COMMERCIAL FRANCHISE PROPOSAL

CONFIDENTIAL STRATEGIC BRIEFING DOCUMENT

1. BRAND PORTFOLIO OVERVIEW

This proposal outlines the commercial framework for a strategic franchise partnership. This document covers three distinct concepts within the brand umbrella. Note that each brand functions as an independent commercial unit under separate operational licensing agreements:

Brand Identity	Concept Profile & Menu Position
SHAKSHUKA	Premium Bistro culture, artisan beverage programs, and specialized Mediterranean/Continental fare.
RANGREZZ	Heritage Fine-Dining focusing on curated Indian Thalis and authentic North Indian culinary arts.
BAAZIGAR	High-energy Club and Lounge concept featuring craft mixology, nightlife entertainment, and global tapas.

2. CORE PROPERTY & TERRITORY PARAMETERS

- **Carpet Area Requirement:** A minimum allocation of 3,500 Sq. Ft. of usable carpet area is mandatory, built out to accommodate heavy-duty commercial kitchen layouts and designated guest seating flows.
- **Absolute Territory Exclusivity:** The brand grants strict geographic protection within a 10-Kilometer radius from the approved site coordinates. No other corporate-owned or franchised outlets under the selected concept will be authorized within this non-encroachment zone during the agreement lifecycle.

3. FINANCIAL FRAMEWORK

The financial structure ensures reciprocal operational transparency and robust backend corporate alignment:

Commercial Parameter	Financial Terms & Covenants
Franchise Fee	**■12,00,000 (Twelve Lakhs) + GST** per individual brand concept selected. This fee is upfront, non-refundable, and covers only a single chosen brand format.
Monthly Royalty	**5% of Gross Monthly Revenue**, payable by the 7th day of each following calendar month.
Operational Tenure	**6 Years (72 Months)** initial agreement duration, establishing long-term investment security.
Quality Audits	Mandatory paid audits conducted **every 2 months** by the corporate brand team. All execution costs are borne directly by the franchisee.

4. COMPREHENSIVE INTERIOR & DESIGN MATRIX

- **Architectural Layouts:** Provision of technical 2D spatial distribution plans and 3D thematic interior render visualizations optimizing Front-of-House (FOH) and Back-of-House (BOH) efficiency.
- **Engineering Guidelines:** Structural layouts outlining mandatory mechanical, electrical, plumbing (MEP), and heating, ventilation, and air conditioning (HVAC) infrastructure specifications.
- **Sourcing Networks:** Implementation of localized material catalogs, strict branding guidelines, and preferred vendor procurement access to achieve cost savings via group-purchasing leverage.

5. OPERATIONAL ENGINEERING & BRAND SUPPORT

- **Culinary Curation:** Full-scope menu engineering and seasonal structural adaptations. Provision of precise kitchen standard operating procedures (SOPs), recipe bibles, and standardized plating visuals.
- **Staffing Pipelines:** Detailed structural manpower planning, organizational mapping, job description matrices, and operational talent hunting for kitchen and floor crews.
- **Training Systems:** Intrusive mandatory pre-opening skill bootcamps and service standard assessments for all incoming senior management, chefs, and floor service personnel.

6. COMPLIANCE & LEGAL COVENANTS

- **Operational Lock-In:** A strict mandatory operational lock-in period of 24 months is active upon store launch. No voluntary exits or strategic terminations are permitted during this phase.
- **Audit Default Remediation:** Upon an operational or quality audit failure, a clear 15-day cure window is provided to correct infrastructure or service breaches. Persistent failures trigger immediate termination structures.
- **Exit Protocols:** Post lock-in, termination requires a formal 6-month written notification. Upon exit, a 24-month regional non-compete perimeter is strictly enforced across the 10-kilometer protected zone.