

WHY TO JOIN FRANCHISE



- CHEFLESS MODEL
- BE YOUR OWN BOSS



CHEFLESS” means

The phrase **"not dependent on a chef"** is part of a broader strategy within the culinary or food-related industry. This strategy involves several key elements:

1.Automation and Innovation: The goal is to introduce automation and innovation to the culinary process, reducing the reliance on highly skilled chefs. By doing so, the business can operate efficiently and consistently without the need for exceptional culinary talent.

2.Creating Skilled Artists: The strategy involves creating skilled individuals within the business, often from semiskilled or less experienced artists. These individuals are developed to handle various aspects of the operation, such as cooking, maintaining consistency, following standard operating procedures (SOPs), and packaging.

3.Addressing Manpower Retention Challenges: The food industry often faces challenges in retaining highly skilled personnel. By developing skilled artists from within the business or investor family, the goal is to reduce the impact of these retention challenges. This approach can ensure business continuity, sales, consistency, adherence to SOPs, and packaging standards.

4.Building a Sustainable Franchise Model: By creating a culture of developing people and artists within the franchise, the business aims to build a sustainable franchise model. This not only benefits the existing franchise partners but also enables them to expand their businesses and bring in new franchise partners, contributing to the brand's growth.

5.Early Return on Investment (ROI): The strategy seeks to achieve an early ROI by reducing the dependency on highly skilled chefs and ensuring the business operates smoothly and consistently.

In summary, the "not dependent on a chef" concept is part of a comprehensive approach to improve the sustainability and success of food-related businesses by emphasizing innovation, automation, and the development of skilled individuals within the organization or investor family. This approach addresses challenges related to skilled manpower retention and contributes to the long-term success of franchise partners and the brand itself.



ABOUT KB's

- It's wonderful to express the official launch of KB's on September 10, 2021, and the clear motto of providing tasty, delicious, and mouthwatering food with a unique selling proposition (USP) of freshly cooked and direct delivery to customers' homes. This model aligns well with the changing dynamics of the food industry, particularly in response to the demands of the post-COVID-19 era.
- Creating a centralized kitchen, referred to as a "Food Factory," where all items are prepared in the form of KGs and Half KGs, is an innovative approach. This allows for efficient and standardized preparation and emphasizes quality control and consistency.
- The fact that the founder maintains complete control of kitchen operations demonstrates a hands-on and dedicated approach to ensuring the food's quality and integrity. Additionally, the emphasis on creating a hassle-free and risk-free model while avoiding human resource challenges is a strategic move that can contribute to the success and sustainability of the business.
- Cost control methods in food preparation can also be advantageous for both the business and customers, as it can lead to competitive pricing without compromising on quality.
- Overall, KB's appears to have a well-thought-out business model that addresses various aspects of the food industry, from food preparation and quality control to operational efficiency and customer satisfaction. It's an exciting venture with a promising future in the world of food delivery and cloud kitchens.



KB's FOUNDER - JAHARA FARIN AHMED

- It's inspiring to learn about Jahara Farin Ahmed's journey and her transformation into an entrepreneur, especially as a mother with a vision. Her educational background in English Literature, Law, and her pursuit of an LLM degree demonstrate her commitment to personal and professional growth.
- Jahara Farin Ahmed's decision to enter the world of entrepreneurship, particularly in the context of a cloud kitchen startup, is indeed in line with the changing business landscape, especially post-COVID-19. The concept of a cloud kitchen with a unique approach of offering everything in kilograms (KGs) reflects innovation and adaptability to consumer preferences.
- One notable aspect of her venture is the "Chefless Concept," which can not only streamline operations but also cater to the growing demand for contactless and efficient dining experiences.
- It's heartening to see her passion for creating a unique flavor of biryani and her dedication to fulfilling the standards set by KB's. Her journey, which began with extensive backend work and culminated in the launch of KB's on her birthday, is a testament to her determination and hard work.
- The story of Jahara Farin Ahmed's journey as a woman entrepreneur, especially as a mother, is an excellent example of how individuals can embrace challenges and pursue their dreams. Her story can serve as an inspiration for others who aspire to enter the world of entrepreneurship and make a mark in their chosen industry.

KB's launched on 10th September on Farhin's Birthday & and that's how the upcoming WOMEN ENTREPRENEUR JOURNEY STARTED.





KB's CO-FOUNDER - VIKAR AHMED

- **Vikar Ahmed's** career journey, spanning from 1997 to 2023, reflects a diverse and dynamic path with notable achievements and experiences in different sectors.
- **SITI CABLE (1997-2003):** Vikar began his career with SITI CABLE, a venture of ZEE ACCESS GROUP. Over the course of six years, he demonstrated his skills and dedication, leading to promotions and becoming a key player within the organization. This early experience likely provided a strong foundation for his future career endeavors.
- **BELLEZZA SALONS (2003-2013):** In 2003, Vikar embarked on an entrepreneurial journey by venturing into the beauty industry with BELLEZZA SALONS, operating under BELLEZZA (INDIA) PVT. LTD. During his tenure, he played a significant role in various aspects of the business, including business operations, planning, marketing, and business development. His accomplishments and contributions within the organization earned him respect and recognition.
- **Work with Established Brands (2013-2019):** From 2013 to 2019, Vikar Ahmed expanded his horizons by collaborating with well-known brands in the beauty and wellness industry. This included working with national and international names such as Naturals Salons, VLCC India & International, and Green Trends. This exposure likely enriched his understanding of the industry and business management.
- **Educational Contributions:** Vikar's willingness to share his expertise and experiences extended to the education sector. He was invited to speak at various management institutes, sharing insights into business understanding, planning, and his entrepreneurial journey. His engagement with Nagpur University Campus for Mass Communication & Media Journalism indicates his commitment to education and knowledge sharing.
- **Personal Traits:** Vikar Ahmed is described as passionate, responsible, and a lifelong learner. His roles as a caring son, a trustworthy husband, and a devoted father reflect his commitment to family and relationships. His lack of hesitation and fear suggests he possesses the confidence and courage necessary for entrepreneurship and public speaking.
- Overall, Vikar Ahmed's career journey showcases his versatility, adaptability, and dedication in both entrepreneurial ventures and educational contributions. His experiences in the cable industry, beauty and wellness sector, and collaborations with renowned brands have likely contributed to his well-rounded skill set and achievements.





Introducing a never-ending & and sustainable franchise model Be your own boss with a Centralized Kitchen, Takeaway & on wheel



FEATURING - | CHEFLESS MODEL | UNBITABLE QUALITY & QUANTITY WITH CUSTOMER FRIENDLY PRICE | COMPLETELY AUTOMIZE | | AWAY FROM HR TANTRUM | SELF INDEPENDENT BUSINESS | REVOLUTIONARY & PROVEN CONCEPT OF EARLY ROI | SUPERB VALUE FOR MONEY | HAPPY CUSTOMER RETENTIONS | QUALITY CONTROL STANDARD & PROCESSES | IMPRESSIVE PACKAGING |



KB'S CENTRALIZED KITCHEN



KB's SET EXAMPLE WITH CENTRALISED KITCHEN

A centralized kitchen, often referred to as a central kitchen or commissary kitchen, is a key component of KB's franchise model. It serves as the heart of the food preparation and production process, playing a pivotal role in ensuring consistency, efficiency, and quality across all of KB's franchise locations. Here's a description of KB's centralized kitchen:

- 1. Location and Size:** KB's centralized kitchen is strategically located to serve multiple franchise outlets efficiently. Its size and capacity are designed to meet the demands of the entire network, producing a high volume of KB's signature dishes.
- 2. Standardization:** The centralized kitchen is where KB's enforces strict standardization of recipes, ingredients, and cooking processes. This ensures that every franchise outlet serves the same high-quality food with consistent taste and texture.
- 3. Quality Control:** Quality control measures are rigorously implemented in the centralized kitchen. Experienced chefs and kitchen staff oversee food preparation, ensuring that it meets KB's exacting standards. This helps maintain the brand's reputation for delicious and mouthwatering dishes.
- 4. Cost Efficiency:** Centralized kitchen operations often lead to cost savings through bulk purchasing of ingredients and centralized inventory management. This allows for cost-effective sourcing and reduces wastage.
- 5. Menu Innovation:** The centralized kitchen serves as a hub for menu innovation. Chefs may experiment with new recipes and dishes to keep the menu fresh and appealing to customers.
- 6. Training Hub:** It can also serve as a training center for franchisees and their staff. New franchisees can receive hands-on training in food preparation, ensuring they are well-prepared to run their respective outlets effectively.
- 7. Safety and Compliance:** The kitchen adheres to strict food safety and hygiene regulations to ensure the safety of customers. Compliance with local health and safety standards is paramount.
- 8. Efficient Workflow:** The kitchen is designed for efficient workflow, optimizing the use of space and minimizing unnecessary movement. This leads to quicker preparation and delivery times.
- 9. Technology Integration:** Modern technologies, such as inventory management systems and billing software, may be integrated into the centralized kitchen to enhance operational efficiency and accuracy.
- 10. Sustainability:** KB's may also prioritize sustainability in the centralized kitchen, adopting eco-friendly practices and energy-efficient equipment when possible to reduce its environmental footprint.

In summary, KB's centralized kitchen is the engine that drives the franchise network. It is a place where quality, consistency, and efficiency converge to ensure that every customer, regardless of the franchise location they visit, enjoys the same delicious and authentic experience that KB's is known for.

FEATURING - | CHEFLESS MODEL | UNBITABLE QUALITY & QUANTITY WITH CUSTOMER FRIENDLY PRICE | COMPLETELY AUTOMIZE | | AWAY FROM HR TANTRUM | SELF INDEPENDENT BUSINESS | REVOLUTIONARY & PROVEN
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KB'S TAKE-AWAY



KB's NOW READY TO EXPLORE INDIA WITH KB's TAKEAWAY MODEL

KB's Take Away Model refers to a specific approach or format that KB's, presumably a food business, uses to serve its customers.

- 1. Order Placement:** Customers place their orders by phone, through a mobile app, or in person at the take-away location.
- 2. Menu Selection:** Customers choose from a menu of available dishes, which may include a variety of cuisines or specific specialties.
- 3. Food Preparation:** Once the order is received, the kitchen staff at the take-away location prepares the food. The preparation process aims to maintain the quality and taste of the dishes, even for takeaway orders.
- 4. Packaging:** The prepared food is then carefully packaged to ensure it remains hot and fresh during transportation. This often involves using containers, bags, or boxes designed to preserve the food's temperature and quality.
- 5. Payment:** Customers typically pay for their orders at the time of pickup, either in cash or electronically, depending on the business's payment options.
- 6. Pickup:** Customers arrive at the designated take-away location to pick up their orders. This location may be a dedicated take-away counter within a restaurant or a standalone take-away outlet.
- 7. Convenience:** The takeaway model offers customers the convenience of enjoying restaurant-quality food in the comfort of their own homes, offices, or other locations without the need for table service.
- 8. Speed and Efficiency:** Take-away orders are often prepared more quickly than dine-in orders, making it an attractive option for customers looking for a quick meal.

It's important to note that the specifics of KB's Take Away Model, including its menu, packaging, and operational details, would depend on the unique offerings and strategies of KB's brand. The goal of a take-away model is to provide customers with a convenient way to enjoy the restaurant's cuisine outside the premises

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KB'S ON WHEEL



KB's NOW READY TO EXPLORE INDIA WITH KB's ON WHEEL MODEL

"KB's on Wheel" appears to be a mobile or food truck concept associated with KB's, which is likely a food business. Mobile food units, like food trucks, food trailers, or food vans, have gained popularity in the food industry for their mobility and flexibility. Here's an overview of what "KB's on Wheel" might entail:

- 1. Mobility:** "KB's on Wheel" suggests that KB's offers its food products through a mobile unit, such as a food truck. These units can be moved to different locations to serve customers, making it possible to reach various markets and events.
- 2. Menu:** The food menu offered through "KB's on Wheel" would likely feature a selection of KB's signature dishes or specialties. The menu could be tailored to suit the preferences of the target audience or the type of event or location where the food truck operates.
- 3. Convenience :** Food trucks are known for their convenience. Customers can order and enjoy freshly prepared food without the need for a traditional dine-in restaurant setting. It's often a popular choice for those seeking quick and tasty meals.
- 4. Event Catering:** Food trucks are often used for event catering, including weddings, festivals, corporate events, and more. "KB's on Wheel" may offer catering services to provide delicious food options at various gatherings.
- 5. Flexibility:** The mobility of the food truck allows KB's to adapt to changing market conditions or customer demands. For example, they can attend different events or move to areas with high foot traffic.
- 6. Brand Promotion:** Food trucks can serve as a means of brand promotion and marketing. They provide visibility for KB's brand in different locations and among diverse audiences.
- 7. Quality and Freshness:** Despite being mobile, "KB's on Wheel" would be expected to maintain the same quality and freshness of food as its stationary locations, ensuring that customers receive the same taste and experience.
- 8. Licensing and Regulations:** Operating a mobile food unit like a food truck involves complying with local health and safety regulations, as well as obtaining necessary permits and licenses.

Please note that the specific details of "KB's on Wheel" may vary depending on the business's strategies and the market it serves. This concept can be a dynamic and engaging way for a food business to reach a broader customer base and participate in various events and locations.

FEATURING - | CHEFLESS MODEL | UNBITABLE QUALITY & QUANTITY WITH CUSTOMER FRIENDLY PRICE | COMPLETELY AUTOMIZE | | AWAY FROM HR TANTRUM | SELF INDEPENDENT BUSINESS | REVOLUTIONARY & PROVEN CONCEPT OF EARLY ROI | SUPERB VALUE FOR MONEY | HAPPY CUSTOMER RETENTIONS | QUALITY CONTROL STANDARD & PROCESSES | IMPRESSIVE PACKAGING |



Introducing a never-ending & and sustainable franchise model
Be your own boss with ***CLOUD KITCHEN *TAKE AWAY & ON WHEEL**

INVESTMENT

APPROX 6+L*



CENTRALIZED KITCHEN

INVESTMENT

APPROX 8L+*



KB'S TAKE-AWAY

INVESTMENT

APPROX 9L+*



KB'S ON WHEEL

BUSINESS MODEL

- ✓ KB's CLOUD KITCHEN
- ✓ KB's TAKE AWAY
- ✓ KB's ON WHEEL

NOTE – Estimation cost is the tentative cost, it may come down or UP, based on the size of the KITCHEN & TAKE-AWAY PROPERTY might be changed subject to the present situation & and the market price of raw materials during the launch of any of the models, might defer.

| LESS INVESTMENT | LESS RECORING EXPENSES |



Introducing a never ending & sustainable franchise model Be your own boss – **CLOUD KITCHEN FRANCHISE FORMAT**

INVESTMENT

APPROX 6L+*



TIER -1 CITY		
KB's CLOUD KITCHEN		
SR NO	PARTICULARS	COSTING
1	LICENCES, DOCUMENTATION	15,000
2	UNIFORM + APRON, NAPKIN & CAPS	5,000
3	KITCHEN INFRA & FITTINGS	90,000
4	KITCHEN SETUP COST	140,000
5	KITCHEN UTENSILS COST	75,000
6	KITCHEN STARTUP KIT	134,000
7	FRANCHISE FEES	50,000
8	MISLENEOUS EXP	25,000
9	FIRE EXTINGWISHER	10,000
		544,000

TIER 2 & 3 CITIES		
KB's CLOUD KITCHEN		
SR NO	PARTICULARS	COSTING
1	LICENCES, DOCUMENTATION	15,000
2	UNIFORM + APRON, NAPKIN & CAPS	5,000
3	KITCHEN INFRA & FITTINGS	90,000
4	KITCHEN SETUP COST	80,000
5	KITCHEN UTENSILS COST	50,000
6	KITCHEN STARTUP KIT	74,000
7	FRANCHISE FEES	50,000
8	MISLENEOUS EXP	25,000
9	FIRE EXTINGWISHER	10,000
		399,000

| LESS INVESTMENT | LESS RECORGING EXPENSES | ROI – LESS THAN 12 MONTHS | MONTHLY ROYALTY – Rs 5000 p.m. |

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INVESTMENT **APPROX 8L+***



Introducing a never ending & sustainable franchise model Be your own boss – **TAKE-AWAY FRANCHISE MODEL**

TIER -1 CITY		
KB's TAKE-AWAY		
SR. NO	PARTICULARS	COSTING
1	LICENCES, DOCUMENTATION	15,000
2	UNIFORM + APRON, NAPKIN & CAPS	5,000
3	KITCHEN INFRA & FITTINGS + KITCHEN SETUP COST	285,000
5	KITCHEN UTENSILS COST	85,000
6	KITCHEN STARTUP KIT	150,000
7	BOOKING COUNTER, MERCHANDISING, BRANDING, VISIBILITY	140,000
8	FRANCHISE FEES	100,000
9	MISLENEOUS EXP	25,000
10	FIRE EXTINGWISHER	10,000
		815,000

TIER - 2 & 3 CITIES		
KB's TAKE-AWAY MODEL		
SR. NO	PARTICULARS	COSTING
1	LICENCES, COCUMENTATION	15000
2	UNIFORM+APRON+NAPKIN & CAPS	5000
3	KITCHEN INFRA & FITTINGS + KITCHEN SETUP COST	200000
4	KITCHEN UTENSILS COST	85000
5	KITCHEN STARTUP KIT	75000
6	BOOKING COUNTER, MERCHANDING, BRANDING, VISIBILITY	140000
7	FRANCHISE FEES	100000
8	MISLENEOUS EXP	25000
9	FIRE EXTINGWISHER	10000
		655000

| LESS INVESTMENT | LESS RECORING EXPENSES | ROI – LESS THAN 12 MONTHS | MONTHLY ROYALTY – Rs 10000 p.m. |

NOTE – Estimation cost is the tentative cost, it may come down or UP, based on the size of the KITCHEN & TAKE-AWAY PROPERTY might be changed subject to the present situation & the market price of raw materials during the launch of any of the models, might defer.



Introducing a never-ending & and sustainable franchise model Be
your own boss – **ON WHEEL**

INVESTMENT

APPROX 8-9L*



KB'S ON WHEEL

TIER -1 CITY KB's ON-WHEEL

SR NO	PARTICULARS	COSTING
1	LICENCES, DOCUMENTATION, PASSING	40,000
2	UNIFORM + APRON, NAPKIN & CAPS	5,000
3	E-CART	400,000
4	KITCHEN UTENSILS COST	75,000
5	KITCHEN STARTUP KIT	135,000
6	FRANCHISE FEES	100,000
7	FIRE EXTINGWISHER	15,000
8	MISLENEOUS EXP	25,000
		795,000

TIER 2 & 3 CITIES KB's ON-WHEEL

SR NO	PARTICULARS	COSTING
1	LICENCES, DOCUMENTATION, PASSING	40,000
2	UNIFORM + APRON, NAPKIN & CAPS	5,000
3	E-CART	400,000
4	KITCHEN UTENSILS COST	50,000
5	KITCHEN STARTUP KIT	74,000
6	FRANCHISE FEES	100,000
7	FIRE EXTINGWISHER	15,000
8	MISLENEOUS EXP	25,000
		709,000

| **LESS INVESTMENT** | **LESS RECORGING EXPENSES** | **ROI – LESS THAN 12 MONTHS** | **NO ROYALTY** |

NOTE – Estimation cost is the tentative cost, it may come down or UP, based on the size of the KITCHEN & TAKE-AWAY PROPERTY might be changed subject to the present situation & the market price of raw materials during the launch of any of the models, might defer.

KB's SUPPORT



It's evident that KB's offers comprehensive support to franchisees, which is crucial for the success of a franchise business. Here's a breakdown of the various support services and resources provided:

- 1. Complete Kitchen Design:** Assistance in designing the kitchen layout to ensure optimal workflow, efficiency, and adherence to food safety standards.
- 2. Technical & Management Training:** Training programs for franchisees and their staff to ensure they are well-equipped with the technical and management skills required to run the business effectively.
- 3. Standard Operating Procedures (SOP):** Detailed guidelines and procedures for all aspects of the business, ensuring consistency in operations and quality.
- 4. Complete Packaging & All Materials:** Supply of packaging materials, including containers, bags, and other essentials required for food preparation and delivery.
- 5. Billing Software:** Access to billing and POS (Point of Sale) software to efficiently manage orders, payments, and customer data.
- 6. Menu Modification as per Market:** Flexibility to adapt the menu to local market preferences and trends, ensuring that the offerings align with customer demands.
- 7. Sales Analysis:** Tools and support for analyzing sales data, identifying trends, and making informed decisions to boost sales and profitability.
- 8. Cost-Cutting Analysis:** Assistance in managing and reducing operational costs while maintaining the quality of products and services.
- 9. Licenses Guidance:** Guidance on obtaining the licenses and permits required to legally operate a food business in a specific location.
- 10. Audit Support:** Support during audits and inspections to ensure compliance with regulatory requirements and quality standards.
- 11. End-to-End Solution:** A comprehensive solution that covers all aspects of running a successful franchise, from kitchen setup to marketing and customer service.

This level of support is essential for franchisees to replicate the brand's success and navigate the challenges and complexities of the food industry. It helps ensure consistency in product quality and customer experience across all franchise locations while allowing for some customization to cater to local preferences.

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The provided note is a prudent and transparent way to communicate important details and potential fluctuations in cost to prospective franchisees or partners. It highlights several key points:

Estimation Cost: Acknowledging that the estimated cost is tentative and subject to change based on factors such as kitchen size and property availability is essential. This transparency helps manage expectations and prepares individuals for potential variations in cost.

Market Price Fluctuations: Mentioning that quoted costs may vary based on market prices of raw materials is a responsible disclosure. It reflects an awareness of economic factors that can impact the business and demonstrates a commitment to fair and transparent pricing.

Transportation Charges: Clarifying that transportation charges will be based on actuals at the time of operation provides transparency about potential additional costs. This ensures that franchisees are aware of all potential expenses.