

Bring out  
the  
sweetness  
in You



Blissful Indulgence

Waffmax <sup>About</sup>

The root of Waffmax dated back to 2016 when a young entrepreneur started his passion in waffles and pancakes.

Waffmax was rebranded to build a brand which allows everyone to start a business with low capital investment and waffmax franchise is developed to have a high ROI.

A well developed franchise system with full branding and marketing support.

**Sustainable growth  
with tons of happy  
guests, lean team &  
profitable unit  
economics**

## Brand

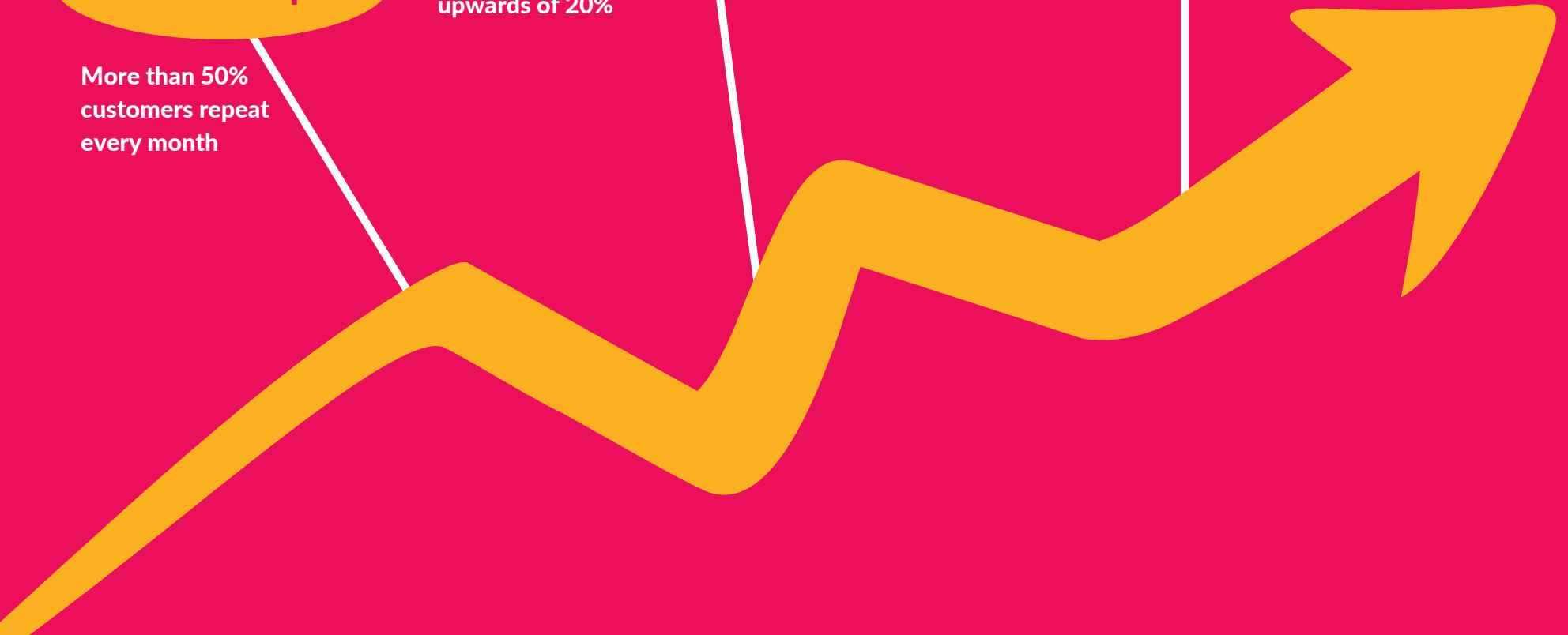
Contemporary Brand  
that resonates with  
customers and creates  
super high loyalty  
towards Waffmax

## Growth

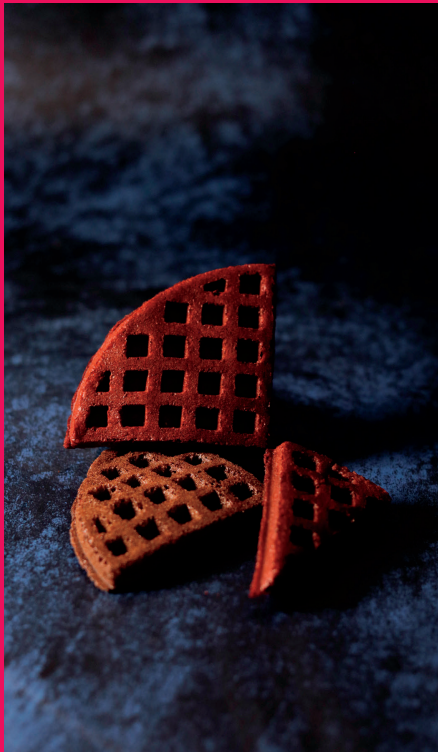
YoY growth with  
mature stores EBITDA  
upwards of 20%

## Customer Repeat

More than 50%  
customers repeat  
every month



Take a small glimpse at  
**the Tastes**  
we offer





Handle Packaging Box



Stickers



Wooden Sticks



Blissful  
indulgence

cups

Waffmax

Branding  
Mockups

What You Get By  
**Franchising**  
With us



- **Branding Support**
- **Marketing Support**
- **Branding & Marketing Collaterals**
- **Printed Graphical Branding Materials**
- **Staff Recruitment**
- **Staff Training**
- **Staff Replecement**
- **Hospitality & Service Training**
- **Staff Uniforms**
- **Instruction Manual**
- **Machineries**
- **Franchise Kit**
- **Interior Design & Layout Support**
- **R&D Support**

**NO MORE**  
Depending on the staffs  
**With us**

**No more  
depending on the  
staffs anymore**

What is included in our

# Instruction

Manual

- Machineries and utensils listing
- Layout of Kitchen
- Recipes & Guidelines
- Kitchen Etiquettes
- Staff Duties
- Manager Checklist (Daily)
- Service & sales strategies
- Costing
- Breakeven Formulae
- Bathroom cleaning checklist
- Overheads & Startup costs listing
- Contacts for Assistance
- Marketing Strategies



# Why do you need an Instruction Manual

- Automatic Inventory Management
- Systematic Recipe Management
- Product Costing
- Daily Costing
- Daily offline & online sales summary
- Customer Database Management
- Cafe ratings & review management

# Our Franchising Kit Includes

Products	MINI	KIOSK	CAFE	DINING
Uniform for Staffs (a pair for each staff)	2	6	14	24
Delivery Bag ( Seperate Staff )	1	1	2	3
Staff Recruitment	1	3	7	12
Staff Training	Yes	Yes	Yes	Yes
Online Training	No	No	Yes	Yes
Online Pre-recorded Training Videos	Yes	Yes	Yes	Yes
Waffmax Stickers	100 pcs	200 pcs	500 pcs	1000pcs
Waffmax Packagings	100 pcs	300 pcs	2000 pcs	5000 pcs
Waffle Machine	Yes	Yes	Yes	Yes
Pancake Machine	Yes	Yes	Yes	Yes
Crepes Machine	No	Yes	Yes	Yes



Franchise Kit

Products	MINI	KIOSK	CAFE	DINING
Fifo Bottles	6	9	12	18
3 Types Batter Mixes ( Total )	15 Kg	45 Kg	120 Kg	150 Kg
Milk, White, Dark Sauces ( Total )	6 Kg	15 Kg	30 Kg	60 Kg
Menu Print	1	1	6	12
Digital Menu	Yes	Yes	Yes	Yes
Instruction Manual Print	Yes	Yes	Yes	Yes
Instruction Manual Digital Copy	Yes	Yes	Yes	Yes
Kitchen Etiquettes	Yes	Yes	Yes	Yes
Menu Varieties	No	No	Yes	Yes
Layout Floor Plan	No	Yes	Yes	Yes
Swiggy, Zomato, Rezoy, etc., Integration	Yes	Yes	Yes	Yes

Products	MINI	KIOSK	CAFE	DINING
Waffmax Printed Wallpapers	No	1	2	3
Photo Design Frames For Branding	No	No	5	10
Print Media Designs	Yes	Yes	Yes	Yes
Social Media Pages	Yes	Yes	Yes	Yes
Business Card (Print)	50 pcs	100 pcs	200 pcs	500 pcs
Franchise Agreement for Life Time	No	Yes	Yes	Yes
10 am - 7 pm Franchise Helpline (Except Sunday)	Yes	Yes	Yes	Yes
Online Franchise Stock Purchasing Facility	Yes	Yes	Yes	Yes
Waffmax Reselling Products	No	Yes	Yes	Yes
POS System ( Petpooja )	Yes	Yes	Yes	Yes
Celebrity Inauguration	No	No	No	Yes

# Pricing

## Franchise Kit Included in Franchise Fees

Franchise Model	Franchise Fees	Royalty	Menu	Area	Total Investment ( Approx. )
MINI	2 LAKH	1% of sales	Waffles & Pancake	50sqft	2.5 - 4 LAKHS
KIOSK	3 LAKHS	1% of sales	Waffles, Pancakes, Crepes & Beverages	150-200sqft	7 LAKHS
CAFE	5 LAKHS	1% of sales	Waffles, Pancakes, Crepes Beverages, Savoury, Continental	250-500sqft	11 LAKHS
DINING	10 LAKHS	1% of sales	Full Menu + Future Innovations	800-2000sqft	20 LAKHS PLUS

If the company finds that any of the outlets didnt meet the expected sales, Royalty can be waved off accordingly

# Total Investment Includes the Franchise Fees and also note that the Total Investment mentioned is approximate & may vary

# Terms & Conditions

- No hidden cost with 100% transparency in terms
- Life Time Franchise Agreement
- All Payments made are non-refundable except booking charge which can be refunded within a month if not interested
- Complete franchise kit will be given within 8 - 10 days of signing franchise agreement
- Full Payment (Franchise fee has to be paid on signing the agreement)
- Transportation charges of materials ( franchise kit ) & raw materials will be extra
- Our robust R&D on menu customisation, affordable raw material supply and recommended menu pricing results in 70 - 80% gross profit margin

# Frequently Asked Questions



- Is the Franchise fees refundable?
  - No.
- What are the other initial expenses or investment apart from the franchise fee?
  - Shop & security deposit along with small purchase of common ingredients and machineries to be used. The franchise fee offers you with the Franchise Kit which includes almost everything.
- What is the duration of Franchise Agreement?
  - Apart from Mini Model, all other models have Life Time Franchise Agreement.

- Is marketing support provided?
  - Yes, company provides all the marketing support such as digital marketing and offline marketing. Only designs approved by the company can only be used for marketing purposes.
- Can Extra Items be added to the menu?
  - Only by the approval of the company new items can be added to the menu.
- Is it okay to use branding designs as the franchise owners seems fit?
  - No, branding designs as well quality of the packaging are decided by the company, without company's permission no one can change the quality or the designs provided.

- Will the company provide staffs?
  - Yes, we provide you the staffs (except manager/cashier) and will also give them needed training initially. In future if needed staff replacement for valid reasons, the company will try to provide replacement.
- Will the training for the staffs be charged?
  - Training for the staffs are included in the franchise kit.
- Does the company provide support regarding matters related to the franchise?
  - Yes, company will always support the franchise owners in matters related to the franchise. We also provide 10am to 7pm customer support except sundays.

- Will the company provide stock for preparing inventory on the menu when the initial stock is over?
  - The company will supply all the USP products on a chargeable basis. However, there may be times when the franchise has to buy locally certain products which needs to be bought by the franchise.
- Will the company open a new franchise near to already established Waffmax shop?
  - We consider a distance between two outlets such that it won't effect the sales of both outlets depending on the locations.
- Can the franchise/outlets use their own crockeries or utensils for serving customers?
  - No.

- How and when can the franchise report their sales to the brand?
  - The sales report can be sent monthly to the company via email ([thewaffmax@gmail.com](mailto:thewaffmax@gmail.com)) or whatsapp.
- How can marketing be done?
  - Company will provide digital marketing and offline marketing content which has to be printed and used by the franchise/outlets. Initial marketing collaterals are provided by the company.
- How is branding done?
  - Company will provide all the branding collaterals to the franchise/outlet. However initial branding materials will be provided with the franchise kit after that the franchise has to pay a small charge.

# Feel Free to Talk to Us

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Website : [waffmax.com](http://waffmax.com)



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**Thank You**