



## MODEL PROJECT REPORT



### PROJECT REPORT ON CLOUD KITCHEN

**SWAVALAMBI BHARAT ABHIYAN**

# INTRODUCTION TO CLOUD KITCHEN

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CLOUD KITCHENS – is a COVID PROOF concept which is designed to operate a full fledged kitchen without owing a Restaurant or a Dining Space

The concept basically comprises of a kitchen which caters to customers through Food Delivery through third party delivery platforms such as Zomato and Swiggy.

CLOUD KITCHENS – is a 1000 Crore business market in India today – with over 50 Lakh Cloud Kitchens operating across India

In the Covid affected world – Restaurants are considered to be the highest risk spreader for the virus to infect people.

Across India – 85% of customers now believe in ordering Safe, Hot Food from Good Delivery Joints which gives them same food experience of a restaurant, without stepping out of their houses.

# *MODEL CLOUD KITCHEN*

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# CLOUD KITCHEN

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**1 FULLY FUNCTIONAL KITCHEN**

**300 SQ. FT SPACE**

**3 CUISINES FROM SAME KITCHEN**

**3 BRANDS OPERATING FROM 1 KITCHEN**

**CHEFS FOR EACH CUISINE**

**LESS OVERHEADS**

**REVENUES FROM 3-4 BRANDS**

**HIGH PROFIT MARGINS OF 15-20%**





# 1. *THE GREAT INDIAN KITCHEN*

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## *Authentic Indian Cuisine*

- Serves Authentic Indian Cuisine including the Age Old Favourites such as Tandoors, Starters, Mains, and Traditional Biryani's and Rice Preparations.
- The Great Indian Kitchen is a mix Indian Cuisine which also opens itself to serve seasons special menu, authentic North Indian, Rajasthani and even Bengali and Keralan Cuisines.
- The Core Objective is to provide Great Indian Food at affordable, Daily to Eat Prices and be unique by providing niche dishes alongwith the traditional favourites.
- Around 20 Odd Top Selling Items as part of the Menu



# *THE GREAT INDIAN KITCHEN FOOD*



## 2. WOK ME UP

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### *Chinese Food “Made in India” as we Love it !!*

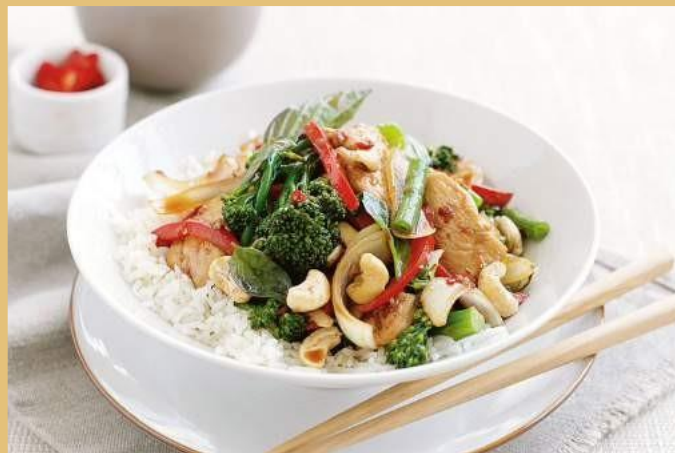


- India's likeliness for Non Authentic and Indianised version for Chinese Food, which consists of recipes developed over the years and loved by Indian Palliate – is the main aim to serve for WOK ME UP !!
- WOK ME UP – shall be one of the most unique such Chinese cuisine brands which is served in the City, with over 20-25 items in the Menu, designed specially keeping Indian Locally developed flavours.
- Staple base options for an Indian Chinese meal will include chicken, shrimp or vegetable variants of "Hakka" or "Schezwan" noodles popularly referred to as chow mein; and regular or "Schezwan" fried rice. American chop suey and sweet and sour dishes can be found at many restaurants.





# *WOK ME UP FOOD*





### 3. *FLAKES & OREGANO*

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*Authentic Italian Cuisine and Global Food*



- Flakes & Oregano is a Brand designed to deliver Good Hard Core Italian cuisine which people generally crave for and are scarce in India
- The Brand seeks to have variety of Authentic Pizzas, Pastas, Garlic Breads, Curated with a choice of over 15- 20 toppings, Different types of Cheese, and sauces made in finest home made bases from freshest flour
- Apart from Core Italian Cuisine - Flakes & Oregano seeks to also have a combination of some Globally favorite dishes such as Burgers, Rissotoes, some desserts and more.

# *FLAKES & OREGANO FOOD*



# UNIT INVESTMENT FOR 1 KITCHEN



<b>PREMISE CARPET AREA CONSIDERED (IN SQ. FEET)</b>	<b>300</b>
<b>Particulars</b>	<b>Amount Rs.</b>
FRANCHISE FEES	INR 3,00,000
INTERIOR CIVIL COST	INR 2,00,000
KITCHEN EQUIPMENTS	INR 7,00,000
KITCHEN SMALLWARE	INR 1,00,000
LAN, POS, COMPUTERS, SOFTWARES	INR 1,50,000
MARKETING DURING LAUNCH	INR 50,000
<b>TOTAL CAPITAL INVESTMENT</b>	<b>INR 15,00,000</b>

Notes:

1. Refundable Deposit for Leased Space not included in the above
2. We insist to provide for the availability of Working Capital of 1-2 Lacs for initial one time stocking of Raw Materials.
3. The above Project Costs is Exclusive of GST at 18%.
4. Projects Costs are dependent on Standard Designs and Equipment's provided for each outlet, in case of any unforeseen work due to nonstandard site structure / built-up, if any, it can increase
5. Brokerage if applicable
6. Licensing & Liasoning cost extra



# ***ESTIMATED PROFIT & LOSS STATEMENT***



PARTICULARS	AMOUNT IN RS.	
	PER MONTH	ANNUAL
TOTAL SALES PER MONTH (NET OF TAXES)	7,80,000	90,00,000
FOOD COST - 33%	2,50,000	30,00,000
DELIVERY COMMISSION @ 20%	1,56,000	18,72,000
ELECTRICITY COST	25,000	3,00,000
RENT	25,000	3,00,000
EMPLOYEES COST	1,20,000	14,40,000
COST OF SEMI VARIABLES & MARKETING	35,000	4,20,000
OPERATIONAL ROYALTY 7.5%	58,500	7,02,000
<b>TOTAL PROFIT</b>	<b>1,10,500</b>	<b>13,26,000</b>