



# **PHILOMINA'S**

## **FOOD PRODUCTS**

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Franchise Starter Pack

# THE IDEA

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When it comes to delivering natural and healthy food produce to the masses....we could not emphasise less on the need to expand with the help of larger communities....

As the saying goes.... “Alone, we can do so little; Together we can do so much...”



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## OUR VISION

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As the saying goes, "People without a vision perish". Here at Philomina's we pledge to assist our entrepreneurs and store owners to achieve financial success employing the winning marketing mix of Healthy and Homemade Products at Great Prices at Strategic locations using Strategic Promotional tools. We pledge nothing but the friendliest and best customer service garnered with the best product knowledge and education. We strive to offer the highest quality products to our customers coupled with the ultimate experience.

# ABOUT US

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Philomina's Food Products brings to you authentic homemade specialties delivered with assured quality and commitment. Having the rich experience and proven skills of preparing food products since 1998 when we entered the market with a rice mill, PHILOMINA'S FOOD PRODUCTS attained a brand-new identity when it was officially inaugurated in 2013.

Our uncompromising quality and commitment to deliver the best in market is a promise which will never be broken. When you choose Philomina's you are choosing the best in market which gives you healthy and finest traditional food products.



**0% use of  
preservatives**



**Completely natural  
and traditional**



**Variety of food products  
provided with best quality**

# BUSINESS MODELS

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Philomina's Food Products attained a brand-new identity over these years with uncompromising quality and commitment to deliver the best in market. We have wide range of healthy and finest traditional food products. Philomina's offers a simplified model to start homemade food franchise. We present an immense potential of earning surplus revenue if you can start a small business franchise with an established brand like Philomina's.



# FRANCHISE SUPPORT & COST

- One-time training program on - Site upon franchise opening
- The use of all Philomina's wide range of food products
- Periodic Staff Management, Training / Coaching.
- Accessibility to Philomina's online market portals and partners including Swiggy, Zomato etc.
- Right to use trademarks and trade names of Philomina's
- Support from head office personnel who are well trained in the respective industry and in the business market place.
- Pricing: **Rs. 10,00,000** with an initial stock of **Rs. 1,25,000**
- Cost includes Franchisee Setup.

# FRANCHISE SETUP INCLUDES

- All Racks with 8 mm clear polished glasses
- Counter Table with Chair
- CCTV, Inverter, Computer, Printer
- AC, Fan
- All Interiors, Brochures, Ceiling Lights
- Weighing machine & Sealing machine
- Municipal License & FSSAI Registration
- Painting & Wiring
- ACP Acrylic Letter Light Board, Double Side UV Light Board, and Sandblast Designed Sticker on glasses
- Billing Software with Accounts
- Brochures & Advertisements (Web / Newspaper)
- Accessibility to Philomina's online market portals and partners including Swiggy, Zomato, etc.
- Right to use trademarks and trade names of Philomina's
- Support from head office personnel who are well trained in the respective industry and in the business marketplace.

**NB : Franchisee setup does not include shop space minimum of 200 sq.feet with roofing, flooring & glass work**



# FRANCHISE OWNERSHIP TIMELINE

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**STEP 1** - INITIAL WELCOME

**STEP 2** - APPLICANT EVALUATION

**STEP 3** - FRANCHISE NON-DISCLOSURE FORMS

**STEP 4** - REAL ESTATE CATCHMENT ANALYSIS

**STEP 5** - FINAL APPROVAL & ADVANCE FRANCHISE DEPOSIT (IF ANY)

**STEP 6** - OFFER TO LEASE & CONFIRMATION OF PLAN

**STEP 7** - FRANCHISE AGREEMENT- SIGN OFF

**STEP 8** - BUILD YOUR STORE

**STEP 9** - HIRING STAFF

**STEP 10** - TRAINING AND DEVELOPMENT

**STEP 11** - MARKETING & PROMOTION

**STEP 12** - OPEN DOORS FOR BUSINESS



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