

# Fastest Growing Chain of Premium Cake Shops

FRANCHISE MANUAL

[www.schokolade.in](http://www.schokolade.in)



**SCHOKOLADE**<sup>®</sup>  
PATISSERIE



# BRAND OVERVIEW

## *Crafted with Love, Shared with Joy*

Schokolade Patisserie is a premium cake and dessert brand founded in Pune in 2018 by Teersa Food LLP. What started as a small outlet on Pashan Sus Road has now grown into one of the most loved cake brands in Pune.

The brand is known for its premium-quality cakes, customized celebration cakes, and fresh desserts. With excellent customer ratings and a strong local presence, Schokolade continues to grow through a well-structured franchise model.

We are now inviting passionate entrepreneurs to become a part of the Schokolade family and expand the brand across new locations.

Google RATING  
4.8 ★★★★★



# A Growing Opportunity in the Dessert Industry



The demand for cakes and desserts is increasing every year. Birthdays, anniversaries, corporate celebrations, festivals, and online delivery platforms have created a year-round market.

Schokolade Patisserie offers a strong opportunity for individuals who want to start a profitable business in the food industry with a trusted and growing brand.

## Why Choose Schokolade?

- Strong brand recognition in Pune
- Growing demand for customized cakes
- Premium product positioning
- High customer repeat rate
- Proven and scalable business model



# Wide Range of Premium Products

At Schokolade Patisserie, every product is prepared using premium ingredients and a strong focus on taste, quality, and presentation.



**Cakes** (*all types of cakes*)



**Pastries**



**Cheesecake**



**Healthy Cakes**



**Donuts**



**Tea Time Cakes**



**Brownies**



**Savories**

All products follow standardized recipes to ensure consistent quality across all franchise outlets.

*Occasional  
Customised Cakes*





# Quality & Hygiene Standards

## Our Commitment to Quality

At Schokolade Patisserie, quality and hygiene are the foundation of the brand. Every product is prepared using premium ingredients and strict food safety standards.

## What Makes Us Different?

- Premium quality ingredients
- Fresh daily production
- Clean and hygienic working environment
- FSSAI-standard food safety practices
- Safe and food-grade packaging
- Proper storage and handling system

*Our goal is to deliver not only cakes but a **premium customer experience.***





# Why Invest in Schokolade Franchise

## A Profitable Business Opportunity

Schokolade franchise offers a low-risk and high-growth business model for individuals who want to start their own brand-backed business.

## Benefits of the Franchise

- Established brand name
- Proven business system
- High profit margins
- Growing online order market
- Complete training and operational support
- Continuous brand growth



# Franchise Investment Details

## Investment Overview

Starting a Schokolade Patisserie franchise requires a one-time investment to set up a premium cake shop with proper branding and infrastructure.

## Estimated Investment Breakdown

- **Total Investment:** ₹15 Lakhs – ₹18 Lakhs
- **Franchise Fee:** ₹3 Lakhs + 18% GST (Non-Refundable)
- **Interior & Setup Cost:** ₹6 Lakhs – ₹8 Lakhs (approx.)
- **Equipment & Display Setup:** ₹3 Lakhs – ₹4 Lakhs
- **Initial Raw Material & Packaging:** ₹1 Lakh – ₹1.5 Lakhs

This investment model is designed to ensure a premium store experience and faster return on investment.



# Profit & ROI Structure



## Expected Business Performance

Schokolade franchise is designed to deliver strong monthly revenue and long-term growth.

## Expected Returns

- **Expected Monthly Sales:** ₹3 Lakhs – ₹4 Lakhs (after 6 months)
- **Return on Investment:** 18 – 24 Months
- Strong demand for customized cakes and online orders

## Profit Margin Structure

- 30% – Regular Cakes & Pastries
- 25% – Customized Cakes
- 20% – Snacks
- 20% – Dry Products
- 30% – Decoration Materials



# Franchise Setup Requirements

## Store Setup & Infrastructure Requirements

To maintain the brand image and customer experience, every Schokolade franchise outlet must follow the standard store setup guidelines.

## Minimum Store Requirements

- Shop Agreement Duration: minimum 5 Years
- Minimum Shop Area: 300 – 400 sq. ft.
- Store Frontage: Minimum 8 – 10 feet (recommended)
- Interior Design: As per official brand theme
- Standard Display Counter & Storage Units
- Refrigeration & Deep Freezer Setup
- Proper Lighting & Branding Elements
- Clean Service & Production Area

The company will provide full guidance for store layout, branding, and setup before launch.





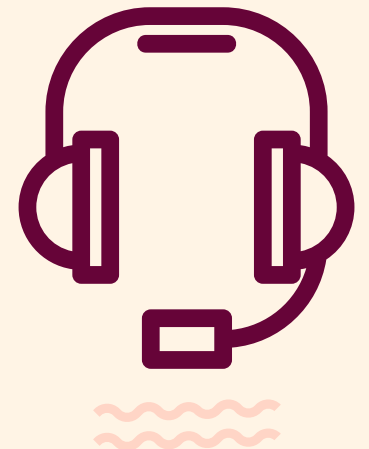
# Franchise Support System

## Complete Support from Day One

To maintain the brand image and customer experience, every Schokolade franchise outlet must follow the standard store setup guidelines.

## Support Includes

- Brand name usage rights
- Site selection support
- Store setup guidance
- 2–3 weeks training program
- Customer service training
- Daily product supply support
- Pre-launch marketing support
- Social media & online marketing support



# Franchise Terms & Conditions

## ● Franchise Fee

- ₹3,00,000 (Non-refundable)

## ● Royalty Structure

- 5% royalty will be charged on monthly profit
- Royalty will be applicable only when the franchise outlet is in profit
- No royalty will be charged in case of loss

## ● Product & Pricing Rules

- All product prices will be decided and updated only by the company
- Franchise partners must strictly follow the official pricing structure
- Any price changes will be informed by the company in advance

## ● Franchise Agreement Terms

- Agreement Duration: 5 Years
- Renewal: No renewal fee (subject to terms)

## ● Outside Products

- Selling or stocking outside food or beverage products is strictly not allowed
- Only company-approved products can be sold in the franchise store
- This ensures brand quality and customer trust



### ● **Franchise Renewal Clause – No Renewal Fee**

- After completion of the agreement period, the franchise can be renewed
- No renewal fee will be charged
- Renewal will be subject to maintaining brand standards & business performance

### ● **Wastage Responsibility Policy**

- **1st Month:** 100% wastage responsibility will be handled by the company
- **2nd Month:** Wastage cost will be shared 50% by the company and 50% by the franchise owner
- **3rd Month onwards:** 100% wastage responsibility will be handled by the franchise owner

### ● **Official Contact Email**

- A dedicated store-specific email ID will be provided to every franchise outlet

### ● **Franchise Owner Expenses**

- Rent, Light Bill, Packaging Material, Staff Salary, Other Purchase etc.





# Start Your Franchise Journey Today

**Schokolade Patisserie**  
by Teersa Food LLP



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