

200+
STORES
IN
3 STATES



BE YOUR OWN BOSS!!!
JOIN THE WAFFLE REVOLUTION
OF FRANCHISE FEE
STARTING @

2.35 LAKHS

FOR FRANCHISE ENQUIRY
+91 93632 53118

ABOUT US

Welcome to WOOW WAFFLE, where waffles meet innovation. We're not just another waffle shop; we're a brand built on delivering exceptional taste, quality, and a memorable experience for our customers. We're excited to offer you the chance to be part of our growing franchise family.

WHY CHOOSE WOOW WAFFLE?

- **Our Unique Waffle Experience:**
 - ▶ Waffle recipes that combine tradition and creativity.
 - ▶ A welcoming environment that draws in all ages.
 - ▶ Commitment to high-quality, locally sourced ingredients.
- **Proven Business Model:**
 - ▶ Our business model is designed for growth, scalability, & consistency.
 - ▶ Our concept has proven success in multiple markets.
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 - ▶ Our business model is designed for growth, scalability, & consistency.
 - ▶ Our concept has proven success in multiple markets.
- **Be Your Own Boss:**
 - ▶ Owning a franchise means you're in charge of your future.
 - ▶ We provide the tools, training, and support you need to succeed while you enjoy the rewards of running your own business.



WHY CHOOSE WOOW WAFFLE?

• Flexible Locations:

- ▶ Whether you're in a bustling city centre or a local neighbourhood, WOOW WAFFLE franchises are adaptable to various market types.
- ▶ From small, cozy kiosks to full-sized storefronts, it's easy to setup location for your business.

• Operational Support:

Our franchise support team is here to ensure your business runs smoothly. We assist with inventory management, marketing strategies, and store operations.

- ▶ Supply chain management to ensure quality and consistency.
- ▶ Local marketing campaigns designed to boost your visibility.

• Comprehensive Training:

Before you open your doors, we'll train you and your staff on everything from waffle making to customer service, ensuring consistency and quality across all locations.

- ▶ Hands-on training program at our flagship store.
- ▶ Ongoing support with regular check-ins and updates.

FRANCHISE ADVANTAGES

No Royalty Fees

Easy ROI

Free Training at Institute

No Dependency on Skilled Manpower

Free Online & Local Promotions

Free Swiggy & Zomato Integration

FSSAI Support



CART MODEL

FRANCHISE FEE : 2.35 LAKHS

FRANCHISE INCLUSIONS

- ▶ 6ft Food Cart with Machineries & Setup
- ▶ 24 Inch LED Logo - 2pc
- ▶ Cone Waffle Machine - 2pc
- ▶ Hot Dog Waffle Machine - 1pc
- ▶ 7L Deep Fryer - 1pc
- ▶ Single Range Burner - 1pc
- ▶ Hand Blender - 1pc
- ▶ Tongs - 2pc
- ▶ Kadai & Karandi - 1pc
- ▶ Stainless Steel Storage Box - 4pc
- ▶ Apron - 3pc
- ▶ Gloves Box - 1pc
- ▶ Commercial Lighter - 1pc
- ▶ Head Cap Box - 1pc



CART MODEL - MENU

CONE WAFFLE

	Price
Peanut Butter	50
Belgian Chocolate Milk	60
Belgian Chocolate Dark	60
Cream & Cookies	70
Hazelnut	70
Bubblegum	70
Red Velvet - White Chocolate	80

HOT DOG WAFFLE

	Price
Peanut Butter	40
Belgian Chocolate Milk	50
Belgian Chocolate Dark	50
Cream & Cookies	50
Hazelnut	50
Bubblegum	50
Red Velvet - White Chocolate	60

FRENCH FRIES

	Price
Salted Fries	50
Salt & Pepper Fries	60
Mexican Fries	70
Peri Peri Fries	70



MAGGI

	Price
Veg Maggi	40
Veg Cheese Maggi	50
Egg Maggi	60
Egg Cheese Maggi	70



PASTA

	Price
White Sauce Pasta (Veg)	80
Maggi Pasta (Veg)	90
Peri Peri Pasta (Veg)	90
Mexican Pasta (Veg)	90
White Sauce Pasta (Non Veg)	90
Peri Peri Pasta (Non Veg)	100
Mexican Pasta (Non Veg)	100



CAFE MODEL

WOOW
WAFFLES

FRANCHISE FEE : 3.45 LAKHS

FRANCHISE INCLUSIONS

Cone Waffle Machine	- 2Pc
Stick Waffle Machine	- 1Pc
Popsicle Waffle Machine	- 1Pc
Milkshake Blender	- 1Pc
SS 3 Burner Stove	- 1Pc
Microwave Oven	- 1Pc
Pizza Deck Oven	- 1Pc
7L Deep Fryer	- 1Pc
Commercial Sandwich Maker	- 1Pc
Hand Blender	- 1Pc
350L Deep Freezer	- 1Pc
Tongs	- 2Pc
Apron	- 3Pc
Gloves Box	- 1Pc
Head Cap Box	- 1Pc



BRANDING & PROMOTION

10*4 Ft Branding Name Board
6*3 Ft Standing Light Board
24 Inch LED Logo
Branding Photo Frames - 10 Nos
A5 Pamphlet - 2000 Nos
Social Media Posters





CAFE MODEL - MENU

STICK WAFFLE

	Price
Peanut Butter	50
Belgian Chocolate Milk	60
Belgian Chocolate Dark	60
Cream & Cookies	70
Hazelnut	70
Bubblegum	70
Red Velvet - White Chocolate	80

POPSICLE WAFFLE

	Price
Peanut Butter	50
Belgian Chocolate Milk	60
Belgian Chocolate Dark	60
Cream & Cookies	70
Hazelnut	70
Bubblegum	70
Red Velvet - White Chocolate	80

CONE WAFFLE

	Price
Peanut Butter	70
Belgian Chocolate Milk	80
Belgian Chocolate Dark	80
Cream & Cookies	90
Hazelnut	100
Bubblegum	100
Red Velvet - White Chocolate	120

ICE CREAM PIZZA WAFFLE

	Price
Vanilla	180
Strawberry	180
Butterscotch	180
Chocolate	200
Pista	200

WAFFLE SUNDAE

	Price
Lovely Strawberry Vanilla	250
Chocolate Forest	250
Nutty Pistachio	250

FLAVOURED MILK

	Price
Rose Milk	40
Special Rose Milk	60
Badam Milk	50
Chocolate Milk	60
Pista Milk	70
Milo Milk	70

MOJITO

	Price
Virjin Mojito	40
Green Mint	50
Blue Curacao	60
Watermelon	60
Mango	70
Pineapple	70
Blueberry	80

MILKSHAKE

	Price
Vanilla	80
Chocolate	90
Butterscotch	90
Strawberry	90
Mango	90
Pista	90
Peanut Butter	90
Oreo	90
Oreo Kitkat	90
Dark Fantasy	90
Almond & Nuts	120



CAFE MODEL - MENU

COLD COFFEE

Price

Almond Coffee	80
Vanilla Coffee	80
Caramel Coffee	80
Hazelnut Coffee	90

MUG PIZZA

Price

Veg Pizza	50
Veg Hot & Spicy Pizza	60
Chicken Pizza	70
Chicken Hot & Spicy Pizza	90

FRENCH FRIES

Price

Salted Fries	70
Salt & Pepper Fries	80
Mexican Fries	90
Peri Peri Fries	90

FALOODA

Price

Arabian Falooda Mini	80
Arabian Falooda Regular	120

FRIED MOMO

Price

Veggie Momo (6pc)	60
Paneer Momo (6pc)	80
Corn Cheese Momo (6pc)	90
Chicken Momo (6pc)	80
Chicken Tikka Momo (6pc)	90
Peri Peri Chicken Momo (6pc)	100
Schezwan Chicken Momo (6pc)	100

SANDWICH

Price

Veg Sandwich	40
Veg Cheese Sandwich	50
Corn Cheese Sandwich	60
Chocolate Sandwich	60
Paneer Sandwich	60
Paneer Cheese Sandwich	70
Chicken Sandwich	70
Chicken Cheese Sandwich	80
Mexican Chicken Sandwich	80
Peri Peri Chicken Sandwich	80
Mexican Chicken Cheese Sandwich	90
Peri Peri Chicken Cheese Sandwich	90

MAGGI

Price

Veg Maggi	40
Veg Cheese Maggi	50
Egg Maggi	60
Egg Cheese Maggi	70

BURGER

Price

Veg Burger	70
Veg Cheese Burger	80
Veg Paneer Burger	80
Paneer Cheese Burger	90
Chicken Burger	80
Chicken Cheese Burger	90

PASTA

Price

White Sauce Pasta (Veg)	80
Maggi Pasta (Veg)	90
Peri Peri Pasta (Veg)	90
Mexican Pasta (Veg)	90
White Sauce Pasta (Non Veg)	90
Peri Peri Pasta (Non Veg)	100
Mexican Pasta (Non Veg)	100

BREAD OMELETTE

Price

Bread Omelette - Normal	40
Bread Omelette - Special	60

FRANCHISEE RESPONSIBILITIES

Choosing Location

- ▶ Franchisee should choose the locations based on people crowding areas like Market, School, College, Bus stand, Companies, etc.,

Transportation charges

- ▶ Franchise should take care of the transportation charges depends on their location. Franchisor shall arrange 'MSS / VRL / A1 transport' kind of logistics under 'TO PAY' option.

Battery Backup

- ▶ Power backup should be arranged by the Franchise for CART model based on requirements.

Cylinders

- ▶ Franchise should arrange two cylinders. One for work and other for backup.

Trade & Commercial Licence

- ▶ Franchise should take care on the local permissions and other licences if required. Franchisor shall advice on the procedural formalities.

Initial Stocks Purchase

- ▶ Franchise should arrange Rs.60,000 for purchasing basic stocks like , raw materials, groceries, vegetables, masalas, packing containers etc.,

Cutleries Purchase

- ▶ Franchise should arrange Rs.50,000 for Plates, cutting board, working tables, etc., based on the requirements.

Business Cycle Amount

- ▶ Franchise should maintain Rs.1,00,000 for business rotation.



■ Average Sales Projection

Sales Projection	Projection 1		Projection 2		Projection 3		Projection 4	
	Daily	Monthly	Daily	Monthly	Daily	Monthly	Daily	Monthly
Average Sales	7000	210000	10000	300000	15000	450000	20000	600000
RAW MATERIAL COST (40%)	2800	84000	4000	120000	6000	180000	8000	240000
STAFF SALARY	500	15000	1000	30000	1000	30000	1000	30000
RENT	500	15000	700	21000	800	24000	1000	30000
CURRENT BILL	400	12000	500	15000	600	18000	700	21000
GAS EXPENSE	300	9000	350	10500	400	12000	450	13500
PACKING MATERIAL COST	200	6000	300	9000	350	10500	400	12000
MISCELLANEOUS (5%)	300	9000	400	12000	500	15000	500	15000
TOTAL EXPENSES	5000	150000	7250	217500	9650	289500	12050	361500
Total Net Profit	2000	60000	2750	82500	5350	160500	7950	238500

CORPORATE OFFICE ADDRESS:

KVM Complex, GST Road, Chengalpattu By-Pass,
Chengalpattu, Tamil Nadu - 603002.

Call Us: 7010024542

FOR FRANCHISE ENQUIRY:

Tamil Nadu : 93632 53118 | 75500 77078

Andhra Pradesh & Telangana : 63640 62635

Kerala & Karnataka : 63640 62635