentiates a Professional Franchised Cafe from a local Cafe. Professional designing by our Designing department ensures we have all business-related material (Promotion, Interiors, Uniforms, Tags, food designs, online designing, etc) in a modern, contemporary, international style and manner.
10. **Online tieups with Zomato, Swiggy etc.:** We can provide contact details of the representatives of Zomato, Swiggy etc.
11. **A ready to run business:** Due to our expertise you get our expertise which may take years to develop. With our training you get years of our expertise in a few days.
12. **Software:** Professional software is installed in the store which enables you to access and analyse sales being done at the store. Membership management etc. software is also provided.

Getting all the above benefits more than justifies taking a Xotik cafe Franchise. Without this long expertise of ours, one ends up with a local cafe, with more expenses, without any special products or recipes, maybe at a wrong location, etc. These points alone give the Franchisee an advantage over a local cafe, no matter how old, or how popular it might be in the city.

But we still have more to offer. Support provided additionally after Cafe opening are:

1. **Promotions:** We don't just open a Cafe and wait for the guests to come. We have intense promotions plans, every month, to pull in customers. We are extremely confident of our stores and believe that once a customer visits our store, he will become a permanent guest. No matter which other cafe is in town, we believe we can overtake them with our quality, taste, variety, pricing and branding. Our aim is always to be number one in the city. Our promotion plans include leaflets, onsite promotions, membership offers, hoardings, college promotions, offers, give aways, occasion-based offers, follow up with guest, etc. etc.
2. **Chef support:** We shall help you find chefs whenever required. * This is a very crucial thing in this business. A proper chef is far ahead of a regular roadside chef.



3. **Supervision by visiting manager:** Our manager will keep visiting your store to ensure that quality, taste, store look and management is maintained. Besides that, he will study your area and offer suggestions to improve sales.
4. **New products:** We regularly keep adding new products. This requires a lot of professionals, which of course an individual shop owner cannot afford. This keeps on adding sales to our store.
5. **B2B tie-ups:** We help you tie-up (if requested by you) with Event managers, B2B customers, Restaurants etc. This helps you increase your sales to a good extent.
6. To increase the brand value, we keep on doing a lot of **nationwide online promotions, tie-ups, blogging**, which eventually benefits all the stores around the country.
7. **Support in and from all departments:** We give you the list of all Xotik cafe relevant managers to help support your store whenever required. So, you can relax with the feeling that if there is any problem, you will have support on hand.
8. **Innovative business ideas:** Our Sales and Marketing department constantly keeps coming up with new ideas, products, and strategies to always be ahead in our business.