

# Project Proposal

**MALAN FOOD PRODUCTS PRIVATE LIMITED**

[www.malanfoodproducts.com](http://www.malanfoodproducts.com)

# Table of Contents

Introduction	01
Concept Development	02
Market Research and Feasibility Study	03
Market Analysis	04
Financial Projections	05
Franchise Model:	06
Franchise Fees and Royalties (Transparent Partnership)	07
Operational Setup: Building Your Franchise	08
Supply Chain Management: Ensuring Consistent Quality	09
Technology Integration: Streamlining Operations	10
Franchise Marketing Support: Building Brand Awareness Together	11
Additional Considerations: Your Franchise Success Journey	12
Compliance with Local Regulations	13
Innovation and Development	14
Conclusion	15

# Introduction

Malan Food Products Private Limited, headquartered in Guwahati, Assam, is a company dedicated to bringing the rich heritage and exquisite flavours of Assam tea to the world. Established in 2014, Malan Food Products has a deep-rooted commitment to quality and innovation in the tea industry.

We are passionate about:

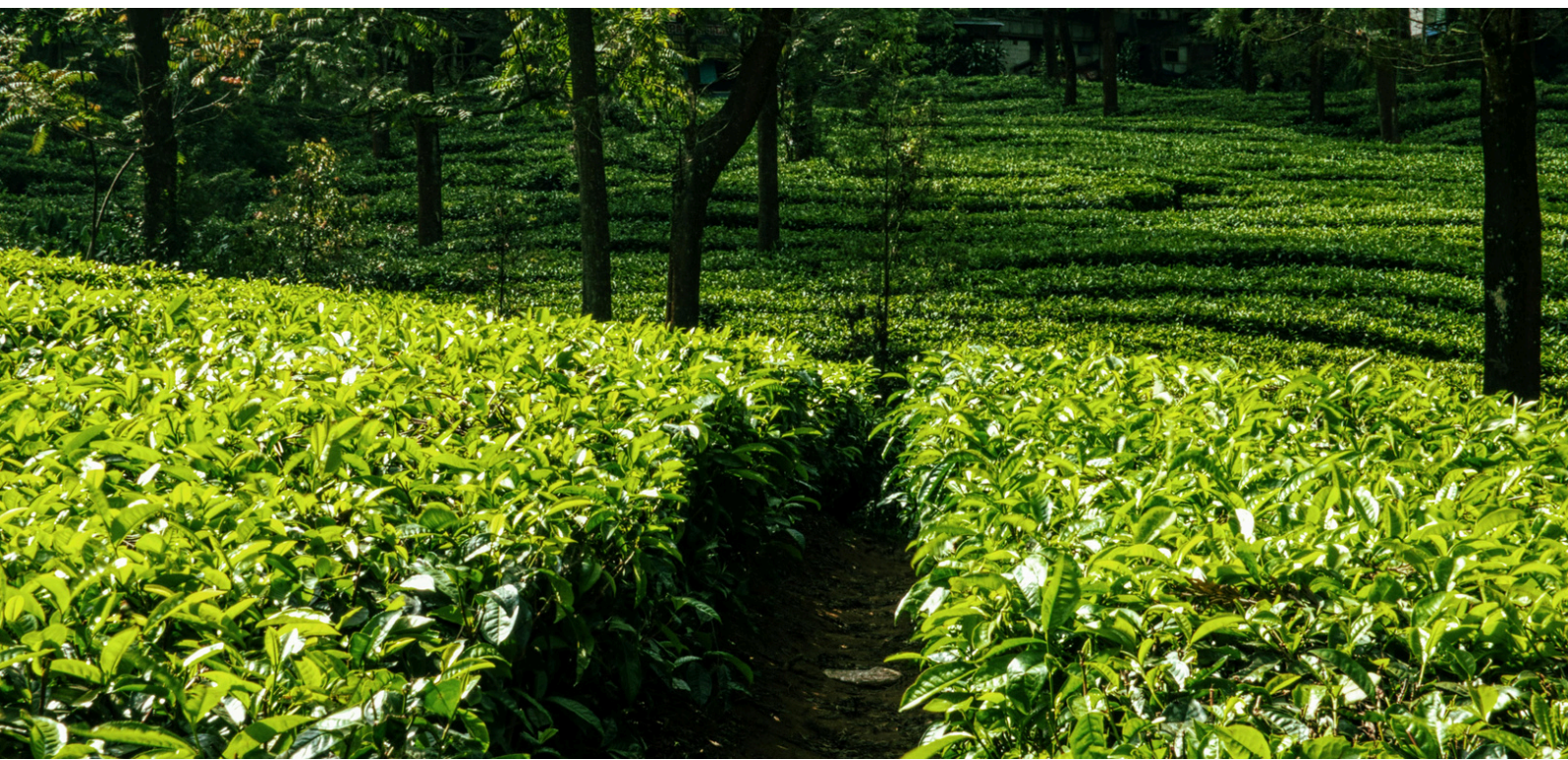
**Sourced with Care:** We source our tea leaves directly from our own tea estates in Assam, renowned for our high-quality production. This ensures freshness, authenticity, and a truly distinct taste in every cup.

**Unwavering Quality:** From cultivation to processing and packaging, we maintain the highest quality standards throughout our tea-making journey.

**Innovation & Variety:** We offer a diverse range of traditional and innovative tea blends to cater to a wide range of taste preferences.

**Introducing Malan Tea:**

Malan Tea is the brainchild of Malan Food Products, a brand born from our love for Assam's tea legacy. Through our tea shop franchise business, we aim to create a welcoming and vibrant space where people can gather, connect, and savor the exceptional taste of Malan Tea.



# Concept Development

## Malan Tea - A Cup of Opportunity

Malan Tea offers a unique franchise opportunity for passionate entrepreneurs seeking to share their love for tea and build a successful business. We envision a network of Malan Tea Franchise across the country, each one a vibrant hub for tea enthusiasts and casual customers alike.

### Franchise Concept:

Our franchise model provides you with a comprehensive business framework to operate a Malan Tea Franchise. We offer:

**Established Brand Identity:** Leverage the recognition and reputation of the Malan Tea brand, saving you time and resources in building brand awareness.

**Proven Business Model:** Benefit from our experience and expertise in the tea industry. We'll provide a proven operational system for running your Malan Tea Franchise efficiently.

**High-Quality Products:** Gain access to our exclusive range of premium Assam teas, ensuring customer satisfaction and repeat business.

**Comprehensive Support:** We'll equip you with the necessary training, marketing guidance, and ongoing operational support to ensure your success.

### Target Audience:

Malan Tea caters to a broad audience with a passion for tea. Our target market includes.

**Tea Enthusiasts:** Individuals who appreciate high-quality, unique tea blends.

**Health-Conscious Consumers:** People seeking healthy beverage options with proven health benefits.

**Social Gatherers:** Individuals looking for a welcoming space to connect with friends and family over a cup of tea.

**Busy Professionals:** On-the-go customers seeking a quick and refreshing tea experience.

### Benefits of Owning a Malan Tea Franchise.

**Be Your Own Boss:** Run your own successful business with the support and guidance of a well-established brand.

**Profitable Venture:** Benefit from the growing demand for premium tea and a proven business model.

**Low Investment Risk:** Mitigate the risks associated with starting a new business from scratch.

**Ongoing Support & Training:** Receive comprehensive training and ongoing support from the Malan Tea team.

**Strong Brand Recognition:** Leverage the established reputation of Malan Tea to attract customers.



# Market Research and Feasibility Study

Conducting thorough market research is crucial before launching any franchise business. This section will outline the key areas we will investigate to assess the feasibility of Malan Tea franchises in your target market.

Market Research Focus Areas.

**Market Size and Growth:** We will analyze the overall tea market size in India, focusing on the specific segment of premium and flavoured teas. We'll also assess projected growth rates to understand future market potential.

**Competition:** We will identify existing tea shops and cafes in your target area, evaluating their strengths, weaknesses, and brand positioning. This will help us differentiate Malan Tea and identify unique selling points.

**Customer Demographics and Preferences:** We will research the demographics of your target audience, including age, income level, and tea preferences. This will help us tailor our product offerings and marketing strategies.

**Location Analysis:** We will assess potential store locations based on factors like foot traffic, demographics, and accessibility. This ensures your Malan Tea Franchise reaches the right customers.

**Feasibility Analysis:**

The feasibility study will involve evaluating the financial viability of opening a Malan Tea franchise in your chosen market. We will consider factors such as,

**Startup Costs:** This includes franchise fees, equipment costs, initial inventory, and marketing expenses.

**Operational Costs:** We will factor in rent, staff salaries, utilities, and ongoing inventory costs.

**Projected Revenue:** We will use market research data to estimate potential sales volume and generate realistic revenue projections.



# Market Analysis

The Indian tea industry presents a significant opportunity for Malan Tea. Here's a closer look:

**Growing Market:** The Indian tea market is expected to reach 1.4 million metric tons by 2026 according to a 2022 ET Retail article, driven by rising disposable income and increasing health consciousness.

**Shifting Preferences:** Consumers are increasingly opting for premium and specialty tea blends, creating a demand that Malan Tea is well-positioned to meet.

**Evolving Retail Landscape:** The growth of cafes and quick-service restaurants creates opportunities for incorporating tea into a wider beverage category.

Malan Tea's Competitive Advantage,

**Unique Assam Tea Experience:** We offer a distinct taste profile and rich heritage story that sets us apart from generic tea shops.

**High-Quality Products:** Our commitment to quality ensures a consistently satisfying tea experience for our customers.

**Franchise Model:** Our proven business model provides franchisees with the tools and support needed for success.



# Financial Projections

## Franchise Investment.

**Franchise Fee:** A one-time fee that grants you the right to operate a Malan Tea franchise.

**Initial Inventory:** The cost of purchasing initial tea supplies, snacks, and other retail items.

**Equipment & Furniture:** Costs associated with purchasing furniture, brewing equipment, displays, and signage for your shop.

**Marketing & Advertising:** Initial investment in local marketing campaigns to promote your new Malan Tea franchise.

**Operational Costs:** Ongoing expenses such as rent, employee salaries, utilities, and supplies.

## Revenue Streams,

**Tea Sales:** The primary source of revenue will be from selling Malan Tea beverages, including premium and flavoured teas, specialty blends, consumable biscuit cups and potentially tea-based concoctions.

## Profitability Analysis:

To assess profitability, we will project your,

**Sales Volume:** Estimated number of tea beverages and food items sold daily, weekly, and monthly.

**Average Transaction Value:** The average amount customers spend per visit.

## Financial Disclosure:

We will provide you with a Franchise Disclosure Document (FDD) that outlines our financial performance and projected growth.

This document will give you a comprehensive picture of the financial aspects of owning a Malan Tea franchise.



# DAILY & MONTHLY FINANCIAL PROJECTIONS UNIT ECONOMICS

Particulars	Per Day Sale	Rate	Per Day Sale Value	Per Month Sale Value
Normal Tea	400	10	4000.00	1,20,000.00
Masala Tea	150	20	3000.00	90,000.00
Tandoori Tea	200	20	4000.00	1,20,000.00
Flavoured Tea	150	20	3000.00	90,000.00
Edible Biscuit Cup Tea	100	30	3000.00	90,000.00
1000 cup	1000 cup	Rate	Rs.17000.00	5,10,000.00
<b>Less: Fixed Costs (Approx)</b>				
Rent				40,000.00
Salaries				50,000.00
Electricity				20,000.00
Cost of raw materials (Approx)				1,15,000.00
Misc Expenses				20,000.00
Total Expences				2,45,000.00
<b>Total Expected Profit Revenue</b>				<b>2,65,000.00</b>



# Franchise Model

**Malan Tea offers two franchise models to cater to different investment levels and entrepreneurial aspirations.**

**Heritage Harmony Category Franchise;**

This model is ideal for individuals seeking to operate a single Malan Tea Franchise outlet. Here's what you'll receive:

**Franchise Authorization Certificate:** The right to operate a Malan Tea Franchise under our brand name and established business system.

**Site Selection Assistance:** We'll provide guidance on selecting a suitable location for your shop based on foot traffic and demographics.

**Shop Design & Layout:** We'll offer standard design specifications and layout of minimum 10 X 10 plans to create a consistent Malan Tea brand experience.

**Product Sourcing & Inventory Management:** Gain access to our exclusive tea blends and other approved Malan Tea products at competitive wholesale prices. We'll also provide support with inventory management practices.

**Operational Training:** Our comprehensive training program equips you with the knowledge and skills to operate your Malan Tea Franchise effectively. This includes brewing techniques, customer service, and shop management procedures.

**Marketing Support:** We'll provide marketing materials and guidelines to help you promote your Malan Tea Franchise locally.

**Brahmaputra Bliss Category Franchise;**

This model is designed for entrepreneurs seeking a broader business opportunity. In addition to the benefits of the Heritage Harmony Category, you'll also enjoy:

**Shop Design & Layout:** We'll offer standard design specifications and layout of minimum 12 X 12 plans to create a consistent Malan Tea brand experience.

**Distributorship Rights:** Become a distributor for Malan Tea products in a designated territory. This allows you to sell Malan Tea products to other cafes, restaurants, or retail stores and as well as will have your own Tea Shop Franchise within your territory, generating additional revenue streams.

**Franchisee Recruitment & Support:** We'll equip you with the tools and resources to recruit and support other Malan Tea franchisees within your territory.

**Advanced Training:** You'll receive additional training on managing a distributor network, including sales techniques, inventory management, and franchisee support best practices.

Choosing the Right Franchise Model:

The best franchise model for you depends on your investment capacity and business goals. Here's a quick guide:

**Heritage Harmony Category:** Ideal for first-time franchise owners who want to focus on operating a single Malan Tea Franchise.

**Brahmaputra Bliss Category:** Perfect for experienced entrepreneurs who want to build a larger business by becoming a distributor and supporting other Malan Tea franchisees and as well run their own Tea franchise in their designated area.

Malan Tea is committed to your success. We provide ongoing support to all our franchisees, regardless of the chosen model.



# Brahmaputra Bliss Franchise Interior Plan



The "Brahmaputra Bliss" franchise plan offers a charming and inviting atmosphere for tea enthusiasts. The design focuses on a blend of modern aesthetics and traditional elements to create a delightful tea experience. Here's a brief overview of what to expect:

**Exterior Design:** The entrance features a welcoming façade with the "Brahmaputra Bliss" signage prominently displayed. The storefront is flanked by two GS25 convenience stores, enhancing visibility and accessibility. The outdoor seating area includes elegant wooden tables and chairs with large umbrellas, perfect for customers who enjoy their tea al fresco.

**Interior Design:** Upon entering, customers are greeted by a warm and cozy ambiance. The interior walls are adorned with vibrant pictures showcasing tea plantations and local culture, emphasizing the brand's connection to its roots.

**Decor and Lighting:** The decor includes modern hanging lamps that provide a soft, warm glow, enhancing the cozy atmosphere. The back wall is creatively designed with green foliage and a wooden backdrop, prominently displaying the "MALAN" brand logo, creating a focal point that exudes natural charm.

**Seating Arrangement:** The seating is arranged to offer both comfort and style, with wooden chairs and tables that align with the overall rustic yet chic aesthetic. The layout is designed to maximize space while ensuring a comfortable and intimate setting for customers to enjoy their tea.

**Menu Display:** The menu is prominently displayed at the counter with clear pricing, making it easy for customers to make their selection. The offerings include a variety of teas such as Tandoori Tea, Masala Tea, and Flavoured Tea, catering to diverse tastes.

**Product Display:** The lower section of the counter showcases neatly arranged tea products, inviting customers to explore and purchase their favorite blends to enjoy at home.

**Overall Ambiance:** The "Brahmaputra Bliss" franchise plan delivers a serene and delightful environment, perfect for tea lovers seeking a break from the hustle and bustle. The thoughtful interior design ensures that every visit is a memorable and enjoyable experience.

This comprehensive interior plan aims to create a space that not only serves delicious tea but also provides a soothing retreat for customers.

# Heritage Harmony Franchise Interior Plan



The "Heritage Harmony" franchise plan offers a delightful and culturally immersive tea experience with a focus on traditional themes and a cozy ambiance. While it may be slightly more modest compared to the "Brahmaputra Bliss" plan, "Heritage Harmony" still provides a charming and enjoyable environment for tea enthusiasts. Here's a detailed overview of what to expect:

**Exterior Design:** The exterior features a welcoming and tastefully designed façade with the "Heritage Harmony" signage prominently displayed. Situated between two GS25 convenience stores, the location ensures good visibility and easy access. The outdoor seating area includes simple yet elegant wooden tables and chairs, accompanied by umbrellas for shade, creating a pleasant spot for customers to enjoy their tea outdoors.

**Interior Design:** Inside, customers are greeted by a warm and inviting atmosphere. The interior walls are adorned with pictures depicting local heritage and cultural scenes, enhancing the space with a sense of tradition and authenticity.

**Decor and Lighting:** The decor combines traditional and contemporary elements, with pendant lights that provide a soft, warm glow. The back wall features green foliage and a wooden backdrop, prominently displaying the "Malan" logo, which serves as a charming focal point.

**Seating Arrangement:** Seating is arranged to maximize comfort and intimacy. Wooden chairs and tables are selected for their classic appeal, contributing to a cozy and welcoming environment. While the layout is designed to be functional and inviting, it may offer slightly less space compared to the "Brahmaputra Bliss" plan.

**Menu Display:** The menu is clearly displayed at the counter, with a variety of teas listed along with their prices. Customers can choose from a range of options, including popular choices like Flavoured Tea, Masala Tea, and Tandoori Tea, ensuring there is something to suit every taste.

**Product Display:** Below the counter, a well-organized display of tea products invites customers to explore and purchase their preferred blends to enjoy at home. The display is simple yet effective, adding to the overall charm of the shop.

**Overall Ambiance:** The "Heritage Harmony" franchise plan creates a serene and culturally rich environment that celebrates tradition while offering a delightful tea-drinking experience. Though slightly more modest than the "Brahmaputra Bliss" plan, it still ensures that each visit is enjoyable and enriching for customers.

This interior plan aims to establish a space where customers can relax and savor their tea in a setting that reflects cultural heritage and comfort, making "Heritage Harmony" a delightful destination for tea lovers seeking a peaceful retreat.

# Franchise Fees and Royalties (Transparent Partnership)

Malan Tea believes in a transparent and mutually beneficial partnership with our franchisees. Here's an overview of our franchise fee and royalty structure:

Franchise Fee:

**The franchise fee varies depending on the chosen model:**

Heritage Harmony Category: ₹ 7 Lakhs

Brahmaputra Bliss Category: ₹ 14 Lakhs (including distributorship rights)

This one-time fee grants you the right to operate a Malan Tea Franchise under our brand name and access to our ongoing support system.

Royalties:

Royalties are a percentage of your gross sales that you pay to Malan Tea on a [frequency, e.g., monthly, quarterly] basis. This fee contributes to:

Ongoing brand development and marketing efforts.

Research and development of new tea blends and product offerings.

Continued support and training for our franchise network.

The exact royalty percentage will be clearly defined in your franchise agreement. We typically negotiate a royalty rate within a range of 4% to 10% of your gross sales. This final percentage will be determined based on several factors, including:

**Franchise Model:** Brahmaputra Bliss Category franchisees with distributorship rights may have a slightly adjusted royalty structure compared to Gold Category franchisees.

**Location:** The royalty rate may vary slightly depending on your shop's location and market potential.

We are committed to establishing a royalty structure that is fair and incentivizes franchisee success. Our goal is to ensure your Malan Tea shop thrives while contributing to the overall growth of the brand.

**Transparency is Key:**

We will provide you with a detailed breakdown of all fees associated with owning a Malan Tea franchise before you sign any agreements.

You'll have the opportunity to discuss the royalty structure and ask questions to ensure you fully understand the financial aspects of the franchise model.



# Operational Setup: Building Your Malan Tea Shop

Malan Tea empowers you to launch and operate your tea Franchise efficiently with a comprehensive operational setup plan. Here's what we offer:

**Site Selection Guidance:** Our team will assist you in selecting a strategic location with high foot traffic and demographics that match your target audience.

**Shop Design & Layout:** We provide standard design specifications and layout plans to create a welcoming and consistent Malan Tea brand experience across all franchises.

**Equipment & Supplies:** We'll guide you on acquiring essential equipment like brewing stations, display cases, furniture, and point-of-sale (POS) systems.

**Inventory Management:** We'll train you on efficient inventory management practices to ensure you have the right tea blends, snacks, and supplies in stock to meet customer demand.

Additionally, we'll provide support in:

**Hiring & Training Staff:** We'll offer guidance on recruiting and training staff members who embody the Malan Tea brand values and deliver exceptional customer service.

**Compliance & Regulations:** We'll ensure you're aware of all relevant health and safety regulations and licensing requirements for operating a food and beverage business.

**Shop Opening Support:** Our team will be available to assist you during the initial launch phase of your Malan Tea Franchise, ensuring a smooth opening.





# Technology Integration: Streamlining Operations

**Data-Driven Decision Making:** POS and CRM systems provide valuable data that can inform your marketing strategies, product offerings, and overall business decisions.

# Franchise Marketing Support: Building Brand Awareness Together

Malan Tea understands the importance of marketing in driving success for our franchisees. We provide comprehensive marketing support to help you establish your local presence and attract customers.

**Brand Guidelines & Marketing Materials:** We'll provide access to brand guidelines, marketing materials, and promotional templates to ensure consistent brand messaging across all Malan Tea Franchise.

**Co-operative Marketing Programs:** We'll develop regional or national marketing campaigns to promote the Malan Tea brand, benefiting all franchisees.

**Local Marketing Toolkit:** We'll equip you with a toolkit containing resources and guidance for developing localized marketing campaigns to reach your target audience.

**Social Media Support:** We'll offer guidance and support for leveraging social media platforms to connect with customers, build brand awareness, and run targeted promotions.

We encourage franchisee participation in marketing efforts by,

**Sharing Local Marketing Initiatives:** We'll create a platform for franchisees to share successful local marketing strategies and best practices.

**Collaborative Marketing Campaigns:** We'll explore opportunities for franchisees to collaborate on regional marketing initiatives to maximize impact.



# Additional Considerations: Your Franchise Success Journey

---

Malan Tea is here to support you beyond the initial setup. Here are some additional resources we offer,

**Ongoing Training & Development:** We'll provide ongoing training programs to keep you updated on industry trends, new product offerings, and best practices in operating a Malan Tea Franchise.

**Field Support:** Our dedicated team will be available to answer your questions, address challenges, and offer guidance throughout your franchise journey.

**Performance Reviews & Feedback:** We'll conduct regular performance reviews and provide constructive feedback to help you continuously improve your Malan Tea Franchise performance.



## Compliance with Local Regulations

---

We understand the importance of complying with all local regulations governing food and beverage businesses. Here's how we'll assist you,

**Regulatory Guidance:** We'll provide you with resources and guidance on obtaining necessary permits and licenses to operate your Malan Tea Franchise in compliance with local regulations.

**Health & Safety Training:** We'll ensure you and your staff receive proper training on food safety protocols and hygiene practices to maintain a clean and compliant shop environment.



# Innovation and Development

---

Malan Tea is dedicated to continuous innovation and development to stay ahead of the curve in the tea industry.

Here's how we'll ensure your franchise remains relevant,

**New Product Development:** We'll continuously develop new tea blends, explore innovative beverage options, and introduce new product lines to keep your offerings fresh and exciting for customers.

**Market Research & Trend Analysis:** We'll conduct ongoing market research and trend analysis to identify emerging customer preferences and adapt our offerings accordingly.

**Franchisee Feedback:** We value your input! We'll actively seek feedback from our franchisees to understand their needs and suggestions for product development and brand evolution.



## Conclusion

---

Owning a Malan Tea franchise offers a unique opportunity to share your love for tea and build a successful business venture. We provide a comprehensive support system to empower you every step of the way, from initial setup to ongoing operations and marketing.

Join the Malan Tea family and embark on a rewarding journey filled with the rich aroma and exquisite flavors of Assam.

**Next Steps:**

Contact us to learn more about the Malan Tea franchise opportunity.

Schedule a consultation to discuss your entrepreneurial goals and explore how a Malan Tea franchise can help you achieve them.

We look forward to partnering with you in bringing the Malan Tea experience to your community!





e-mail: [admin@malanfoodproducts.com](mailto:admin@malanfoodproducts.com)

Contact : 9435018014 / 7002008831

[www.malanfoodproducts.com](http://www.malanfoodproducts.com)

