

Laziz Pizza™ - One of the Leading Pizza Chain in India

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Franchisee Brochure

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 100+ operational outlets across India.

Gallery



Media Coverage

success • LAZIZ PIZZA



Keirron J. Patil
President, CEO
Laziz Food & Beverages

50+ Outlets across India
Brand run by
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 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.

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.

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.



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 100+ stores across India.

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.

Laziz Pizza™ 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

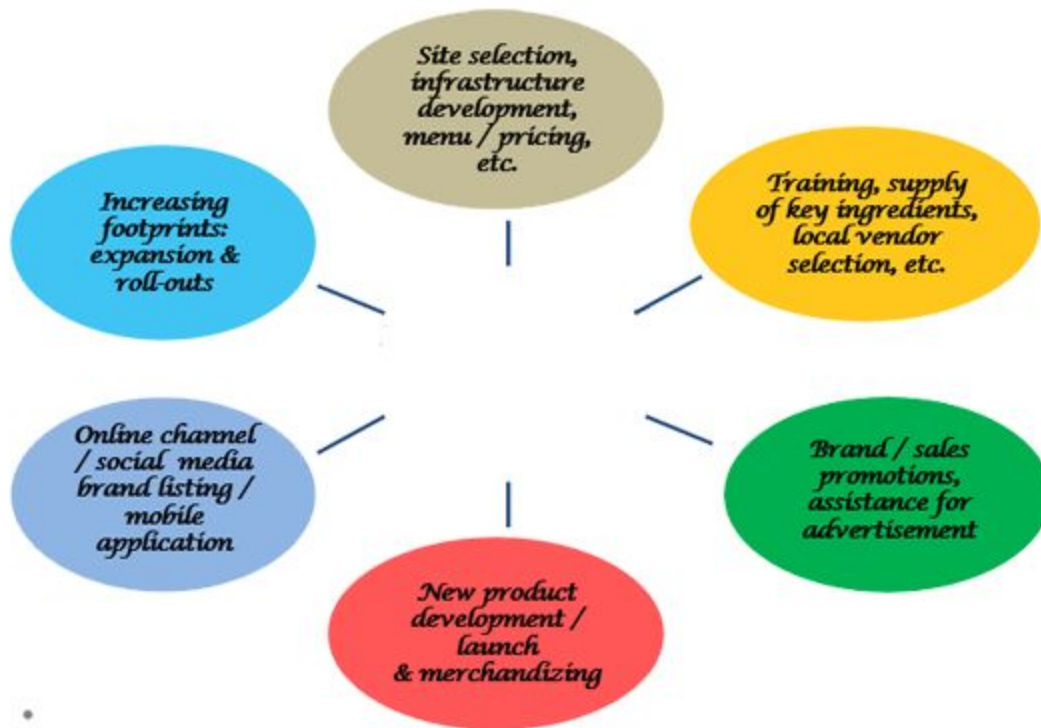
- 1) Deck Pizza Oven 1 - 4KVA (16 pizza at a time)
- 2) Grill machine 1 - 1KVA (4 Grills at a time)
- 3) Double Fryer 1 - 2KVA (8 litre capacity)
- 4) Dough Machine 1 - (5 Kg Capacity)

Kitchen Tools

Pizza pans with lids covers, Chop Boards, Knives, Pizza Cutters, Lifter, Spooder, Grater, Piller, Strainer, Trays, Sauce Bottles, 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

Billing Software (Installation Charges /swipe machine Deposit will be extra) , **Promotional Brochures**, **Social Media Promotion**, **Visit of our executive during Launch for your help**, **Company Support.**



Laziz Pizza™ Franchisee 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 250 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.

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.

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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

SNo	PARTICULARS	AMOUNT
1	FRANCHISE FEE ONE TIME NON REFUNDABLE in India	2,50,000 INR
2	ROYALTY FEES	None
3	Franchisee has to arrange: a) Kitchen and Furniture/Interiors Cost b) Shop Security Deposit etc	At Actual Price
4	Minimum Outlet Size.	250 to 500 Sq Ft
5	LICENSE FEES	None

Investment

Few raw materials Like (Pizza cartons , Marinades seasonings, etc) franchisee 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.

1)

Bank Name: IDBI BANK (For Franchise Fees)
Branch: Tarabai park, Kolhapur, Maharashtra, India
Account name: LAZIZ FOOD & BEVERAGES
Account number: 0665102000007740
Account Type: Current
IFSC code RTGS: IBKL0000665

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 Staff.

(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.

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:

SNo	PARTICULARS	APPROX AMOUNT
1	Franchise Fee	2,50,000 INR
2	Shop Security Deposit (Shop area 250 sq ft minimum in that kitchen will be of 150 sq ft. Deposit can vary from location to location & size of shop)	At actual
3	Kitchen Assembly (you can order it from Franchisor) 1 Pizza Make line Table(with refrigerator), 1 Delivery Counter, 3 Tables for equipment & storage	236800/-
4	Interior Cost (Digital Signage, Computer, A/C , Frontage Glass, Table & chairs, Paint, Electrical fitting, Music system, TV, freeze)	At actual Investment can vary as per size of shop
5	2 Delivery Vehicles (Tvs Moped or second hand Bike)	At actual
6	Working Capital	50000
	Estimated Total	7L to 10L approx Depends on shop size

LOCATION REQUIRED

Shop with prime location, road frontage is must, preferably near to colleges, marketplace. Minimum 250 sqft shop required standard size of kitchen will be 150 sq ft if shop is 250 sq ft and above. If you want to make bigger store with more walk in capacity then shop area of 500 to 1000 sq ft will be sufficient.

STAFF REQUIRED

KITCHEN – 2 cooks – 1 helper – 1 housekeeping = 4 (depends on size of kitchen)
(Diploma hotel or catering Management graduates or Fresher's can be hired or experienced in fast food). Walk inn – 3 Table boys (serving & home delivery) – 1 cashier = 4 (Depends on walk inn capacity). You can Increase staff in future as per your growth & requirement.

INCOME RESOURCES

Walk in – Takeaway – Home Delivery – Party Orders - Exhibition

Product Range

Pizza – Grills – Burgers – Sandwich – Pasta – French fries-Garlic bread –Tortilla wrap- Fried Chicken – Dessert –Shakes – Soft drinks – juices, etc(Margin on products is from 40% to 50%, you don't have to share your profits with company)

MONTHLY EXPENDITURE

Rent: At actual
Salary: At actual approx for 6 people
Electricity: At actual
Supply: At actual (Mozzarella,cheese, butter, mayonnaise, vegetables,chicken,etc)
Maintenance: At actual
EMI: At actual (If Loan from Bank)
Advertising: At actual
Total: At actual

MONTHLY SALES PROJECTION

FROM WALK IN / TAKEAWAY / HOME DELIVERY / PARTY ORDERS / EXHIBITION STALL

Pizza Sale per day

Small pizza	50 Qty. @ 70rs
Medium pizza	30 Qty @ 170rs
Large Pizza	30 Qty. @ 220rs
XL Pizza	10 Qty. @ 300rs

Pizza prices & sell can vary from location to location

Additional Profit by Sides Sales per day

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

NOTE:

*You do not have to share your profit with Franchisor.

*Above Profit Ratio Could vary from location to location.

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