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GOLDMINE AMOUNT

GOLDMINE : 25 CR

**I WILL ACHIEVE
5CR. TILL 2030.**



VISION & MISSION



To Provide Best Maharashtrian Cuisine
In Town With Mouthwatering Taste.



To Develop A Systematic Module Of
Franchise Providing Fast Service ,taste
And Unmatched Qaulity With
Inspiration From Macd. Module.



ABOUT FOUNDER & RESTAURANT



MR. SURESH ASHOK PAWAR owner of Hotel Orange River on peth road, Nashik –Surat highway. HOR was established in June 2021 and has successfully completed 3years in operation . Serving the best vegetarian food and fine dine experience on NH-848 highway . Known for best service and cleanliness ,first choice of people travelling with their families holds top position of choice on this highway.

After this successful running restaurant his plan is to create a hub of Maharashtrian cuisine for people in neighboring states and make missal famous like Idli-wada

With proper team and luscious flavors he guarantees health and taste that will rule tongues.



INTRODUCTION ABOUT RESTAURANT



Welcome to Atithi Misal, your go-to destination for an authentic Maharashtrian dining experience! We take immense pride in serving the best traditional Maharashtrian cuisine, with our signature dish being the famous Misal Pav that offers a burst of flavors. At Atithi Misal, we don't just focus on great food; we also provide a large play area for kids packed with adventure rides, exciting games, and other fun activities, making it a perfect spot for families. Whether you're looking to indulge in delicious local delicacies or enjoy a fun outing with your loved ones, Atithi Misal is the perfect choice.



GALLERY



SWOT ANALYSIS



S

- Strength-
- Team Support
- Product Quality
- Taste Exclusiveness
- Homemade Masala
- Fast ,hygienic
- Customer Relations
- Fresh Food

W

- Time-Consuming
- Wastage In Food Preparations
- Bottom Line Labour Problem
- Seasonal Business
- Other Restaurant Competition
- No Automation

O

- Oppurtunity
- New Menu In Market.
- Growing Market
- Legacy Business

T

- Threats
- Vegetable Prices Unstable
- Labour Issues
- Over Production Of Food
- Oil Pricing Issues
- Qaulity Control Of Ingredients

LEGAL STRUCTURE



- **Udhyam Aadhar**
- **Food Licence**
- **Shop Act License**
- **Rent Agreement**
- **Gst**
- **Fire Safety License**
- **Trademark Registration**
- **Municipal Challan**
- **Policies**

Suresh Pawar

TEAM STRUCTURE



Atithi Misal

Suresh Pawar

Pankaj Dhage

(Account & Sales Manager)

- Head chef

Chef. Karan

- Restaurant manager

Tuhin Mandal

- Store manager

Hemant Sir.

TEAM



OUR PRODUCTS



Misal



Puran Poli



Papad



kanda Bhaji



batata Bhaji



sabudana Wada



Mango Aachar



Bhakri-pithla



Shengdana Chutney

MARKETING



- FACEBOOK CAMPGAIN
- INSTAGRAM REELS
- FOOD BLOGGERS
- CUSTOMER REVIEW VEDIOS
- DISCOUNT COUPON
- HOARDINGS

FINANCIALS PROJECTION



1. Key Assumptions:

- Seating capacity: 100 customers
- Average spend per customer: ₹250
- Daily average footfall: 200 customers (with higher footfall on weekends)
- Operating days: 30 days per month
- Revenue streams: Dining (food & beverages), play area & activities, events & parties, and takeaway/delivery

2. Break-Even Analysis

- Break-Even Point: Given the estimated monthly expenses of ₹14,50,000, Atithi Misal needs a minimum monthly revenue of ₹14,50,000 to cover all costs
- Daily Revenue Target for Break-Even: ₹48,334 (with an average footfall of 200 customers, this requires an average spend of ₹242 per customer).

3. Potential Growth Opportunities

- Increase Footfall: Target an increase in daily customers by 20% through effective marketing, leading to a potential 20-25% rise in overall revenue.
- Boost High-Margin Sales: Promote high-margin items like beverages, desserts, and special meals to increase the average spend per customer.
- Expand Delivery Services: Increase takeaway and online orders by partnering with food delivery apps and offering special discounts.

4. Risk Factors & Mitigation

- Seasonal Demand Fluctuations: Counteract low footfall during off-seasons with special promotions and events.
- Food Cost Variability: Mitigate rising raw material costs by securing long-term supplier contracts and optimizing menu pricing.

This financial projection shows a strong potential for Atithi Misal to achieve consistent profitability, driven by diverse revenue streams and an emphasis on delivering a family-friendly experience.

REVENUE



1. Core Revenue from Dining (Maharashtrian Cuisine)

Signature Dishes: Promote your star dishes like Misal Pav, Vada Pav, Sabudana Khichdi, and Puran Poli to attract local and out-of-town customers. Offer a special Atithi Misal Thali featuring a mix of popular Maharashtrian dishes to cater to those who want variety.

Meal Packages: Create meal packages for breakfast, lunch, and dinner to boost sales during peak hours. Offer combos like Misal Pav with cold beverages or desserts for added value.

2. Family-Friendly Focus (Play Area & Kids' Activities)

Entry Pass for Play Area: Charge a nominal fee for entry into the play area and adventure rides. You can also offer bundled packages where the entry fee is included with a meal purchase.

Weekend and Holiday Events: Organize themed events on weekends or holidays with fun activities for kids, such as puppet shows, magic shows, and interactive games. Charge a participation fee or include it in a special meal package.

3. Hosting Events and Parties

Birthday Parties and Kids' Events: Position Atithi Misal as a venue for birthday parties and small family gatherings. Offer customized packages that include catering, use of the play area, adventure rides, and decorations.

Corporate Lunches and Group Bookings: Partner with local businesses to offer special group bookings and corporate lunch deals, showcasing your authentic Maharashtrian menu.

4. Outdoor Catering and Takeaway Services

Takeaway and Delivery: Set up a dedicated counter for takeaway orders and partner with food delivery apps like Swiggy and Zomato to reach a wider audience. Highlight your most popular dishes on these platforms.

REVENUE



Outdoor Catering: Offer catering services for events, festivals, and corporate gatherings. Showcase your Maharashtrian dishes as a unique culinary experience.

5. Special Promotions and Marketing Initiatives

Festive Offers and Seasonal Menus: Create special menus for festivals like Ganesh Chaturthi, Diwali, and Holi, incorporating traditional Maharashtrian sweets and dishes.

Loyalty Program: Launch a loyalty card or app-based rewards program where frequent customers can earn points or get discounts on their favorite dishes.

6. Merchandising and Retail Sales

Ready-to-Eat Packs: Sell pre-packaged items like Misal Masala, Thecha, or Chutneys, which customers can take home. This will create an additional revenue stream while promoting your brand.

Souvenirs and Merchandise: Offer branded merchandise like t-shirts, mugs, and kitchen accessories with Atithi Misal branding, promoting your unique identity.

7. Additional Services and Partnerships

Photo Booths and Souvenir Photography: Set up a photo booth area with Maharashtrian-themed props. Charge a fee for photos, creating a memorable experience for visitors.

Partnerships with Local Tour Operators: Collaborate with local tour operators who bring tourists to Nashik, offering them special meal packages for their clients.

REVENUE



8. Digital Presence and Online Marketing

Social Media Promotions: Utilize platforms like Instagram, Facebook, and YouTube to showcase your dishes, play area, and family-friendly atmosphere.

Create engaging content such as behind-the-scenes videos, customer testimonials, and interactive posts.

Influencer Marketing: Partner with local food bloggers and influencers to review your restaurant and share their experience with their followers.

Key Metrics to Track:

Average Spend per Customer: Increase by upselling beverages, desserts, and side dishes.

Footfall in Play Area: Track the number of visitors using the play area and analyze peak times.

Revenue from Events: Measure income from birthday parties, corporate bookings, and special events.

By implementing these strategies, Atithi Misal can create a strong revenue stream, enhance customer satisfaction, and build a loyal customer base.

BUDGET



Kitechn Material
Electrical Working
Interior
Advertisement

14,29,440/-

Other



200,000/-

Backup Amount



200,000/-

Account Deposit



30,000/-

Monthly Expenses



2,20,000/-

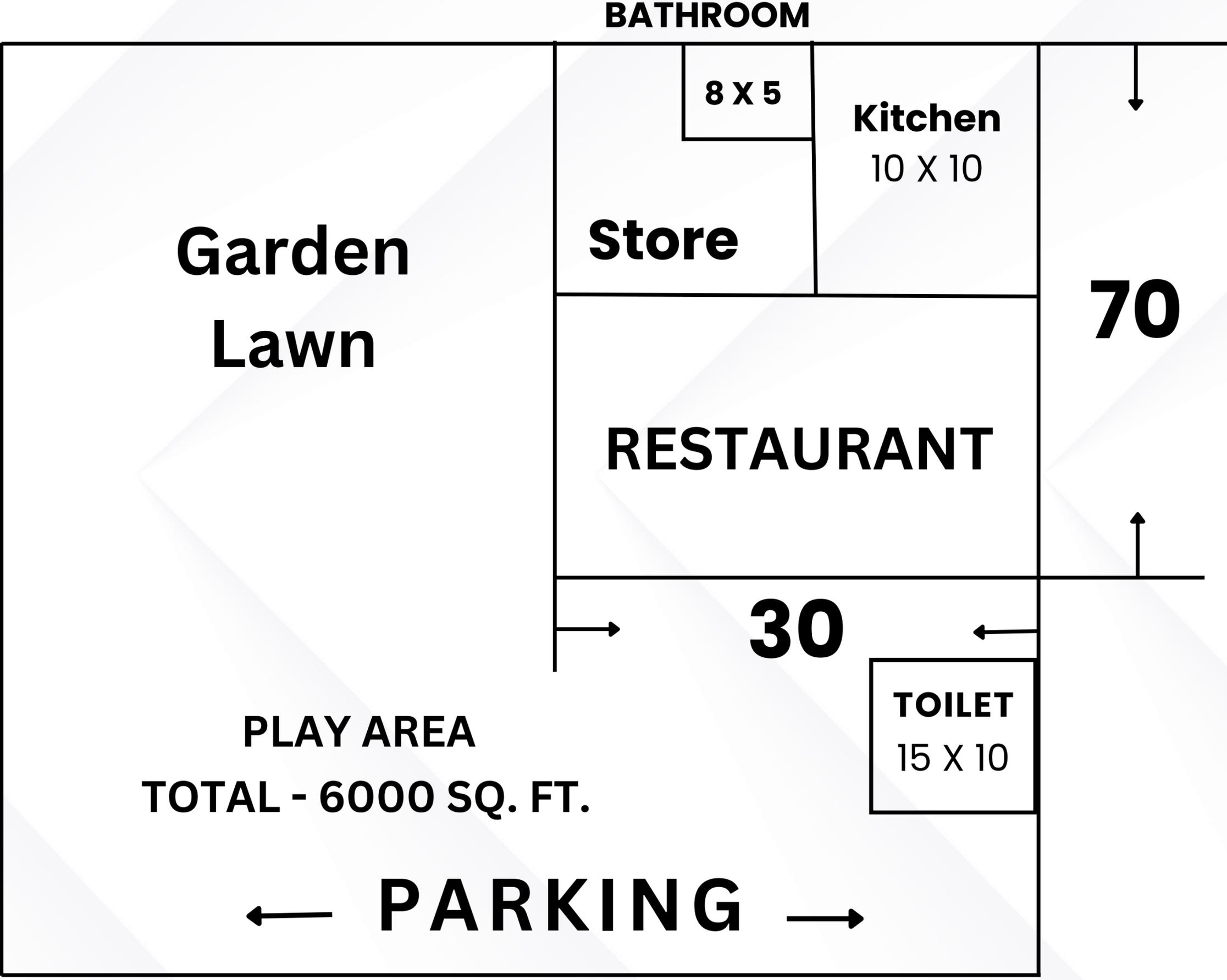
Business Setup Costs

20,79,440/-

Income Projection Analysis

2024	Day	Month	Year
Missal	200 X150	200 X150 X 30	200 X150 X 30 X12
Total	30,000/-	9,00,000/-	1.08 Cr.
2nd Year			1.29Cr
3rd Year			1.55Cr.

With Considering **20%** Increase In
Revenue Every Year.





ADDRESS

Call

+91 9370375061

Social Media



Email

sureshpawar8003@gmail.com

Location

Nashik



THANK YOU



Founder :

Suresh Ashok Pawar

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