

IT'S IN THE

GUTS.

The DNA of a successful entrepreneur is based on his gut feel. Such gut feel is influenced by experience, understanding the potential of the business and the conviction, and commitment of the stakeholders.

This business should we say is literally based out on gut feel!

1By2 Café

Finally, a business proposition that has appetizing ROI, exclusive recipes for success, and scalability



Philosophy

Eating together is a habit. A habit that nurtures sharing. A platform that encourages sharing our victories, our pains, and our experiences. It's a time that is sacred and a time that releases stress. Well, that's sharing, isn't it?

And that's IBY2 to you from us!!



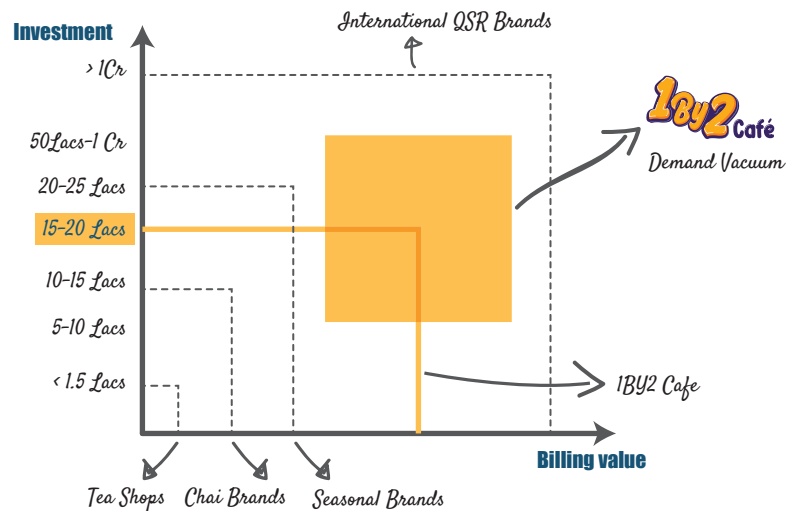
Advantages of Franchising with 1BY2 Café



Business Assistance	One of the benefits of franchising with us is the business assistance you receive from 1BY2.
Brand recognition	We build the brand and as our franchisee, you will enjoy the value.
Lower failure rate	At 1BY2 we try and test the market and build it, minimizing the risks for you.
Buying power	A network of 1BY2 franchises creates the opportunity to purchase goods at a deep discount by buying in bulk which profits you.
Profits	Our franchises will represent 1BY2 which is sure to bring customers in droves. This popularity results in higher profits.
Lower risk	1BY2 franchise owners face lower risks than independent business owners. For we have tested and proven the business model of the franchise.
Built-in customer base	As a 1BY2 Franchise, you will come with instant brand recognition and a loyal customer base. Even if you're opening the first branch of the 1BY2 franchise in a small town, the likelihood is that potential customers are already familiar with the brand from exposure to TV commercials or travel to other cities.
Be your own boss	1BY2 franchise gives you the benefit of being your own boss without the risk of starting your own independent business.

YES Hunger is a big business.

This is why International Brands to local tea shops have always catered to that space.



International Brands

Routine menu: All brands have started to the readymade menus, that are standardized and pre-fixed International brands have chicken or pizza or burger-based routines.

Expenses: Huge investments ranging above ₹3 Crores, with exorbitant franchise fees, royalty share, and interiors.

Chai Brands

Low ticket size: With heavy rental investment to sell tea and limited finger foods makes no business sense, ROI will take time!

Menu: There's no uniqueness and every chai shop has the same menu, no difference!

Market: Crowded, no value differential, and the market size are the same.

Local Tea shop

Unhygienic: Cleanliness and sourcing are very questionable.

System: Lack of it makes it easy to pilferage.

Uniqueness: Nothing is unique and there's less or no loyalty in B2C.

Yes, the chai shop space is now cluttered with brands spawned during the COVID phases.

The me-too flavoured teas, coffees, and those cardboard flasks, and their very limited finger food have become predictable and boring, now!

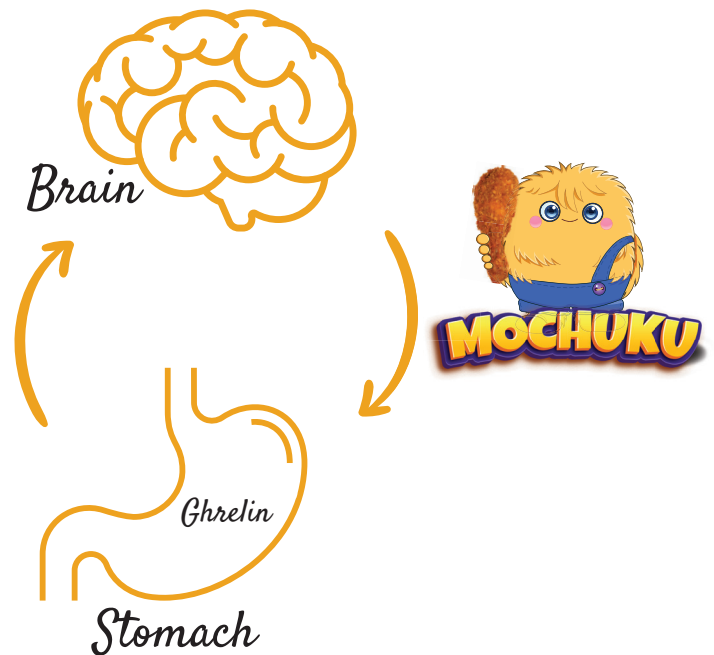
So, where are we? let's get back to the gut feel!

HUNGER IS A MAJOR BUSINESS

What is Ghrelin?

What is ghrelin? Ghrelin is a hormone produced in your gut. It is often referred to as the “hunger hormone” and is sometimes called lenomorelin.

It travels through your bloodstream and to your brain, where it tells your brain to become hungry and seek out food. Ghrelin’s main function is to increase appetite. It makes you consume more food, take in more calories, and store fat.



Hunger Now plays tyrant

With improper eating habits, lack of quality food, and busyness ensures ghrelin is produced much and induces hunger more frequently, which has to be sufficed traditional routine menu of samosas, fritters, expensive burgers, premium sandwiches, and mundane teas and coffees.

WELCOME TO 1BY2 CAFÉ!!

We welcome a business that assures quick ROI, appealing business strategies and robust production facility, and an innovative menu. The concept is designed to cater to the needs of the millennials, by creating an international quality menu with VFM pricing.

Morgan Stanley estimates that India's 400+ millennials will spend \$330bn annually by 2020, and it is no wonder that the Indian millennials are being paid close attention to from Indian and global consumer companies alike.

In India, millennials are 34% (at 440 million) of the country's total population. The last few years have seen India become the world's largest millennial market, drawing attention from across the world to Indian millennials.

Indian millennials' contribution to their national economy is of particular significance. Millennials in India, unlike in other countries, are among the main breadwinners of their households.

The median age in the country is 28.4 years, which makes it one of the youngest major nations in the world, especially compared with the aging populations and workforce in the US, China, Germany, and Japan. This factor is likely to keep India buoyant for a long while to come.



SOURCE

<https://timesofindia.indiatimes.com/blogs/voices/the-rise-of-the-indian-millennial/>

IT'S OUR GUT FEEL, SHOULD WE SAY OUR PREDICTION? THAT THIS SPACE DEMANDS TO BE FILLED.

Create FAST-CASUAL (NEW AGE QSR) Franchisee model, that's practical and financially relevant

Fast-casual is the latest concept in this type of restaurant dining- New Age QSR. The term comes from the concept's hybrid nature — it's a blend of fast-food dining and casual dining. Fast-casual borrows a little from fast food and a little from casual dining.

The fast-casual niche is booming and **1BY2Cafe** holding on to this space by offering smart ambiance, smartly monitored food process, and smartly curated recipes that are sure to offer an innovative menu that makes the rest boring.



Affordable premium fast-casual. A place to relax and relish a unique menu with friends and family

Investment

₹10 Lacs onwards

ROI in

18 months

WE PROVIDE



MARKETING

"Beat the Hunger"- The USP arrived after identifying that the traditional menu was boring and literally the menu offered were merely clones of the same stale biscuits, mundane teas, and oily fritters.

So we decided to offer a change in that space by serving an interesting menu at a price that is affordable and practical in a clean, hygienic and smart ambience or should we say "well- equipped to beat the hunger?"

Every marketing effort was focused to create a standard brand voice and design language. Building brand assets and brand value is the initial thrust, with a focus on millennials as our main customers. It is mandatory to create noise in the social media space and other digital media touch points. Innovative brand promotions through events, and OOH that amplify our USP in targeted locations are also being executed- which will help in generating footfalls as well.

PRODUCT

1By2 Cafe has a menu curated to beat the hunger. The traditional menus in cafes or bakeries have become routine and mandatory and we wanted to create a change in this space. Today our experienced staff members have created a versatile menu that not only fulfills pangs of hunger but also offers the same taste as in other specialty restaurants, with a very simple approach to preparing and serving it as well. Today, we have more than 50+ menu items and 10 super saver combos, in the following categories: Beverages| Grills | Steamed | Bakes| Shakes | Ice Creams



Moreover, our menu is prepared in such a manner that it requires no dependency on a Chef or Gas or Fire which means anyone can prepare the menu and serve it fresh to customers. The menu is fine-tuned by our culinary team to offer the best in terms of quality, taste, and variety.

PROCESS

Production Facility

1By2 Cafe has a 10,000 sqft state-of-the-art production facility that's FSSAI Certified, Halal Certified, Manufacturing License, and Fire License as per Government Norms. The facility is manned by a staff of 25 culinary professionals

Sourcing

1By2 Cafe adheres to a stringent quality policy to empanel vendors. Right pricing, Product quality and Deliver as specified are vital to qualify. This is why the ingredients that we use are not only of high standards, this also ensures the menu prepared offers the right taste and textures

Cooking Method

1By2 Cafe employs qualified personnel only. Which has assured us the demands that we have placed on taste are offered consistently. Such consistent delivery can only be managed with the right equipment and the right cooking methodology. This process is ably guided and monitored by experienced professionals.

Shelf Life

1By2 Cafe is equipped with a blast freezer, which ensures that the food items are chilled rapidly to the desired temperature that avoids bacterial multiplication. Then the Products are packed and stored in Perforated Crates at -18°C or below in the walk-in freezer. All these enhance the shelf life of the product to our expectations.



Product Packaging

The pre-cooked menu items are conveniently packaged as per the Government Norms, with food-grade material.

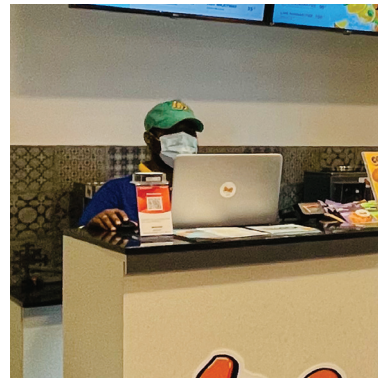
Cafe:

With more than 10 outlets established and running, we have evolved an S&P that helps all our outlets to run seamlessly. Some of them are:

- Enhancing Operational Standards: Proper training in customer handling, shift handovers, product preparation and forecasting requirements, and receiving stock.
- Product knowledge: Ensuring team members know what they serve, a proper training session is provided while new products are being introduced- from tasting to explanation.
- Cafe will now be open till 2 AM to capitalize late-night sales through food delivery platforms.

TRAINING

The experience of a customer defines the success of the outlet. Such experiences can only be created with proper recruitment and training. This is why, 1By2 Cafe offers intensive training for the franchisee staff in customer handling, personal etiquette, and product knowledge. Then our team also ensures there are periodic training and development programmes to upgrade service excellence, awareness of promotional offers, and on-the-job training to raise the bar of excellence at the outlet level.



BUSINESS DEVELOPMENT & SALES

Introduction of New menu: It's our passion to break the routine menu. Hence our kitchen always introduces new menu items at a VFM pricing

Promotional Offers:

To induce trials and experience our outlet. We create offers that are attractive and offer genuine savings to the end-user.

Amplifying outlet presence:

We have defined the Targeted Audiences are Corporate, Retail, Online, and the students



Corporate:

We are targeting corporate offices so their cafeteria can offer a variety of menus to their employees. We are also offering exclusive prices to employees if they flash their ids in any of our outlets in South India and soon, pan India.

Our approach:

- Creating opportunities for the decision makers to taste and experience the menu.
- Creating TOM recall, by participating and creating events.

Retail:

Being a crowded space, our focus is to create awareness of outlet presence and induce trial

Our approach:

Create special promotional offers to generate footfalls. Offer special rewards for repeat customers and retain them.

Online:

We are present in swiggy and zomato and now we have our own payment and delivery service on our site. Ordering through it would benefit the end user with more than 30 % savings.

Our Approach:

We are building this communication in every collateral and aggressively promoting it the social media handles.

End user:

The millennials, the college, and school students have a short attention span and are easily bored with repetitive menus but addictive to finger foods.

Our approach:

- We are building hi-decibel brand awareness in the digital space.
- We are creating and executing exclusive mall activity
- Our BTL team is all set to promote in schools and colleges in the catchment areas of the franchisee outlet.

INVENTORY

1By2 Cafe follows a dynamic inventory management system. A proven data-driven model, that helps us to forecast demands, monitors best sellers, and maps pricing trends that can be geotagged. This helps us to manage inventory at the production facility level to manage stocks, manpower, supply chain logistics, and pricing.

But also help us to monitor item-wise menu traffic region and outlet specific, which helps us to predict consumption patterns and curate pricing.



CUSTOMER EXPERIENCE & RETENTION

- a) A short customer feedback survey form is being provided and recorded to understand and improve the brand standards and service.
- b) Providing loyalty Programmes for customers for repeat and retention process
- c) Customer feedback through google reviews

FRANCHISE OWNER TESTIMONIAL



MR. KOUSHIK
Franchise owner,
T.Nagar

Am extremely happy to be associated with the 1by2 brand as the brand supports the franchises very well including the training and recruitment of the staff and timely and qualitative delivery of goods and resolving any other issues faced. The management and staff are very approachable and flexible and are available at any given point of time for support. Looking forward to growing along with the 1by2 brand and takeing more franchises in future.



MR. Mathivannan
Franchise owner,
Chetpet

1 by2 Café has exceeded the expectations and has really proved that it not only can satisfy the Mini hunger of the customer but also the franchisees. They are not franchiser but they are true channel partners who travel with you hand in hand not only for the smooth running of of café but also for marketing, supply chain, and customer satisfaction.



MR. Narendran
Franchise owner,
Kovilambakkam

Hi, I am PT Narendran, a HR by profession and the proud owner of the first franchise of 1By2 Café. The concept of no-cook café is the USP of this business. The food is cooked with maximum quality at a centralized kitchen and so we get great tasting bites and shakes that are uniform across all the cafés irrespective of the kitchen staff. So now anyone can cook and serve at the cafés while ensuring customer satisfaction and happiness. Excited to be a part of 1By2 Food and special thanks to the team for being so supportive and innovative all the time



THE FRANCHISEE ADVANTAGE

FEATURES	1BY2 CAFE	ORGANISED LOCAL BRANDS	QSR
<p>Millennial Target audience Hi- disposable income, modern lifestyle and driven by food delivery apps, multi-taskers</p>	✓✓✓✓	✓✓✓	✓✓✓✓
<p>No routine Menu Specially crafted menus, interesting food items, availability all the time</p>	✓✓✓✓	✓	✓
<p>Supply Chain management Data-driven to manage supply of menu and predict demands and manage inventory</p>	✓✓✓✓	✓	✓✓✓
<p>HR Recruitment Identifying talent and investing time initially in L&D</p>	✓✓✓✓	✓	✓✓
<p>Marketing Our in-house team will offer corporate branding and marketing solutions digitally, ATL and BTL</p>	✓✓✓✓	✓	✓✓✓✓



THE WAY FORWARD

Let's

SCALE BIG!!

CONTACT NO:

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