



**Grillland**<sup>®</sup>

Your Delicious Barbecue



Aspiring Entrepreneurs,  
here is the wonderful  
opportunity to team up  
with the most promising  
Quick Service restaurant  
chains of this region.

Join our franchise  
program right away; we  
take great pride to serving  
and succeeding your  
entrepreneurship dream.

  GrilllandBBQ

 [www.grillland.in](http://www.grillland.in)

# ABOUT GRILLLAND



Grillland was founded in 2018 aiming to explore and expose the delicious Grill and BBQ recipes to this fine part of the world. Named for the landmark where the barbeque enthusiasts could dine in and relish the range of matchless grills, shawarmas and beverages at an affordable price.

Our menu was originally inspired by the traditional American barbeque and Mexican shawarmas; however the individual cuisines in our menu were further crafted up with the Indian spices and herbs.

If the food lovers befall to any of our outlet, they have the option of 30+ delightful items of appetite. The menu is quilled with equal proportion of Vegetarian and Non-Vegetarian platter.

Grillland known for its visionary thoughts, we are always keen to innovate the new dishes with more nutritional values. A group of experts in our corporate kitchen still works relentlessly to deliver more innovative dishes in regular interval.

Our passion for BBQ & shawarmas led us to establish Grillland in 2018, with the commitment of customer satisfaction by offering the finest food through the gratified services.





# WHY GRILLLAND FOR FRANCHISE?

Lower Start-Up  
Entry Cost



Attractive  
Sales-to-Investment  
Return



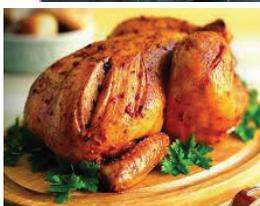
Widely  
recognized  
Brand chain in  
Quick service  
Restaurant (QSR)  
sector.



Extensive  
marketing and  
promotion.



Experienced  
Support Team



Research  
and  
Development



Continuing  
Education



Assured Return on  
Investment within 8 –  
12 Months



Hot selling  
innovative  
Dishes



Excellent track  
record for  
consistency in the  
dishes and  
ingredients

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# GRILLLAND FRANCHISING



**Franchising is the energetic business model in the present-day era. But to identify the ideal franchising business and the franchisee brand are the key factors for the investor's major success.** For the investors who are passionate about the food industries and vow to start the Franchisee model business, Grillland is the right choice for them with the every right tick.

Grillland proposed business model is all set to go franchising option to the likeminded and passionate entrepreneurs. Grillland aspiration on the enhancement of various aspects doesn't halt at any point of time, a strong Business development team working untiringly to improve the various aspects like quality, kitchen innovation, food innovation, delivery management, identifying appropriate business location, hiring the skilled human resources, billing and accounting system and marketing.

## **On Going Operations:**

- Food Supply - Raw Materials, Packed Food & Masalas
- Overall Production Management Assistance
- Overall Operation Assistance



# VALUE OF GRILLLAND BBQ - **FRANCHISING RESPONSIBILITIES**



## **Initial components by Grillland**

- Free issues items (BBQ Smoker, Shawarma Machine, Grill Machine, Brand LED Signage Board, T-shirts, Essential Kitchen Utensils, and Initial Ingredients)
- In Store design & Development assistance
- Equipment ordering guidance
- Training program
- Operational systems (Billing and Accounting)
- Representative on-site during opening
- Periodic evaluations and ongoing support
- Informative publications on new dishes released by Grillland
- Marketing Support

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## Franchisee Responsibilities:



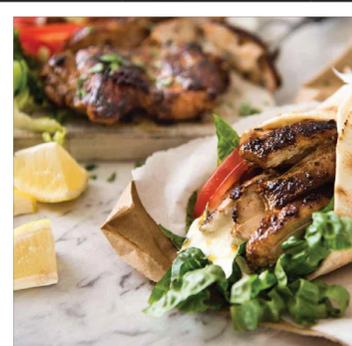
- Initial franchise fee
- Finding locations
- Leasehold/Freehold and interior improvements for the infrastructure identified for the outlet.
- Equipment (Refrigerator, Freezer, Blender and Weighing Machine etc.)
- FSSAI/GST License
- Hiring employees and operating restaurants

## Grillnad Franchisee Business Operation Model:

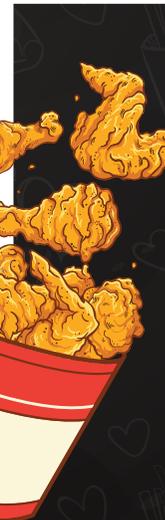
- All Raw Materials will be supplied/ recommended by Grillnad to the Franchisee
- All Packed & Un Packed Food Item will be supplied/recommended by Grillnad to the Franchisee
- All FMCG Vendors Finalization shall be done by Grillnad to the Franchisee
- Franchisee shall sell products/items which are referred or provided by Grillnad only
- End to End Implementation & Support on regular basis



# SOME OF OUR MENU ITEMS



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# INVESTMENT DETAILS

## Particulars

## Amount

Franchise Fees Including Free issue items,  
Training, Billing, Accounting and marketing.

2 Lakhs

Equipment, Leasehold/Freehold and interior  
improvements of the outlet infrastructure

2 - 3 Lakhs

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# ROI CALCULATIONS

<b>Grilland: Break Even &amp; Profit Analysis</b>	<b>Amount</b>
Forecasted Daily Sales	15000
Monthly Turnover	450000
Gross Margin # 45% (Equated Average)	202500
Food Cost+Wastage2%+P&P #55%	247500

## **EXPENSES PROJECTION**

Rent	25000
Salary & other benefits (3 Resources)	45000
Electricity	15000
Gas & Coal	10000
Pest Control	3000
Miscellaneous	6000
Total Expense	104000
Gross Margin Per Month	202500
Expenses Per Month	104000
Profit Per Month	98500
Profit for First Year	1182000
ROI in Months	8

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# GALLERY



# OUR OUTLETS



**2+**  
**YEARS**

**30+**  
**OUTLETS**

**4+**  
**STATES**





Contact Us:

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