



LazizTM Pizza

One of the **Leading**
Pizza Chain in India

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About Us

Overview

We are proud to introduce ourselves as Laziz Pizza™ brand run by Laziz Food & Beverages based at Kolhapur, Western Maharashtra. Laziz Pizza™ is a proud Indian pizza chain & one of the leading Pizza Chain in India. Founded on 15th August 2013. Laziz Pizza™ is known for its Taste & Variety of Exotic Pizzas. Laziz Pizza has a wide product portfolio of pizzas and its best in Vegetarian & Non vegetarian varieties to savor customers taste buds.

About CEO

The man standing behind the success of Laziz Pizza™ is **Keirron J Patil** who has a great passion for cooking. His vast experience in various business makes him a unique Entrepreneur, but his love for food Industry started from Russian sub continent since 15 years and now he has applied all his expertise to his own venture and now his main aim is to benefit and to Inspire young generation who have flair to grow individually as a young Male and Female Entrepreneurs.



Vision

Our motto is to generate business opportunity to people who can be self employed & can create platform of job opportunities to others. Laziz Pizza™ recipes are unique and blended well as per the Indian taste buds so from kids to elders all can relish and best part of the story is the rates are pocket friendly. We have target of 1000 Laziz pizza outlets in India & have a vision to grow in International market where we are already into discussion with many countries like Malaysia, Singapore, Bangladesh, Sri Lanka.

Business Presence

Laziz Pizza™ has **150+ operational outlets** across India & Nepal.

Awards

Awarded as **Best Pizza Restaurant Chain** of 2018- India

Laziz Food & Beverages runs Laziz Pizzeria, which produces delicious fresh pizzas to a wide range of clients. We profile the firm to find out more and explore how far the company has **come since inception.**



following of clients.

Since its inception in 2013 Laziz has gone from strength to strength, and today the brand has a loyal

Today, Laziz known for its Taste & Variety of Pizza. Laziz Pizza has a wide product portfolio of pizza to tempt any customers' taste buds.

The franchise has been running for five years, and has also built up vast following and a number of satisfied investors and franchisees. There is a strong franchisee support system that's designed to ensure that every franchisee feels supported throughout the process. This includes marketing support, operations, supply-chain and restaurant development.

Currently, there are more than 100 Laziz pizza restaurants across India, and franchisees are welcomed and encouraged to put their stamp on the brand and create an eatery their clients will be proud of. One franchisee decided to open an entirely vegetarian pizza outlet to meet their clients' needs, and this has helped strengthen the brand as a whole and showcase its versatility. Whilst local competitors, and large international chains are prevalent, thanks to its customer first approach and quality pizzas, Laziz has been able to gain a strong following since inception and serve a wide variety of diners.

Looking towards the future, Laziz has ambitious plans to open more than 500 new franchises across India, and this will remain the firm's core focus as it looks on towards a bright and exciting future filled with new possibilities.



Franchise Advantage



Laziz Pizza™ allows you to run your own business but with as much guidance and support from the Laziz Pizza™ central resources which are required to succeed. With Laziz Pizza's proven system and infrastructure behind you, your business can start with optimism and continue to operation with confidence.

To provide all the support its local and international franchisees need, Laziz Pizza™ has another key advantage that offers you is the option of building combination stores that combine one or more brands in the same store, offering more choices to your customers and optimizing your revenue.

You can start Pure Veg. Laziz Pizza™ outlet if you wish or start both Veg & Non Veg, you can be a part of this wonderful venture of your city, you require minimum 200 to 500 sq ft. shop to start this business in good location rented or owned, where you get good walk in business.

Take Away, Home delivery & Party Orders is a bonus to it. Pizza varieties at Laziz are definitely unique & different from other brands & guaranteed Taste, quality with pocket friendly pricing, and addition to it other side products like Frankie, Grills, Sandwich, Pasta, Garlic Bread, French Fries, Burgers etc are available with you under one roof where customer needs are satisfied. You can also keep shakes, soft drinks, juice, ice creams, Pastries.

What does it take to become a Laziz Pizza™ Franchisee ?

Becoming a successful franchisee with Laziz Pizza™ isn't as daunting as it might seem. Naturally, there will be challenges but the basic requirements you need to overcome them and make your franchise work are assets you probably already possess.

Essentially, we at Laziz Pizza™ look for highly motivated organizations or entrepreneurs with a sincere commitment to building a retail brand in their territory.

More specifically, we believe that to succeed in the franchise business one needs to have the 3C - Capital, Commitment, and Competence . And the same applies to you as an aspiring franchisee.

Capital is a key ingredient to roll out enough stores to create a brand presence in the market. Also, with more stores comes more economies of scale and a wider customer reach. All this helps build the brand while the location risks are diversified over a larger portfolio. Without the proper capital momentum may be lost, and the entire business may be put at risk.

Franchise Advantage



The Commitment to succeed is another vital ingredient. Food and beverage service is a business that requires managerial attention, a mid term to long-term horizon, and a daily focus on details to make sure customers are satisfied consistently.

Competence It is difficult to execute even the best systems without having a capable team. That is why Laziz Pizza™ guarantees its systems and its training curriculum to develop good trained staff for the franchisee. Following the systems is the most reliable formula for ensuring a high level of customer satisfaction and repeat business.

It needs to be remembered that each franchisee is responsible for building their own team as well as an infrastructure for implementation of their business on the ground. However, equally, you will receive continuous support from Laziz Pizza™ India.

If you are still wondering whether you qualify, you might like to know that Laziz Pizza does not require a franchisee to have any direct previous experience in the food & beverage industry. Above all, we look for evidence that each partner has the 3C - Capital, Commitment, and Competence which it takes to succeed. If so, you are already on your way.



Rough Estimate

Sl. No.	PARTICULARS	AMOUNT
1.	FRANCHISE FEE ONE TIME (NON REFUNDABLE) in India	2,50,000 INR
2.	ROYALTY FEES / Profit Sharing	None
3.	Franchisee has to arrange: a) Kitchen and Furniture/Interiors Cost b) Shop Security Deposit etc	At Actual Price
4.	Minimum Outlet Size.	200 to 500 Sq Ft
5.	LICENSE FEES	None

Franchise Advantage



Investment

Few raw materials Like (Pizza cartons , Marinades seasonings, etc) franchi-see will purchase from franchisor on regular basis as required.

Transport/courier charges franchisee will have to pay extra at actual as per there charges, Franchisee doesn't have to share his profits with franchisor.

How do you get started

STEP 1:

Deposit Franchise fees on company account to confirm & reserve your location.

Bank Name:	AXIS BANK Ltd (For Franchise Fees)
Branch:	Nagala Park, kolhapur, Maharashtra, India
Account name:	LAZIZ FOOD & BEVERAGES.
Account number:	918020103051251
Account Type:	Current
IFSC code RTGS:	UTIB0003014

Once the payment is confirmed on company's account, you will be provided with acknowledgement letter with territorial rights, Technical manual, CDR files, etc

STEP 2:

You would need to register a company on your name or any name you like & take GST TIN number. This is important as it will be required for Transport supply. You will hire local staff. You will require:

- **2 Kitchen Staffs.**
(minimum qualification should be 12th pass and you don't require professional chef or cook)
- **1 Helper for Kitchen & Housekeeping.**
- **1 Candidate to handle Cash**
counter/Reception/Store Management.
(Compulsory Graduate or franchisee owner can handle this post)
- **3 Table Boy for Service & Home delivery**
(Should have driving licence & minimum qualification should be 12th pass)



You can give advertise in local newspapers for staff recruitment or take help of employment agency. Staff can be hired more as per the size of outlet and sale in near future.

Franchise Advantage



STEP 3:

Once the staff is lined up, you will confirm training dates with franchisor 15 days prior, it will be 7 days training on job, Food & Stay will be provided by company for 2 Kitchen Staff & Franchisee Owner or Store In charge After training is completed, Welcome kit will be provided to franchisee. You will set up all the equipments in kitchen & allow your staff to do Practice drill for 1 week and then you finalize the launch date, our executive will be there to help you at your outlet Launch & Inspection.

Other Items

Centralised Social Media Promotion, Visit of our executive during Launch for your help, Company Support.

Project Estimation:

Sl. No.	PARTICULARS	APPROX AMOUNT
1.	Franchise Fee	2, 50,000 (Non Refundable)
2.	Kitchen Assembly 1 Pizza Make line with refrigerator 1 Oven Station, 3 Tables for equipment & storage	2, 36800/- (Non Refundable)

Total Amount to be paid to Company

486800



Franchise Advantage

Business Module

1) CLOUD KITCHEN - 150 - 200 SQFT Shop

(Recommended for Metro Cities & Tier-2 Cities)

Franchisee fees - 250000 (Fix) Non Refundable

Kitchen Assembly - 236800 (Fix) Non Refundable

Set Up cost - 125000 (approx.)

(Counter, Paint, electrification, Fans, computer, printer, music system, cctv, fridge, kitchencrockery, Bikes)

Total Store Investment - 600000 approx.

INCOME RESOURCES

Direct Home Delivery – Tie Up with Online Delivery Portals (Zomato, Swiggy etc.), Profit Margin - 40%

2) INVESTMENT FOR KIOSK MODEL - 200 SQFT Shop

Franchisee fees - 250000 (Fix) Non Refundable

Kitchen Assembly - 236800 (Fix) Non Refundable

Set Up cost - 250000 (approx.)

(Partition, counter, frontage glass, paint, electrification, signage, posters, Fans, computer, printer, music system, cctv, Tv, fridge, kitchencrockery, Bikes)

Total Store Investment - 750000 approx.

INCOME RESOURCES

Small Walk in – Takeaway – Home Delivery – Zomato - Swiggy, Profit Margin - 40%

3) INVESTMENT FOR OUTLET MODEL - 350 TO 500 SQFT Shop

Franchisee fees - 250000 (Fix) Non Refundable

Kitchen Assembly - 236800 (Fix) Non Refundable

Set Up cost - 400000 (approx.)

(Partition, counter, frontage glass, paint, electrification, signage, furniture, Posters, fans, computer, printer, music system, cctv, Tv, fridge, kitchen crockery, Bikes)

Total Store Investment - 1000000 approx.

INCOME RESOURCES

Small Walk in – Takeaway – Home Delivery – Zomato - Swiggy Profit Margin - 40%



Franchise Advantage



Monthly Sales Projection

FROM WALK IN / TAKEAWAY / HOME DELIVERY / PARTY HOSTING

Pizza Sale per day

Personal pizza	20 Qty. @ 100rs = 2000
Medium pizza	10 Qty @ 170rs = 1700
Large Pizza	10 Qty. @ 220rs = 2200
XL Pizza	5 Qty. @ 300rs = 1500
Total	7400 (Pizza prices & sell can vary from location to location)

Additional collection by Sidesmenu =3600

Garlic Bread / Pasta / Burger / Grills / Sandwich / Fried Chicken / Milk Shakes / Juices, Beverages, Deserts, etc.

Total Collection = 7400 + 3600 = 11000 Daily x 30 days = 330000

Yearly Sales = 3960000

Monthly Expenditure :

Rent:	35000
Salary:	50000 approx. for 6 people
Electricity:	18000
Supply:	90000
Maintenance:	15000
EMI:	15000 (If Loan)
Advertising:	10000
Total:	223000

Monthly Sales = 330000 – 223000 = 107000

Monthly Profit= 107000 Profit per Annum = 1284000

Laziz Pizza™



Franchisee

Laziz Food & Beverage is all set to become the next big name in the Indian fast food industry with plans to open 1000 outlets across the country. Laziz Pizza is already operational with 150+ stores across India & Nepal.

Keirron J Patil the CEO of Laziz Food & Beverages has several plans to facilitate an expansion. For one, it's discussing launching the brand in Malaysia, Singapore, Bangladesh and Srilanka. Laziz Pizza is also investing in research and development to boost customer engagement. Additionally, we are looking to expand our product portfolio and will be upgrading on regular intervals.

We believe franchising is one of the world's fastest growing and most lucrative modes of doing business. It is beneficial not only to the person who initiates a business but also to his partner who accepts this business concept and expands it in his own territory.

Why join Laziz Pizza™ franchisee ?

Laziz Pizza™ franchise module is unique & designed to make you self-employed, the best part is we do not share your business profit. When you join us you will be provided our expertise in this business domain and using which you can run your business successfully.

This is a proven formula of doing business, so there is no need to invest on setting out the strategies. Training & standard operational manuals will be provided by the Franchisor for ease in managing & operating an outlet. Assistance in selection of the right "Location for the Outlet", "Business Planning", "Business Operations" and "Business Maintenance".

Franchising minimizes the risk, thereby increases the success of the business. Franchisor provides multiple supports to the Franchisee.

Franchise Support

1. Site Selection:

- a) Site Selection Criteria and Guidelines.
- b) Site Evaluation & Approval.

2) Operational Training

3) Management Training

4) On Job Training

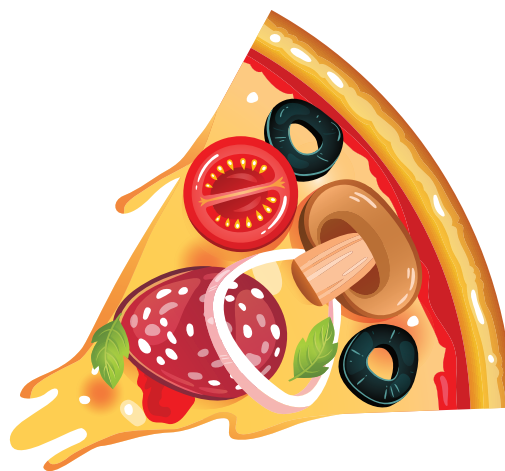
5) Advertising – Social Media Promotion etc.



Start Up Kit : (Will be provided by Company)

Kitchen Equipments

- 1) Commercial Pizza Oven 1
- 2) Grill machine 1
- 3) Double Fryer 1
- 4) Dough Machine 1



Kitchen Tools

Pizza pans with lids covers, Chop Boards, Knives, Pizza Cutters, Lifter, Spooder, Grater, Piller, Trays, Spatula, Silicon Brush, Rolling Pin, Wooden Spoons, Measuring Scoops, Measuring Jar, Kitchen Caps, Aprons, Hot Bags, Delivery Box, Pizza Cartons, French Fries Tubs, Garlic Bread Box, T-Shirts, Caps.

Other Items

Free Software for first year, Social Media Promotion, Executive visit during Launch for your help, End to End Support.

Franchise Support



**Site Selection,
Infrastructure
Development,
Menu / Pricing
etc**

**Training
Supply of Key
Ingredients,
Local Vendor
Selection etc.**

**Increasing
Footprints/
Expansion &
Roll -outs**



**Brand / Sales
Promotions,
Assistance for
Advertisements**

**Online Channel/
Social Media/
Brand Listing/
Mobile
Application**

**New Product
Development/
Launch &
Merchandizing**



Gallery



Media Coverage



SUCCESS • LAZIZ PIZZA



KEIRRON J. PATIL
President, CEO
LAZIZ FOOD & BEVERAGES

WHAT DOES IT TAKE TO BECOME A LAZIZ PIZZA FRANCHISEE?

Becoming a successful franchisee with Laziz Pizza isn't as daunting as it might seem. Naturally, there will be challenges but the basic requirements you need to overcome them and make your franchise work are assets you probably already possess. Essentially, we at Laziz Pizza look for highly motivated organizations or entrepreneurs with a sincere commitment to building a retail brand in their territory. More specifically, we believe that to succeed in the franchise business one needs to have the 3 Cs - Capital, Commitment, and Competence. And the same applies to you as an aspiring franchisee. Capital is a key ingredient to roll out enough stores to create a brand presence in the market. Also, with more stores come more economies of scale and a wider customer reach. All this helps build the brand while the location risks are diversified over a larger portfolio. Without the proper capital momentum may be lost, and the entire business may be put at risk.

The Commitment to succeed is another vital ingredient. Food and beverage service is a business that requires managerial attention, a mid-term to long-term horizon, and a daily focus on details to make sure customers are satisfied consistently. Competence It is difficult to execute even the best systems without having a capable team. That is why Laziz Pizza guarantees its systems and its training curriculum to develop good trained staff for the franchisee. Following the systems is the most reliable formula for ensuring a high level of customer satisfaction and repeat business. It needs to be remembered that each franchisee is responsible for building their own team as well as an infrastructure for implementation of their business on the ground. However, equally, you will receive continuous support from Laziz Pizza India. If you are still wondering whether you qualify, you might like to know that Laziz Pizza does not require a franchisee to have any direct previous experience in the food & beverage industry. Above all, we look for evidence that each partner has the 3 Cs it takes to succeed. If so, you are already on your way.

150+ OUTLETS ACROSS INDIA & NEPAL

BRAND RUN BY LAZIZ FOOD & BEVERAGES

WHY TO TAKE LAZIZ PIZZA FRANCHISE?

- This franchise module is unique & designed to make you self-employed, we do not share your business profits, you take our expertise & run the business successfully.
- There is a proven formula of doing business, so there is no need to invest on setting out the strategies.
- Training & standard operational manuals provided by the Franchisor for ease in managing & operating an Outlet.
- Assistance in selecting the right location for the business. Franchising minimizes the risk, thereby increases the success of the business.
- Franchisor provides multiple supports to the Franchisee. you can start PURE VEG LAZIZ PIZZA outlet if you wish or start both VEG & NONVEG, you can be part of this wonderful venture for your city.
- you require minimum 350 to 600sqft shop to start this business in good location Rented or owned, where you get good walk in business, Take away, home delivery & party orders is a bonus to it, our pizza varieties are definitely different from other brands & guaranteed Tasty, we also serve other side products are sandwich, pasta, garlic bread, French fries, rolls, burgers etc.





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FAST FOOD
CHAINS - 2019

Laziz Pizza:

Serving Delectable Pizzas for the Desi Hearts

In the late 90s, when Indian economic liberation was at its full swing riding the wave of neo trend of westernization, Pizza waded along with a great American dream straight into our desi hearts. Wondering why? There are some fundamental reasons which popularized pizza in India over any other pies. Thanks to its resemblance to the Indian round flatbread (roti) and being the most pliable vegetarian option which crazed the Indians to crave for a cheesy bite. When most international pizza brands are busy serving the metros, ambitious Indian industrialists took over the tier II and tier III routes which are bereft of from enjoying such scrumptious delight. Eying the possible space of market expansion, Keirron J Patil, a business veteran & an entrepreneur with his love for food industry, started his first venture Laziz Pizza at Kolhapur in 2013. Keirron proudly states, "Since its inception, Laziz Pizza has gone from strength to strength and today, the brand has strong business presence across India with loyal following customers".



Laziz Pizza has gone from strength to strength and today, the brand has strong business presence across India with loyal following customers

Laziz chain of pizzerias, run by Laziz Food & Beverages, serves pizzas which are uniquely engineered to suite the Indian taste buds and relished by both children and elders. It has wide variety of the pocket friendly pizzas baked fresh out of oven to go with its tagline, 'We take some time to make your orders, as your delicious food is freshly prepared'. It also offers a range of ravishing side delights like sandwiches, French fries, garlic breads, grilled sandwiches, burgers and beverages to pair up with the pizzas. Despite of the presence of the local competitors and international chains, its customer-first




approach and quality pizzas has resulted in 150+ outlets across India & Nepal, and is recognized as the Best Pizza Outlet Chain of 2018.

Creating Dealership Opportunities

Franchising is the world's fastest and most lucrative business model. Laziz pizza is running its franchise model for six years now and has archived a long list of investors and franchisees. New franchisees are offered with two business modules – Kiosk Model and Outlet Model, whichever suites their investment parameter. Further to showcase the brand versatility, based on the branch location and customer needs, the franchisees are free to opt for a Pure Veg Pizzeria as well.

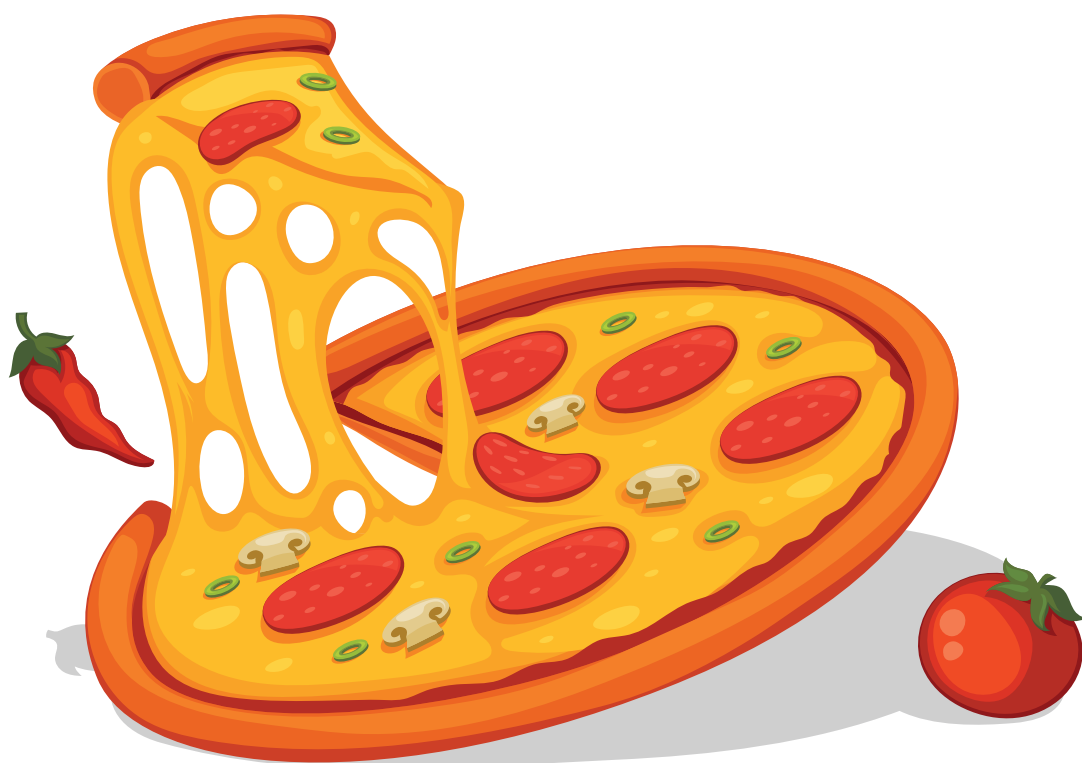
"Other than some of the initial challenges, becoming a successful franchisee with Laziz Pizza is not as daunting as it might seem," states Keirron. Laziz Pizza not only provides a business ownership but backs the franchisers with much needed guidance and support from its central resources. The support tools comprise of startup kits, executive visit at launch, kitchen training, marketing support, operations, supply chain and restaurant development with an initial down payment of Rs.2.5 lakh.

"Our motto is to generate business opportunity to people who can be self employed & can create platform of job opportunities to others," avers Keirron. Laziz pizza is coming up with ambitious plans for the future and envisages opening 1000 more Laziz Pizza outlets in India. The firm's core focus is to look for new possibilities for a brighter future. Currently it is ready with plans to go global and has started with the initial preparations to expand to the countries like Malaysia, Singapore, Bangladesh, and Sri Lanka. 

Franchise Advantage



We would like to see you on board with Laziz Pizza™. Be a part of this successful venture. Kindly revert to us with your queries and details. We look forward to your email.



THANK YOU

Laziz™
Pizza