



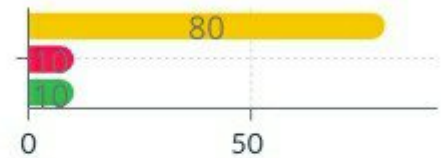
About The Company

Chang's kitchen is a indo-asian quick service restaurant & quick service kitchen (QSR/QSK) which serves indian style chinese and oriental cuisine.

Problem Statement & Solution.

- Indo-Chinese cuisine market is totally unorganized by street vendors and non speciality restaurants across India where street vendors serve low prized food but unhygienic and low quality products whereas non speciality restaurants serve highly prized products with limited options.
- This is where Chang's Kitchen will put a stamp in the branded and organized space to fulfill consumer's demand for pocket friendly and top quality products.

Current Senario



- Unorganized Brands.
- Chinese Speciality Restaurant Brands.
- Multicuisine Restaurants which serves Chinese food as an option.

MISSION

To deliver exceptional asian dining experiences by building an organization where people are inspired to better their lives.

VISSION

To establish Chang's Kitchen as the most recognized & respected brand with world's best quick service restaurant experience.

Market Size & Research.

- Chinese cuisine is the second largest cuisine consumed in India, which covers 20% of the 3.7 Trillion food service industry.
- Chinese cuisine has become a comfort food for Indians so much so that even restaurant serving indian food will usually include chinese section in the menu.
- This 60K crore chinese cuisine market is totally unorganized by street vendors and non speciality restaurants across India.
- Consumers are preferring hygienic and quality Chinese food compare to street side Chinese stalls & that's the reason even Indian restaurants are keeping Chinese food section in the menu. But that's not enough because these non Speciality restaurants are highly priced and here comes the opportunity for indo-Chinese QSR brands to capture the market in the branded space and build a organized sector.
- Looking at the opportunity, this is where Chang's Kitchen will play the game.

Competitor's Analysis.

- As the branded space is open with the opportunity and few players already in the market, we believe Chang's Kitchen will be potentially a strong alternative to other brands & will outperform them strategically.
- There are few brands which have been doing Indian- Chinese like wok express, wow china, the bowl company, mandarin oak etc. But there is no brand which has been serving across India as a national player and no brand has innovated & tried to give a different look & feel to this food.
- As this space is large and new, the best part is Chinese food is well accepted in all parts of the country and that is what we are going to thrive upon.

Product Details.

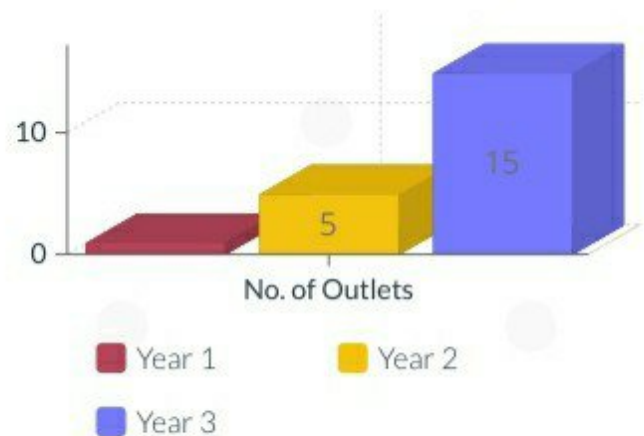
- Our Flavors are a combination of Chinese roots with an Indian taste. And we serve dishes that are authentically Indian-Chinese everytime.
- Chang's Kitchen will have more than 200 recipes in the inventory and will introduce 10% new dishes in phases.
- Except Indian-Chinese dishes, chefs will curate more than 150 innovative flavors and will introduce 10% of the inventory in phases.
- Product range will start from below 100 rupees to 350 rupees max.
- Our menu will focus more on low price meals and average ticket size will be higher. We will also introduce unlimited meals for one @350 rupees and this will be a game changer.

Operating Model & Road Map.

- The brand will operate as a QSR (Quick Service Restaurant) in high streets for offline presence. And QSK (Quick Service Kitchen) for online presence with online order and delivery in the initial stage.
- In the later stage once we become masters in this space, we will introduce mini outlets for take away and walk-in orders.

ROAD MAP

First Three Years



Financial Projection.

- QSR in high streets will cost around 50 - 60 lakhs for a 2000 sq. ft. space and expected to make 20 - 25 lakhs monthly whereas a mini QSR outlet will cost around 30 - 35 lakhs for a 1000 sq. ft. and expected to make 15-20 lakhs monthly. And QSK (Quick Service Kitchen) will cost around 20 -25 lakhs for a 500 sq. ft. space and expected to make 15 lakhs monthly.
- In the first year we will launch one store and expect to make 1 crore 20 lakhs by the year end.
- Our sales will have 50% Operation cost, 50% Gross and 40% Net.

FOUNDER'S PITCH

Dear investor!
As this QSR space for Indo-Chinese food is new and large, this is the right time to enter and dominate the market. Chang's kitchen is currently an idea stage concept but once executed in the right time, it will become the most loved brand in no time. And I promise i will make Chang's Kitchen the number one brand in 5 years.



FOUNDER'S ASK

70 lakhs
(40 lakhs for 10 % Equity & 30 lakhs as debt)

FOUNDER'S STRENGTH

BACHELOR'S IN HOSPITALITY
MANAGEMENT AND CULINARY
ARTS.

HAVING 10 YEARS OF EXPERIENCE
IN FOOD & BEVERAGE INDUSTRY IN
THE HOSPITALITY SECTOR.

FOUNDER'S CONTACT

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