

velvet butter

~
Bakery | Cafe | Lounge

What makes Velvet Butter a unique franchise opportunity?

TO OWN A FRANCHISE, CALL:

9111128009 (10 AM to 6 PM)

WHY SHOULD YOU ENTER THE BAKERY INDUSTRY?

FAST GROWING MARKET:

The Indian bakery market is valued at INR 850 crores, growing at a phenomenal rate of 20-25 % annually, becoming one of the top growing businesses in India. (Source – TechnoPack, in Economic Times). Modern bakery products are debutants in the Indian Market and with changing modern lifestyles in India, it has immense potential, and a long way to go!

A SAFE BUSINESS - CAKES ARE NOW A NECESSITY:

Bakery is a very safe business. Any area having a decent resident population is a potential area, as there are hundreds of birthdays occurring every day, besides a huge number of anniversaries, and special occasions like Mother's day, Valentine's day, New Year, Weddings, Diwali, Eid, Christmas, Raksha Bandhan, Father's Day, Easter, and so on. Cakes sell. Bakery is a safe business.

HIGH PROFITABILITY:

The profit margins in food business are very, very high. If various factors are taken care of properly (this is where the need for a good Franchise comes in), this business can result in earnings of very good amounts every month, and sets up a regular source of independent decent income for life.

EASY TO RUN:

It can be a very easy to run business (this is where the need for a good Franchise comes in – one who gives good support for promotion, providing new items, trained chef supply when required, modern management methods, professionally designed occasion based offers, online awareness, etc. etc. leaving you free to take care of the running of your outlet).

A PRESTIGIOUS BUSINESS, IDEAL FOR ALL AGES:

Velvet Butter currently has all types of people running our Franchise, be it – Professionals who have given up their jobs to be independent businessmen, educated homemakers who wish to own a prestigious business and not be bound by their offices, elderly people seeking a good regular source of income, young people wanting to start out on with a safe and profitable business, and so on. It is a matter of pride to own a modern and contemporary successful business for all our franchisees.

velvet butter



Bakery | Cafe | Lounge

WHY TAKE A Velvet Butter FRANCHISE?

1. INDUSTRY EXPERIENCE:

Velvet Butter is a leading and trusted Manufacturer, Retailer and Distributor of dessert and bakery products in India. The company has been escalating at an incredibly rapid. Having spent 7 years in the bakery industry, we are highly skilled at what we do and are equipped to tackle all the challenges that come our way.

2. UNIQUE LIVE KITCHEN CONCEPT:

We are the only Pan India Franchise offering a live kitchen concept, where cakes are made live, in front of the customers in just 6 minutes. While other cake shops tend to sell cakes that are a day old, we pride ourselves for selling fresh cakes. Who doesn't prefer a fresh Cake? Once we create awareness in our market about our fresh Cakes (and this should be the aim of our Franchisee too), we outshine other Cake brands, no matter how old or popular.

3. HUGE RANGE OF PRODUCTS:

We have on our menu a huge array of International desserts that include Cupcakes, Cakes & Pastries, French Macarons, American Cheesecakes, Italian Cannolis, Brownies, Savoury items, Chocolates, Ice Creams, Waffles, Snacks and Beverages among others. We pride ourselves for having the largest variety of products when compared to other brands in the industry.

4. HIGHLY PROFESSIONAL:

Velvet Butter maintains very high standards and operates with immense professionalism. Our helpful and efficient staff will always be accessible to you and will help you resolve day to day issues if any. We believe in a cooperative, friendly and professional approach and expect the same from our franchisees.

5. MARKETING & PROMOTION:

We do many things to create awareness of your outlet. Right from a professional launch offering free cupcakes/pastry on the opening day, to regular multiple promotion offers for all important calendar occasions, advertising campaigns, membership schemes, online tie-ups, social media promotion, is done by us for you.

velvet butter



Bakery | Cafe | Lounge

6. VERY HIGH PROFIT SHARING:

We offer a margin unparalleled. While most Franchises offer normally 25-30 % gross margins (which can hardly cover costs), we offer almost 60% gross margin, leading to net profit margin of 25-30 %. This is a very high margin, possible only in the food industry. We believe the philosophy of mutual respectable profit sharing with our partners. To give you an example, if the daily sale is Rs. 15,000 the NET profit comes to approximately Rs. 1,00,000 per month.

If the sale is Rs. 30,000 per day, the NET profit comes to approximately Rs. 300,000 per month. On an average, outlets are making daily sales from Rs. 15,000 to Rs. 25,000 to Rs. 40,000 per day.

7. NEW PRODUCT INNOVATIONS:

We have a professional food developers, food designers, and 3 master chefs who constantly work on updating our products and introducing new items. We ensure that we change with time and remain relevant and up to date at all times.

8. B2B SALES:

We help you tie up with Event Managers, Restaurants, Corporates, Online food delivery services, Party and Wedding organizers, and other B2B related shops who can sell your products, for further expansion of your outlet sales.

9. READY TO RUN SHOP:

We at Velvet Butter provide you with the complete A-Z setup of your outlet. Everything from the interiors, flooring, false ceiling, kitchen machineries & equipments is set up by us. The entire set up is hassle free for our franchisees and the setup is done with just 25 to 30 days.

10. QUATERLY EVALUATIONS:

Our service manager will visit your outlet frequently to study your business and your competition and will offer you personalized suggestions to boost sales and improve outlet performance.

11. THE ONLY ALL VEGETARIAN DESSERT CHAIN:

Half of India is purely vegetarian and the whole of India eats vegetarian food. A lot of vegetarian customers prefer buying only from vegetarian shops, and hence this becomes a great competitive advantage for us.

velvet butter



Bakery | Cafe | Lounge

12. HIGH FOOD QUALITY STANDARDS:

We believe that quality and taste is extremely important, and therefore we use the highest quality of raw material. This eventually builds trust, and leads to a loyal customer support base. High Ratings of our products on various online food sites and blogs are a testament of this.

13. CONTEMPORARY & MODERN INTERIORS:

The interiors done by us are very contemporary and modern, and give an international look to the whole outlet.

14. STAFF TRAINING & RECRUITMENT:

Chefs are hired and trained by the company and then sent you. The counter staff is also trained by us. In case a chef leaves, the company will provide you with a replacement.

15. HELPFUL SUPPORT STAFF:

We have a professional team of managers and assistants to help you improve your business, or solve any problems you may have. We have the expertise of developing the business of our franchisees by giving them valuable support through promotion, new product development, Staff recruitment, modern management methods, professionally designed occasion based offers, online awareness, etc.

velvet butter