



Awaken the Senses

South Indian COFFEE HOUSE[®]

(An Integral Part of Ethix Industries Inc.)



Awaken the Senses

 For traditional family Coffee Lovers  100% South Indian Coffee  Cup of Inspiration



+91-44-42029676



info@cofeee.com



southindiancoffee.com



INTRODUCTION

Having a successful coffee shop, to create a real and tangible business can give a fulfilling sense of accomplishment. SouthIndian Coffee House understands that, this sense of accomplishment is important and truly a great benefit to any entrepreneur.

South Indian Coffee house has created a worthy brand, quality customer service and a community hot spot that people love to visit. With SICH you can build a lasting business that grows and evolves over time.

Filter coffee is an indispensable part of South India, as they follow a strict methods of brewing coffee, be it a cold or a hot brew method. Most important reason lies in the fact that most coffee plantations are located in South India, from the blue mountains of Nilgiris to the ghats of Munnar. There are almost more than 16 varieties of coffee produced in South India.

In SICH filter coffee can be enjoyed anytime of a day and SICH understands that it is best enjoyed with a light snack or a brunch.

OUR VISION

Our vision is to provide the best of coffee in market affordable quality.

OUR MISSION

To create an extraordinary Coffee experience in the most inviting stores with top quality raw materials and products.



South Indian
COFFEE HOUSE[®]














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For traditional family Coffee Lovers 100% South Indian Coffee Cup of Inspiration

WE SUPPORT YOU




-  To procure all the Essential Ethix Equipment
-  Assist you to obtain all necessary (GST/FSSAI (trade)/ISO) license numbers.
-  Franchisee (Framed) Authorization certificate
-  Franchisee Authorization Award
-  Help in recruiting and continuous professional training to the staff.
-  Inventory management through billing software.
-  We equip you with latest sales promotional tools and marketing strategies.
-  Guide to compile sales tax/income tax/audited balance sheet by a chartered accountant.
-  Food supplements from our own factory in 75% discount on its MRP.
-  Mobile application to get repeat customers.
-  Soft copy of advertising content to promote the business in local electronic media (Cable TV) and print media/banner/stands/stickers/(No Parking) Board.
-  We give advertisements in national magazines and social media (Facebook, Twitter, Whatsapp, etc.,)
-  Soft copy of name board with your local address and design for inner wall decoration.



ESSENTIAL EQUIPMENT TO BE PURCHASED (PHASE I)







-  Kitchen Counter Equipment*
-  Cafezone Filter Coffee and Tea Maker*
-  Cafezone Milk Boiler*
-  Dining Table and chairs
-  Cup and saucer (Dabara) sets made of bronze (20 nos)
-  Name board (With back light)
-  Furnishings and Interiors
-  Refrigerator
-  Computer
-  Inverters
-  Printer
-  Drinking Water Dispenseroration.

OTHER MANDATORY THINGS (PHASE II)

-  Raw materials (Coffee and Tea Powder)
-  SICH Mobile App
-  Organic snacks (biscuits, chips, Etc.).
-  Card swipe machine (Axis bank)
-  Milk Powder and refined sugar
-  Plastic containers
-  Consumables for the shop
-  WiFi Connection
-  SICH Billing Software
-  Logo Printed T-Shirts for the staff



OPTIONAL EXPENSES (PHASE III)

-  Vending Machine (CardamomTea, Lemon Tea, Tomato Soup, Badam Milk)
-  Floor Mat & False ceiling
-  Entrance Glass door
-  Wall Décor (Corporate color)
-  Air conditioner
-  Flat LED TV





CAFEZONE FILTER COFFEE AND TEA MAKER*



- ☕ Fully SS Construction
- ☕ Fully automatic control system
- ☕ 2 ltrs tank capacity
- ☕ Industrial heavy duty heater
- ☕ Automatic control warmer attached
- ☕ Power 230 V A/C. Heater: 1 KW
- ☕ Warmer: 200 Watts. 4 Amps
- ☕ Dimension: L580mm x H400mm

CAFEZONE MILK BOILER*

- ☕ Fully SS 304 construction
- ☕ Milk Capacity 5/6 ltrs
- ☕ Water capacity 6 Ltrs
- ☕ Removable milk vessel with easy wash
- ☕ Industrial heavy duty copper vessel
- ☕ Adjustment temperature control
- ☕ Power 230V A/C 2K Watts. 8 Amps.
- ☕ Length 350mm x width 325mm
- ☕ Height 425mm (Approx)









SOUTH INDIAN COFFEE HOUSE



TERMS & CONDITIONS

-  Franchise fee is one time investment (Tenure-5 years) which is non-refundable and attracts no interest rates
-  Royalty fee is 3% on gross sales value
-  Franchise agreement will be renewed once in 5 years
-  Ethix Essential Equipment and all other promotional materials will be sent on to-pay basis by cargo/transport/courier (freight charge will be paid by the franchisee).

REQUIRED STEPS TO START A FRANCHISE

- Step-1:** Identifying a premises with minimum area above 130 Sq.Ft.
- Step-2:** Send pictures of the premises to 9857055555 (Whatsapp).
- Step-3:** Preparing Blue Print of the proposed premises by an architect/civil engineer.
- Step-4:** Send your signed application form-A with owner's residential proof, ID proof,
- Step-5:** Pay Franchise fee Rs 83000+18% GST and get franchise agreement and 3 stamp size photos.
- Step-6:** Send the Rental agreement copy to our Chennai address/Email.
- Step-7:** Apply for all necessary (GST/FSSAI/ISO) license numbers (We Arrange)
- Step-8:** Furnish the premises with essential and mandatory equipment
- Step-9:** Interview/shortlist/appoint/train all staff.
- Step-10:** Do Inauguration by informing the neighborhood in an informative and innovative manner.

INVESTMENT DETAILS

- Stage-1:** Franchise agreement with monopoly rights
- Stage-2:** Shop advance, essential equipment, interiors and furnishings, licensing, Software and mobile app
- Stage-3:** Purchase of Raw materials, supplies, AC, fridge etc



Return on Investment [ROI]

Start Up - Expenditures	
Franchisee Fee-Tanure-5 Years	
Franchisee Fee	83000
GST @ 18 %	14940
TOTAL - Exp. - A	97940
SOUTHINDIANCOFFEEHOUSE BASIC AMENITIES	
Ethix Essential Equipments* [See the List for Details]	499060
First Consignment, Café-Maker, A/c, FMCG Products, etc...	
TOTAL - Exp. - B	499060
Net Amount has to be Paid to ETHIX [A+B]	597000
Other Investment	
SS Racks & Shelves	35000
Name Boards	7000
Shop's Wall Décor, Glass Door, Chairs, Table, etc...	158000
TOTAL - Exp. - C	200000
Investment for SICH Setup A+B+C	797000

Running Cost - Expenditures		
Working Capital [operational cost]		
Particulars	Monthly	Annual
Co-Ordinator [1] Salary	10000	120000
Cook [1] Salary	15000	180000
Cook Assistant [1] Salary	7000	84000
House Keeping [1] Salary	3000	36000
Rent / E.B. / Water	23000	276000
Other Expenses	2000	24000
TOTAL - Exp. - D	60000	720000
Total Running Cost for Year -1 (A+B+C)	60000	720000
Total Running Cost for Year -2 (@ 10% increase)	66000	792000
Total Running Cost for Year -3 (@ 15% increase)	75900	910800
Total Running Cost for Year -4 (@ 17% increase)	88803	1065636
Total Running Cost for Year -5 (@ 20% increase)	106564	1278763
From the 6th Year, Yearly working capital for SICH		13 Lacs



SOUTH INDIAN COFFEE HOUSE

Sales Vs Revenue [Income]

PRODUCT SELLING	SALES / MONTH	MARGIN in %	PROFIT	FOOD SERVICE	CHARGE
Filtter Coffee	183750	35%	64313	Filtter Coffee	35.00
Other Coffee	75000	25%	18750	Other Coffee	25.00
Tea	67500	20%	13500	Tea	15.00
Traditional Snakes	288750	30%	86625	Traditional Snakes	55.00
South Indian Dishes	382500	35%	133875	South Indian Dishes	85.00
Monthly % OF PROFIT MARGIN ONLY FROM THE PRODUCTS SELLING =>			317063		

MONTH wise Sales Growth up to the first 5 years

DETAILS	MAXIMUM No. Of	End of 1st Year	End of 2nd Year	End of 3rd Year	End of 4th Year	End of 5th Year
SEGMENT WISE IN-COMING CUSTOMERS	Sales / Month	30% Capacity	40% Capacity	60% Capacity	80% Capacity	100% Capacity
Filtter Coffee	5250	55125	73500	110250	147000	183750
Other Coffee	3000	22500	30000	45000	60000	75000
Tea	4500	20250	27000	40500	54000	67500
Traditional Snakes	5250	86625	115500	173250	231000	288750
South Indian Dishes	4500	114750	153000	229500	306000	382500
TOTAL PAYMENT COLLECTION / MONTH =>		299250	399000	598500	798000	997500

Projected Revenue Generation

DETAILS	30 % Capacity	40 % Capacity	60 % Capacity	80 % Capacity	100 % Capacity
Filtter Coffee	19294	25725	38588	51450	64313
Other Coffee	5625	7500	11250	15000	18750
Tea	4050	5400	8100	10800	13500
Traditional Snakes	25988	34650	51975	69300	86625
South Indian Dishes	40163	53550	80325	107100	133875
Total Profit / MONTH	95119	126825	190238	253650	317063





SOUTH INDIAN COFFEE HOUSE

Monthly Cash Flow Statement for 5-Business years

Particulars	Total Income (Per Month)		Total Expense (Per Month)		Net Earnings Per Month
	Revenue: from Core Products Selling	Revenue: Other Products Selling	Monthly Operational Cost	Inevitable Exp. (Every Month)	
End of 1 st Year (30% Capacity)	95119	23780	60000	750	58148
End of 2 nd Year (40% Capacity)	126825	31706	66000	1000	91531
End of 3 rd Year (60% Capacity)	190238	47559	75900	1250	160647
End of 4 th Year (80% Capacity)	253650	63413	88803	1500	226760
End of 5 th Year (100% Capacity)	317063	79266	106564	1750	288015
Monthly Net Income for Franchise (from 6th Year onwards)					Above 2 Lacs

BRAND IMAGE

Jd certified

South Indian COFFEE HOUSE
An Integral Part of Ethix Industries Inc.

An Integral Part of **Ethix Industries Inc.,**
(An ISO 9001 : 2008 & GMP Certified Co.)
Office: No.111, Whites House, 1st Main Road, 1st Avenue,
Anna Nagar (East), Chennai - 600 102, Tamil Nadu,
India, Ph: +91-44-42029676, www.ethix.in

Justdial
App available on:

CDG
CERTIFICATE

Certificate Number
QM-10362

This is to certify that Quality Management System of:
ETHIX HEALTH CARE

Location:
4233, Kadla - Madia Highways, Chengalpet, Sanganur,
District - Salem - 672211, (T.N.), INDIA

has been assessed and registered by CDG Certifications against the following
Quality Assurance Standard:
ISO 9001:2008

The scope of certification is as follows:
Manufacturing of Pharmaceutical Formulations in The Shape of Tablet, Capsule and
Powder, Syring, Solution, Liquid & Soft Gel.

CDG Certifications
111, Anna Nagar - 2, Dinning Corridor,
Anna Nagar, New Delhi - 110028, INDIA
Tel: +91-11-42029676
Email: info@cdgcertifications.com
Web: www.cdgcertifications.com

AWARD

of Appreciation for
Chef

Richness worth a second cup and
fill your cup to the rim with brim.

Presented
by
South Indian COFFEE HOUSE
AN INTEGRAL
PART OF
ETHIX

For Traditional family Coffee Lovers



SOUTH INDIAN COFFEE HOUSE



Factory:

Ethix Industries Inc, Industrial Plot No.10, Sector 3, Parwanoo, Solan, Himachal Pradesh, PIN-173220, **Tel. 01792-232433**, www.ethix.in

Corporate Office:

2 & 3, Chanakya Layout, Nagawara, Bangalore - 560045, **Tel. 7349416238**

Admin Office:

111, Whites House, 1st Main Road, 1st Avenue, Anna Nagar East, Chennai - 600102.

Tamil Nadu, PIN-173220, **Tel. 044-42029676**

Bank Details:

Ethix Healthcare, SBI BANK, A/c: 30072000026, IFSC Code SBIN0006401

Contact us:

Email your Enquiry to our Business Development Manager : info@cofee.com

Contact: 7358007758, 7358007757 - (Tamil / English / Telugu / Hindi)

IT Support (Billing Software & Mobile Application):

Contact: 7358007756

