

BUSINESS PLAN 2025



B BOYZ BRAMPTON

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1. Executive Summary

- 1.1 Business Concept Overview
- 1.2 Mission Statement
- 1.3 Vision Statement
- 1.4 Unique Offering in a Competitive Market
- 1.5 Key Success Factors

2. Company Overview

- 2.1 Company History
- 2.2 Business Structure
- 2.3 Location and Facilities
- 2.4 Franchise Model
- 2.5 Key Objectives

3. Problem and Solution

- 3.1 Market Demand and Challenges
- 3.2 Health-Conscious Dining Need
- 3.3 Enhancing Customer Convenience and Customization

4. Product and Services

- 4.1 Menu Overview
- 4.2 Health-Conscious Options
- 4.3 Customization Features
- 4.4 Catering Services
- 4.5 Delivery Services
- 4.6 Pricing Plan

5. Market Analysis

- 5.1 Industry Overview and Trends
- 5.2 Target Market Profile
- 5.3 Market Size and Growth Potential
- 5.4 Customer Segmentation
- 5.5 Behavioral Trends

6. Competitors Analysis

- 6.1 A&W Canada competitive analysis
- 6.2 Strengths and weakness of Harvey
- 6.3 Strengths and weakness of Hero certified burgers
- 6.4 Local Independent Competitors: Unique Offerings

7. Marketing and Sales Strategy

- 7.1 Marketing Goals
- 7.2 Grand Opening Strategies
- 7.3 Digital & Social Media Marketing Plan
- 7.4 Local Partnerships & Community Engagement
- 7.5 Delivery & App Promotions
- 7.6 In-Store Promotions
- 7.7 Planned Communication Strategies

8. Operations Plan

- 8.1 Operational Processes Overview
- 8.2 Kitchen and Service Efficiency
- 8.3 Technology Integration
- 8.4 Supply Chain Management Strategies
- 8.5 Health and Safety Procedures
- 8.6 Quality Control Measures

9. Organization and Management

- 9.1 Organizational Structure
- 9.2 Key Roles and Responsibilities
- 9.3 Numan Liaqat Mian
- 9.4 Training and Development Strategies

10. Funding Request

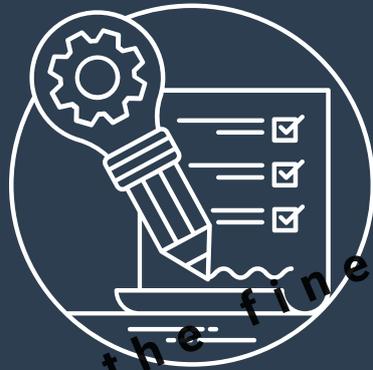
- 10.1 Total Funding Required
- 10.2 Allocation of Investment Funds
- 10.3 Projected Returns

11. Financials

- 11.1 Startup Costs
- 11.2 Allocation of Investment Funds
- 11.3 Revenue Built Up
- 11.4 P & L Statement
- 11.5 Cashflow Statement
- 11.6 Balance Sheet
- 11.7 Summarized Statement
- 11.8 Ratio Analysis
- 11.9 Loan Term Sch
- 11.10 Break Even Analysis

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1.



Executive Summary

- 1.1 Business Concept Overview
- 1.2 Mission Statement
- 1.3 Vision Statement
- 1.4 Unique Offering in a Competitive Market
- 1.5 Key Success Factors

1.1 Business Concept Overview

B Boyz is a dynamic gourmet burger establishment located within the vibrant Bramalea City Centre in Brampton, Ontario. Designed to bridge the gap between fast-food convenience and premium dining experiences, B Boyz specializes in delivering handcrafted burgers, fully loaded sides, and indulgent milkshakes in a fast-casual, modern atmosphere.

Our concept thrives on three core pillars exceptional quality, complete customization, and cultural inclusivity. Each burger is thoughtfully curated, from triple-stacked cheeseburgers to spicy zesty fried chicken burgers, with innovative global fusion creations such as jerk-seasoned and tandoori-style patties. B Boyz appeals to a broad demographic, including families, working professionals, students, and food enthusiasts who prioritize taste, speed, and freshness.



Key Differentiators:

Gourmet Craftsmanship: All burgers are freshly grilled to order, using halal-certified meat, artisanal buns, and premium toppings complemented by in-house sauces.

Menu Inclusivity: Vegetarian, gluten-free, and plant-based options ensure accessibility for diverse dietary needs.

Complete Meal Experience: We offer flavorful combos with tornado fries, loaded poutines, crispy wings, and thick milkshakes in unique flavors like Ferrero Rocher and mango.

Technology Driven Service: Mobile ordering, in-store kiosks, and seamless integration with major food delivery apps enhance customer convenience.

Community Connection: Active local engagement through sponsorships, social media campaigns, and collaborations with Brampton-based initiatives.



1.2 Mission Statement

At B Boyz, our mission is to redefine the local burger experience by delivering bold flavors, fast service, and inclusive hospitality in a culturally inspired setting. We are committed to serving meals that reflect Brampton's diversity, without compromising on quality, convenience, or creativity.

We pursue this mission by:

- Sourcing halal-certified, locally grown ingredients that ensure freshness and ethical quality.
- Empowering customers with build-your-own customization and allergy-aware options.
- Creating a vibrant environment where urban art, modern music, and welcoming service meet.
- Uplifting the community by sponsoring youth programs, school events, and local talent.
- Investing in digital innovation for faster, smarter, and more satisfying customer journeys.



1.3 Vision Statement

B Boyz envisions becoming the GTA's most recognizable and respected gourmet burger brand, renowned for its inventive recipes, community spirit, and cutting edge operations. We aim to lead the market by providing a differentiated alternative to mass-produced fast food while growing a sustainable and culturally meaningful business.

By the year 2030, we aim to:

- Expand our footprint to 10 or more high-traffic locations across Ontario.
- Cultivate a loyal customer base through personalized digital engagement and reward systems.
- Incorporate eco-friendly operations, including biodegradable packaging and reduced food waste.
- Inspire a new wave of food entrepreneurs through franchising opportunities and business mentorship.

1.4 Unique Offering in a Competitive Market

The burger segment of the quick-service restaurant (QSR) industry is saturated with legacy brands offering standard menus and predictable flavors. B Boyz, however, introduces a disruptive approach that merges culinary excellence with social relevance.

Culinary Innovation: We bring multicultural influence to the burger space with offerings like our Firefly Jalapeño Burger, Cheesy Grenade, and Jerk Chicken Stack.

Superior Value Proposition: Portion sizes, ingredient quality, and meal combinations are designed to offer maximum flavor and satisfaction at competitive prices.

Cultural & Visual Appeal: Our store interiors feature graffiti walls, neon signage, and music that reflect the urban lifestyle, making **B Boyz** not just a meal but a destination.

Customer Centric Technology: From pre-ordering via app to QR code scanning for offers, every step of the customer journey is made faster and smoother.

Social Media Resonance: Visually captivating dishes and branding that thrives on platforms like Instagram and TikTok build buzz and organic promotion.

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1.5 Key Success Factors

Our restaurant presents a distinctive value proposition that addresses the rising demand for healthier, customizable meal options in the quick-service sector. By focusing on a fresh, high-quality selection of subs and salads served in a fast-paced environment, we provide an appealing alternative for health conscious consumers who still seek convenience.



PRIME RETAIL LOCATION:

Located inside Bramalea City Centre, we benefit from substantial daily foot traffic and shopper convenience.



TASTE DRIVEN EXCELLENCE:

Our core product—flavorful, juicy burgers with bold toppings—is what keeps customers returning.



BROAD MENU APPEAL:

A well-balanced offering of beef, chicken, vegetarian, sides, and desserts means there's something for everyone.



ROBUST MARKETING ECOSYSTEM:

We blend influencer partnerships, local outreach, and digital campaigns to build a strong and engaged following.



STREAMLINED KITCHEN OPERATIONS:

Simplified menu execution and cross-utilized ingredients help maintain consistency and speed.

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- 2.1 Company History
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2.1 Company History



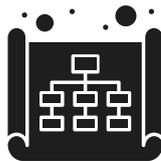
B Boyz was established with a bold vision: to redefine the burger experience in Brampton through gourmet quality, cultural fusion, and accessible fast-casual dining. The flagship location at Bramalea City Centre is operated under franchise rights by **15533406 CANADA INC.**, incorporated by seasoned entrepreneur Numan Liaqat Mian in 2023.

Previously, the location was home to another food concept before being acquired through a Franchise Agreement. Numan Mian's investment includes an Asset Purchase valued at CAD 306,000 and an additional CAD 90,000 dedicated to renovation and rebranding to align with the **B Boyz** franchise standards.

With an extensive background in foodservice, including ownership of Chilli's Pizza (2004–2010) and leadership at NM Cargo Inc. since 2010, Mr. Mian brings a proven track record in operations, logistics, and community-focused service.

B Boyz's mission is to elevate the QSR burger experience while embracing quality, halal-certified offerings, and social branding that resonates with modern urban consumers.

2.2 Business Structure



B Boyz Brampton operates as a franchise unit under the B Boyz brand, managed by 15533406 CANADA INC. The franchise model provides brand strength, operational systems, marketing support, and training resources, ensuring consistency across all units.

Legal Structure:

The business is incorporated as 15533406 CANADA INC., with franchise rights granted for B Boyz Brampton. This corporate structure provides liability protection while enabling full operational focus on this franchise location.

Ownership & Management:

- **Franchisee/Owner:** Numan Liaqat Mian, responsible for strategic direction, compliance with franchise standards, and financial management.
- **Store Manager:** Oversees daily operations including team supervision, service quality, and customer satisfaction.
- **Shift Leaders & Crew:** Trained under B Boyz franchise standards to deliver fast, friendly service and consistent food quality.

2.3 Location and Facilities



B Boyz Brampton is strategically located within Bramalea City Centre, one of the busiest commercial hubs in the GTA. The area sees substantial footfall from families, students, commuters, and shoppers.

Facility Features:

- **Franchise-Themed Interiors:** Graffiti artwork, neon signage, and branded color schemes that align with B Boyz’s visual identity.
- **Seating & Takeout:** Designed for quick casual dining with efficient customer flow and strong visual appeal.
- **Kitchen:** Fully equipped to meet franchise specs with high-efficiency fryers, grills, prep lines, and sanitation stations.
- **Digital Tech:** Franchise-supported POS, mobile ordering integrations, and app compatibility for streamlined service.
- **Renovations:** CAD 90,000 invested to modernize the layout and match brand image and functional standards.

2.4 Franchise Model



The Brampton location operates under a formal franchise agreement with B Boyz. This model offers significant strategic benefits:

Established Brand Recognition: Immediate customer trust and visibility within a competitive QSR environment.

Proven Operational Framework: Franchisee receives detailed manuals and training programs covering food prep, customer service, and inventory systems.

Marketing Support: Access to B Boyz’s social media campaigns, promotional strategies, influencer networks, and creative content.

Centralized Supply Chain: Leveraging franchise-wide vendor contracts ensures cost savings and ingredient consistency.

Ongoing Support: Corporate guidance in recruitment, staff training, product rollouts, and monthly performance reviews.

This model reduces the risk of startup operations while offering the freedom to focus on execution, service excellence, and localized marketing.

2.5 Key Objectives



Achieve Profitability Within Year One

Control operational costs and drive local awareness to reach profitability by the end of Year.



Increase Sales by 15% in Year One

Target sales growth through social media promotions, loyalty programs, and optimized delivery platforms.



Keep Cost of Goods Sold to 35%

Follow franchise supply chain standards and portion controls to reduce waste and meet profitability benchmarks.



Expand Catering Operations

Expand revenue streams through local catering packages targeting schools, offices, and events.



Establish a Second Location by Year 5

Replicate success at Bramalea City Centre and explore high-traffic suburban or university-centric locations.

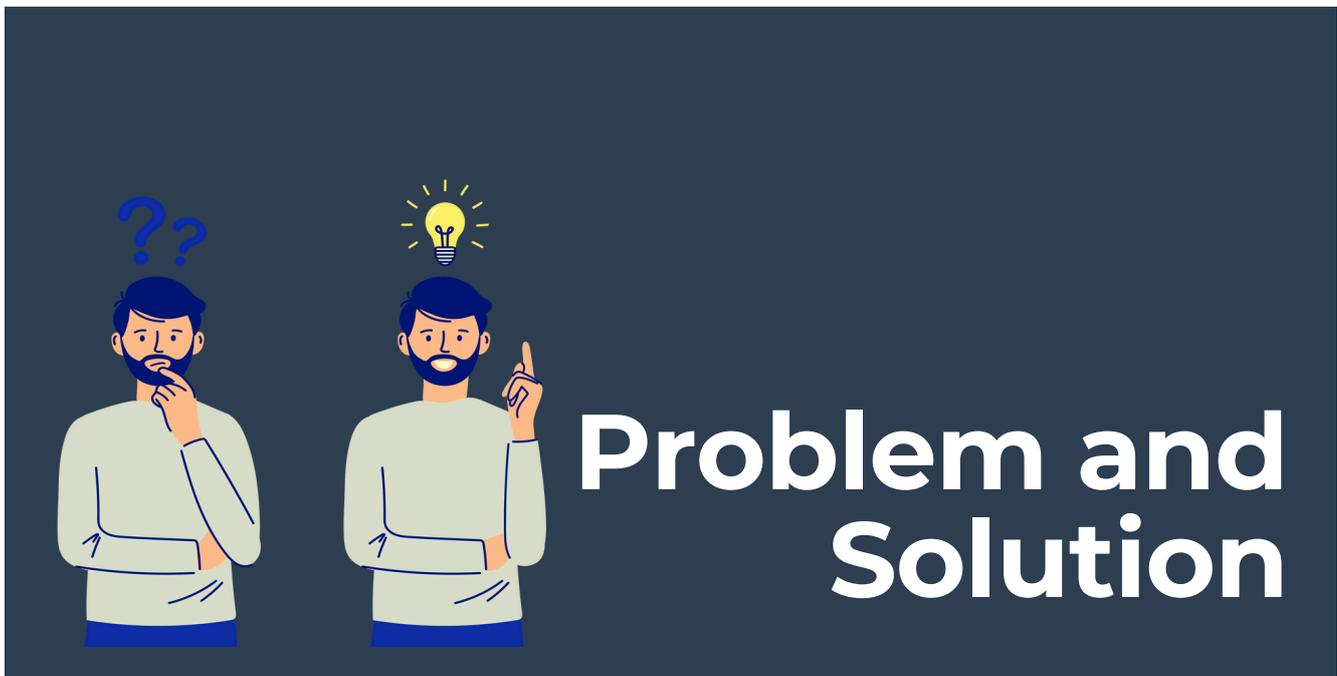


Achieve 70% Customer Retention by Year 3

Implement franchise-supported loyalty initiatives and customer feedback systems.

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3.1 Market Demand and Challenges

3.2 Health-Conscious Dining Need

3.3 Enhancing Customer Convenience and Customization

3.1 Market Demand and Challenges

The Canadian Quick-Service Restaurant (QSR) industry has experienced consistent expansion over the past decade, reflecting evolving consumer habits, urbanization, and increasing demand for convenient yet elevated dining options. As of 2024, the Canadian QSR market was valued at over \$34 billion, with the “gourmet burger” segment leading growth at a CAGR of 6–8%.

Brampton, with a population exceeding 700,000, is one of the fastest-growing and most diverse cities in Canada. The local population is young, culturally rich, and actively engaged with food trends making it an ideal setting for a fresh, differentiated burger concept like B Boyz.

Located in Bramalea City Centre (BCC), one of Ontario's busiest shopping hubs, B Boyz benefits from strong foot traffic, a mix of family, student, and working-class consumers, and excellent accessibility via public transport and major roadways. The mall attracts a daily average of 30,000+ visitors, creating ample market exposure.

Despite these advantages, the QSR industry remains highly competitive. Key challenges include:

- **Dominance of Established Chains:** Global players like McDonald's, Wendy's, Burger King, and Five Guys dominate through extensive advertising, low-cost deals, and real estate saturation.
- **Inflation and Food Costs:** Rising costs of raw materials — particularly beef, poultry, and packaging — compress profit margins and challenge pricing flexibility.
- **Labor Shortages:** Recruiting and retaining reliable staff in the foodservice sector remains a persistent issue, especially with increasing wage expectations.
- **Digital Expectations:** Consumers now expect fast, frictionless ordering experiences — from mobile apps, in-mall QR ordering, to third-party delivery services — adding technical and operational complexity.

Nonetheless, the premium burger niche remains underpenetrated, particularly among halal-conscious, health-aware, and customization-seeking consumers — a gap that B Boyz Brampton directly addresses.

3.2 Health-Conscious Dining Need

Whom?

Despite the favorable demand landscape, challenges persist within the QSR sector.

Causes

Today's consumers are increasingly prioritizing wellness and nutritional value in their food choices, driven by rising awareness of health issues such as obesity, diabetes, and heart disease. They seek dining options that are not only convenient but also provide balanced meals that support their health goals. In Canada, a 2019 study indicated that over 60% of Canadians described themselves as health-conscious, leading to a surge in demand for healthier alternatives in the quick service restaurant sector.

Impact

The lack of customizable dining options in the fast food sector limits consumer satisfaction and engagement, potentially leading to lost sales for competitors that fail to adapt. Our restaurant aims to capitalize on this gap by providing a personalized dining experience that caters to dietary needs while also speeding up service through technology integration.

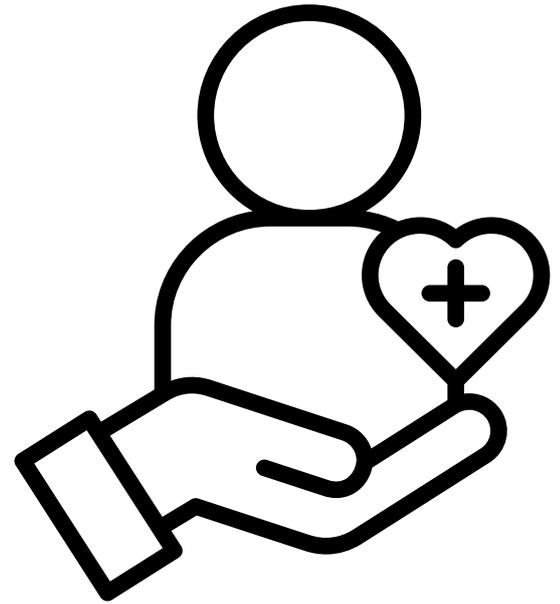
This approach not only aligns with contemporary consumer expectations but also positions us for sustainable growth by attracting a loyal customer base that values quality, convenience, and health.

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3.2 Health-Conscious Dining Need

Canada is witnessing a significant shift toward wellness-driven consumption. A recent study by Restaurants Canada found that **64%** of Canadians now actively seek out healthier QSR options, with a special emphasis on clean ingredients, halal certifications, and transparent preparation.

In multicultural urban markets like Brampton, this need is even more pronounced. Many families and young professionals are seeking meals that align with religious values (halal), health objectives (low-fat, grilled vs fried options), and ethical sourcing (non-GMO, clean-label proteins) – all while maintaining affordability.



B Boyz Brampton addresses these needs through:

- **Halal-Certified Menu:** All meat and ingredients are sourced in accordance with halal dietary requirements, ensuring trust and compliance with the needs of a large portion of the Brampton population.
- **Customization with Health in Mind:** Guests can tailor their burger with lean grilled patties, lettuce wraps instead of buns, fresh-cut vegetables, and lower sodium sauces.
- **Transparency:** Menu boards, online platforms, and staff communication clearly state ingredients and nutritional highlights.
- **Balanced Offerings:** While the brand celebrates indulgent items like loaded fries and milkshakes, the menu includes balanced options like grilled chicken burgers and lighter sides, appealing to calorie-conscious guests.

By offering indulgence with integrity, B Boyz creates a bridge between fast food and wellness, tapping into a growing consumer movement and differentiating from traditional QSRs that offer little beyond deep-fried, high-calorie meals.

3.3 Enhancing Customer Convenience and Customization

In today's fast-paced world, speed and personalization are no longer perks they're expectations.

Consumers demand options that are:

- Fast without compromising on quality.
- Flexible enough to meet their dietary preferences.
- Tech-enabled for seamless service.

According to a 2023 Deloitte QSR consumer study, 73% of Canadians are more likely to return to a restaurant that offers customizable meals, and 67% will pay more for the ability to modify items based on taste or health needs.

B Boyz Brampton's franchise framework fully embraces these expectations:

Customer Convenience Features:

- **Strategic Location at BCC:** Capitalizing on mall hours, family-friendly amenities, and food court footfall, the location is ideal for lunch breaks, post-shopping meals, and social meetups.
- **Quick Service Flow:** High-efficiency kitchen layout, digital POS systems, and staff trained in franchise workflows allow for rapid order fulfillment, even during peak periods.
- **Mobile & Delivery Integration:** Orders are accepted via third-party platforms (Uber Eats, DoorDash, SkipTheDishes), with future integration planned for B Boyz's proprietary app.
- **Digital Signage & Visual Menus:** Clear, appealing, and interactive menu boards make the ordering process smoother and faster, especially for first-time visitors.

Customization Options:

- **Multiple Protein Choices:** Beef, chicken (grilled or crispy), fish, and vegetarian options.
- **Wide Range of Toppings & Sauces:** Over a dozen toppings and house-made sauces offer limitless combinations.
- **Side Customization:** Fries with various toppings, onion rings, and unique dips create add-on value and personalized meal trays.
- **Beverage Pairings:** From traditional sodas to B Boyz-branded milkshakes and mocktails, the drink options cater to different ages and tastes.

Summary:

B Boyz Brampton is well-positioned to thrive in a dynamic market that values quality, health, personalization, and tech integration. With a robust franchise system, culturally tuned offerings, and a prime location, the business is strategically aligned to overcome market challenges and capitalize on growing demand in the GTA's QSR burger segment.

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4.



- 4.1 Menu Overview
- 4.2 Health-Conscious Options
- 4.3 Customization Features
- 4.4 Catering Services
- 4.5 Delivery Services
- 4.6 Pricing Plan

4.1 Menu Overview



At **B Boyz**, our menu is built to deliver a bold, urban burger experience that's equally indulgent and inclusive. We specialize in gourmet halal-certified burgers and fusion street eats, crafted to appeal to the diverse, fast-paced lifestyles of Brampton's multicultural community. Every item is made fresh to order and reflects our commitment to flavor, quality, and customization.

Signature Halal Burgers

Each burger is hand-crafted using 100% halal-certified beef or chicken and grilled or fried to perfection. Customers can choose from three patty sizes—5 oz, 10 oz, or 15 oz—making the experience fully scalable to appetite and budget. Popular creations include:



- **Cheese Grenade** – A double-patty beef burger loaded with a molten mix of cheddar and mozzarella.
- **BB Firefly** – Spicy beef burger with jalapeños, hot sauce, and zesty toppings for heat seekers.
- **Mega bite** – Our largest build: three beef patties, stacked with cheese, veggies, and signature sauces.

Grilled & Fried Chicken Sandwiches

Available in multiple flavor profiles and levels of heat, these sandwiches are a fan favorite. Chicken is marinated, halal-certified, and served either grilled or fried.

- **BBQ Grilled Chicken** – Smoky and tender with caramelized onions and melted cheese.



Vegetarian Burger Options

For plant-based eaters, B Boyz offers a chickpea veggie patty, customizable with all the same fresh toppings and sauces. This hearty option delivers protein and flavor without meat.

Loaded Sides & Street Snacks

Our side menu is anything but ordinary. We elevate the QSR experience with bold flavors and creative add-ons:

- **Tornado Fries & Sweet Potato Fries** – Spiral-cut, seasoned, and made fresh.

- **Poutines** – Choose from Classic, Chicken Strip, or Beef Poutine with rich gravy and melted cheese.
- **Snacks** – Crispy Chicken Nuggets, Wings in 6 flavors, Tenders, and Onion Rings.

Milkshakes & Desserts

Crafted with real ice cream and indulgent toppings:

- Milkshake flavors include Oreo, Ferrero Rocher, Nutella, and Kit Kat.
- Dessert menu features Red Velvet Cake, Cheesecake, and Waffle Sticks.



Combo & Family Meals

- Combo options pair any burger or chicken sandwich with fries and a drink. For groups, Family Boxes offer a value-packed selection of burgers, sides, and drinks for gatherings or events.

Beverages

We offer a wide range of drink options including:

- Soft drinks, Barbican malt beverages, bottled water, juices, and energy drinks.

Pricing Snapshot:

- Single Burgers: CAD \$7–\$13
- Combo Meals: CAD \$11–\$18
- Family Platters: Start at CAD \$75

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4.2 Health-conscious Options



While B Boyz is known for bold flavor and street-style indulgence, we also recognize the needs of our health-aware customer base. Our menu reflects thoughtful choices in preparation, sourcing, and customization to support more mindful eating without compromising on taste or satisfaction.



✓ 100% Halal-Certified Proteins

All beef and chicken products are fully halal-certified, offering dietary assurance to a large and growing demographic that seeks both ethical sourcing and religious compliance.



✓ Freshly Prepared, Made-to-Order Meals

Nothing is pre-cooked or held in warmers. Every burger and side is assembled fresh, allowing us to maintain ingredient integrity and nutritional value.



✓ Grilled Alternatives

Customers can opt for grilled chicken instead of fried across sandwich and platter options, significantly reducing fat and calories while maintaining robust flavor.



✓ Customization for Calorie Control

Guests can remove cheese, sauces, or buns as desired. Low-calorie builds using lettuce wraps or fewer condiments can be accommodated upon request, offering flexibility for those tracking macros or on specific diets.



✓ Vegetarian Option

Our chicken veggie burger is high in plant protein and free from meat, suitable for both vegetarians and those seeking lighter alternatives.



✓ Portion Flexibility

Burgers start at 5 oz and scale up in 5 oz increments. Smaller portions allow guests to enjoy flavorful meals without overeating.

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4.2 Health-conscious Options



✓ Natural Ingredients & Premium Oils

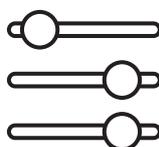
We use high-quality cooking oils and fresh-cut vegetables. No artificial preservatives are used in our core burger builds or sauces.



✓ Nutritional Awareness through Digital Ordering

While in-store menus are designed for speed and ease, our digital app and website offer full ingredient lists and customization options, helping customers make informed decisions in line with their health goals.

4.3 Customization Features



Tailored Build-Your-Own Experience

From base patty to toppings like pickles, tomatoes, jalapeños, mushrooms, beef bacon, and extra cheese (+C\$0.25–2.00)



Side & Drink Choice

Customers choose preferred side (fries, rings, poutine) and drink (soda or milkshake/barbican upgrade).



Family & Group Deals

- **B Boyz Platter:** 5 burgers, 1 large side, 6 wings, 5 drinks ideal for gatherings
- **Family Deals:** 4 cheeseburgers + large fries, 2-candle combos.



Custom Catering Packages

Available by request for local events flexible menus to match dietary restrictions.

4.4 Delivery & Catering Services



Third-Party Delivery

Operates through Uber Eats, DoorDash, Skip The Dishes with full menu integration – expanding reach to time-constrained professionals and families .



Quality Assurance

Delivery packaging retains heat and presentation, supported by promotional offers (e.g., first-time discounts, loyalty incentives) to build repeat orders.



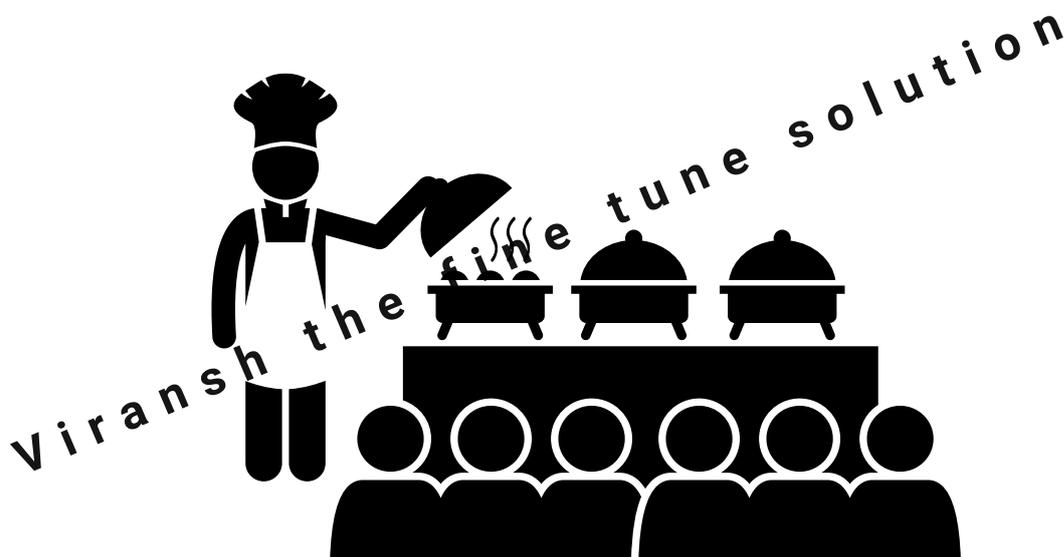
Catering Services

Custom orders for schools, offices, and events via BBoyz's franchise infrastructure; platter and combo pricing tailored per event size.



Local Promotion

Partnerships with nearby businesses, college campuses, and community events to promote catering services and drive traffic.



4.5 Pricing Plan

Achieve Profitability Within the First Year

B Boyz aims to achieve operational profitability within the first 12 months of launch through a combination of strategic pricing, volume-driven combo deals, and cost-optimized operations.

To support this goal, we have implemented a value-based pricing strategy that balances customer affordability with healthy margins.



Standardized Pricing Strategy

B Boyz will implement a carefully designed pricing model that aligns with the expectations of its target demographic—families, students, and working professionals in Brampton. The core menu items, including gourmet smash burgers and loaded fries, will be competitively priced to reflect perceived value while maintaining healthy profit margins. This strategy allows us to attract volume without undercutting product quality. Pricing will be aligned with similar gourmet QSR brands, encouraging high conversion from walk-in traffic at Bramalea City Centre.

- Prices designed to balance affordability and profitability.
- Competitive with other gourmet burger joints in the Brampton QSR landscape.
- Focus on perceived value without compromising food quality.

4.5 Pricing Plan

Volume-Driven Combo Deals

- Combos increase average transaction value and promote bundling.
- Simplified prep and inventory planning due to predictable meal combinations.
- Appeals to budget-conscious customers while boosting margin per sale.



Upselling and Add-On Strategy

- Upselling tactics focus on high-margin items like cheese, bacon, and beverages.
- Trained staff incentivized to suggest combos and add-ons.
- Increases per-customer revenue with minimal additional cost.

Digital Ordering and Delivery Channel Optimization

- Third-party delivery platforms offer broad market reach without high overhead.
- Strategic delivery pricing optimized for volume without sacrificing margin.
- Digital orders enhance brand visibility and capture convenience-seeking customers.



5.



- 5.1 Industry Overview and Trends
- 5.2 Target Market Profile
- 5.3 Market Size and Growth Potential
- 5.4 Customer Segmentation
- 5.5 Behavioral Trends

5.1 Industry Overview and Trends

The Quick Service Restaurant (QSR) industry in Canada is a dynamic and rapidly evolving segment of the foodservice sector, known for offering fast, affordable, and convenient meals to a broad range of consumers. Characterized by limited menus, standardized offerings, and efficient service formats such as takeout, drive-thru, and delivery, QSRs cater to the fast-paced lifestyles of Canadians.



From iconic homegrown brands like Tim Hortons to global giants like McDonald's and Subway, the industry plays a significant role in the daily lives of millions. In recent years, the Canadian QSR market has experienced robust growth, driven by digital innovation, shifting consumer preferences toward healthier and more diverse food options, and the expansion of online ordering and delivery platforms. With a market size exceeding USD 33 billion and hundreds of millions of annual visits, QSRs are not only a staple of Canadian dining culture but also a key contributor to the national economy and a popular avenue for franchise investment.

Market Trends

1. Shift Toward Independents:

- Smaller chains and independent QSRs are gaining ground, offering innovation and niche appeal.

2. Digital Transformation:

- Surge in online ordering and delivery.
- Nearly 49.4% of Canadians order food online at least once per week.

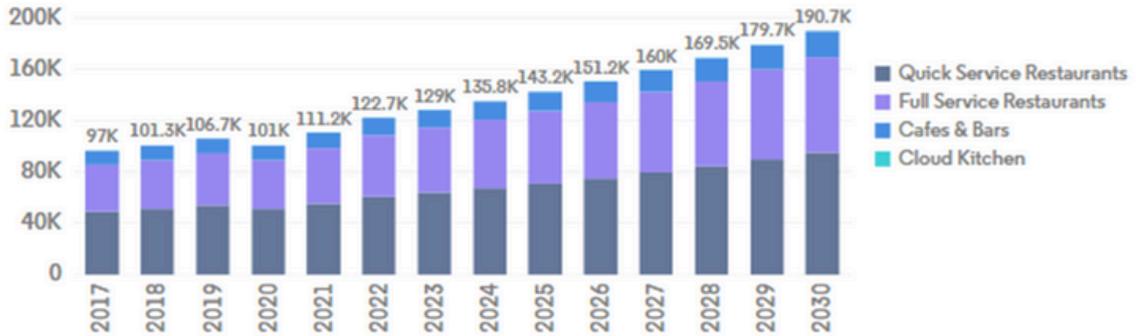
3. Menu Transparency & Health Focus:

- Consumers demand healthier options and clear nutritional info.
- QSRs are adapting menus to meet these expectations.

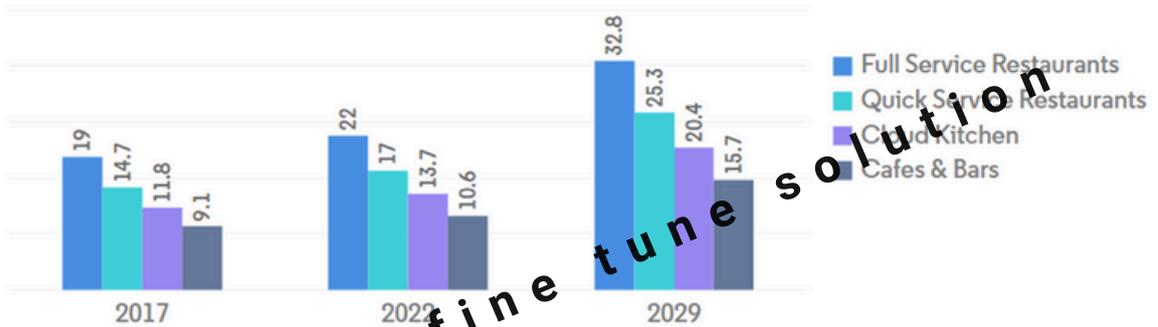
4. Drive-Thru & AI Integration:

- Enhanced convenience through digital drive-thru lanes and AI-powered ordering systems.

Number of Outlet Units by Foodservice Channels, Canada, 2017 - 2030



Average Order Value by Foodservice Channels, USD, Canada, 2017 Vs 2022 Vs 2029



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5.2 Target Market Profile

Health-conscious working professionals, students, and young families seeking quick, customizable meal options.



1. Diverse Families (24% of market)

- Large, multicultural households.
- Spend 33% of the food budget on restaurants.
- Prefer a wide range of cuisines (Indian, steak, bistro-style).
- All QSR formats are frequent: dine-in, delivery, drive-thru, takeout.

2. Young Singles & Families (8%):

- Urban, lower-income, younger demographic.
- Spend 35% of food budget on restaurants, especially snacks and beverages.

3. Affluent Families & Empty Nesters:

- Higher disposable income.
- Value convenience and quality, often opting for premium QSR experiences.

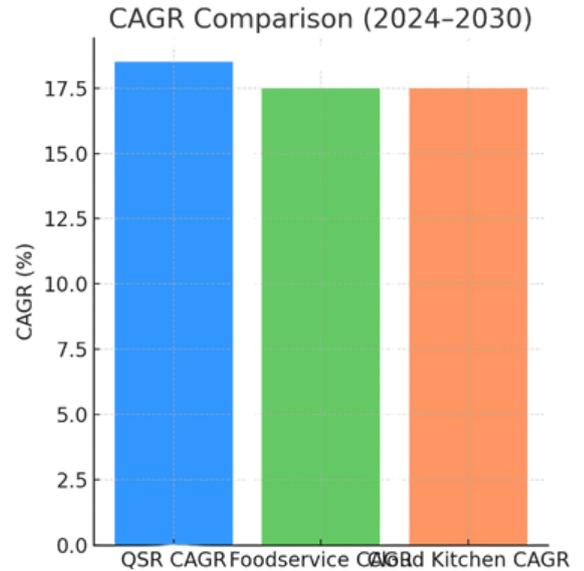
Brand Loyalty and Local Engagement

With these advantages, our franchise location not only adheres to B Boyz established operational protocols but also strategically adapts to meet the specific demands of the local market in Barrie, positioning itself for sustained growth and profitability.

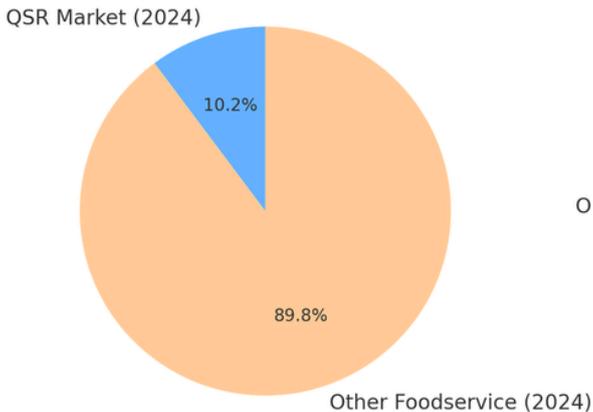
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5.3 Market Size and Growth Potential

The Canadian QSR market is valued at approximately USD 8.49 billion in 2024, with a projected Compound Annual Growth Rate (CAGR) of 4.0% over the coming years. QSRs remain the largest segment within Canada's broader foodservice industry, which is expected to grow from USD 83.3 billion in 2023 to USD 257.5 billion by 2030, at a CAGR of 17.5%.



QSR vs. Total Foodservice Market (2024)



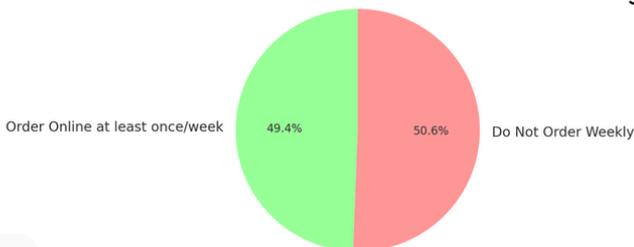
Growth Potential (2024-2030)

- QSR-specific growth:** The QSR sector in Canada is forecasted to grow at an 18.5% CAGR, driven by:
 - Rising demand for fast, convenient meals.
 - Entrepreneurial activity: 4% of Canadians are interested in opening a QSR.
 - Increased digital ordering and delivery adoption.

2. Cloud kitchens and app-based delivery services are also expanding rapidly, with a projected 17.5% CAGR, despite high commission fees from third-party platforms.

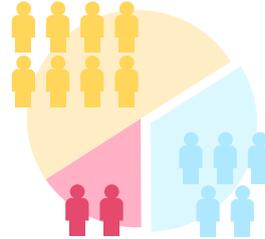
3. Consumer behavior: Around 49.4% of Canadians order food online at least once per week, fueling QSR growth through digital channels.

1) Canadian Online Food Ordering Behavior



Key Drivers of Growth

- Urban lifestyles and time constraints are pushing consumers toward quick, on-the-go dining.
- Health-conscious and diverse menus are attracting a broader demographic.
- Technology integration (AI, mobile apps, self-service kiosks) is enhancing customer experience and operational efficiency.
- Franchise expansion and the rise of independent QSRs are diversifying the market.



5.4 Customer Segmentation

SEGMENT	% OF MARKET	DEMOGRAPHICS	BEHAVIOUR & PREFERENCES
Diverse families	24%	Multicultural, often immigrant households	Prefer variety in food, use all QSR formats
Young singles & families	8%	Urban, younger, lower income	Frequent users of delivery apps
Affluent families	-	Higher – income, suburban or urban	Prefer premium, health conscious, convenience and quality
Older families	-	Middle – aged to senior	Loyal to familiar brands, prefer traditional menus & consistent service
Digital natives (18 – 34) years	75% QSR app users	Tech – savvy, mobile first consumers	Expect speed, customization & digital convenience
Health – conscious consumers	Growing segment	All ages especially millennials and Gen Z	Seek transparency in ingredients, prefer low calorie or allergen free options

5.5 Behavioral Trends



Trend	Description
Shift Toward Smaller Chains & Independents	Smaller operators and independents are expanding faster than major chains, driven by demand for authentic global cuisine and personalized experiences.
Influence of Gen Z & Ethnic Communities	Gen Z and ethnic consumers drive change, seeking value-aligned brands and diverse, global flavors. Gen Z makes up 20%+ of visits; ethnic communities represent about a third of QSR traffic.
Digital Innovation & Ordering Habits	Digital ordering is surging, especially among smaller chains. Investments in mobile apps, AI personalization, and loyalty programs are increasing. Nearly half of Canadians order online weekly.
Value Orientation & Economic Sensitivity	Price sensitivity is high due to inflation. QSRs respond with value menus, combo deals, and loyalty incentives. Many consumers are reducing delivery/dining out due to financial pressures.
Changing Foot Traffic & Dining Preferences	Hybrid work, economic uncertainty, and weather have shifted traffic. QSRs capture more off-premises demand, leading to smaller store footprints and more takeout/delivery focus.
Menu Diversification & Health Focus	QSRs offer healthier options, high-quality ingredients, and international flavors. Snackable, portable items target younger generations and new meal occasions.
Operational Efficiency & Automation	Automation (AI inventory, robotic prep) and predictive analytics improve efficiency, reduce costs, and enhance agility in staffing and inventory management.
Fragmented & Entrepreneurial Market	The sector is fragmented, especially in food trucks/cloud kitchens. High entrepreneurial interest, with many Canadians considering opening QSR outlets.

6.



- 6.1 A&W Canada competitive analysis
- 6.2 Strengths and weakness of Harvey
- 6.3 Strengths and weakness of Hero certified burgers
- 6.4 Local Independent Competitors: Unique Offerings

6.1 A&W Canada competitive analysis

1. **Founded:** 1956 (in Canada); originally from the U.S. but now fully Canadian-owned
2. **Locations:** Over 1,000 across Canada
3. **Market Position:** Second-largest burger chain in Canada after McDonald's
4. **Brand Identity:** Retro vibe with a modern focus on natural, sustainable ingredients



KEY FEATURES/ STRENGTHS	WEAKNESS/ CHALLENGES
All Canadian ownership	Higher price point
Ingredient transparency	Limited global presence
Eco-friendly packaging	Franchise cost
Flexible formats	Smaller urban penetration
Strong branding	Menu complexity risk

6.2 Strengths and weakness of Harvey

1. **Founded:** 1959 in Richmond Hill, Ontario
2. **Ownership:** Part of Recipe Unlimited (formerly Cara Operations), which also owns Swiss Chalet, The Keg, etc.
3. **Locations:** 290 across Canada
4. **Famous for:** Build-your-own burgers with a wide range of toppings
5. **Slogan:** "Harvey's makes your hamburger a beautiful thing."



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KEY FEATURES/ STRENGTHS	WEAKNESS/ CHALLENGES
Customization experience	Aging brand appeal
Canadian owned & trusted	Weaker national footprint
Affordable pricing	Slower tech adoption
Loyal fan base	Quality inconsistency
Part of a large parent company	Less competitive in premium QSR

6.3 Strengths and weakness of Hero certified burgers

Hero Certified Burgers positions itself as a modern, ethically driven fast-casual brand, distinct from traditional fast food through its emphasis on ingredient transparency, inclusivity, and eco-responsibility. It's not the cheapest burger, but it appeals strongly to consumers who are willing to pay for better quality, better values, and better practices.



KEY FEATURES/ STRENGTHS	WEAKNESS/ CHALLENGES
Traceable, antibiotic	Inconsistent service across locations
Eco- friendly packaging	Patty texture issue reported
Plant based, gluten free options	Perceived expensive vs. value
Community partnerships	Limited national growth
Digital innovation support	Franchise restrictions

6.4 Local independent competitors: Unique offerings

Competitor	Location	Unique Offering
Burger Royal	Montreal	Farm-to-table beef, gourmet poutines
Burger Drops	Toronto	Limited-time “drop” burgers, social media driven
MamO Burger Bar	Windsor, ON	Bold combos like mac & cheese or pickle-themed burgers
Q Burger	BC (Qualicum)	Signature “Burgeritto” (burger-wrapped burrito)
Chez Tousignant	Montreal	Quebec-style cheeseburgers on potato buns
Burger Don	Sault Ste. Marie	Doughnut burgers, fully customizable model
Ace Burger	Saskatoon, SK	Smash-style, locally raised beef
Japadog	Vancouver	Ramen bun burgers, Japanese fusion street food
Cannibal Cafe	Vancouver	Peanut Butter Bacon Burger, 1950s diner vibes
Street Hawker	Vancouver	Smash burger with Asian-inspired sauces and toppings

7.



Marketing and Sales Strategy

- 7.1 Marketing Goals
- 7.2 Grand Opening Strategies
- 7.3 Digital & Social Media Marketing Plan
- 7.4 Local Partnerships & Community Engagement
- 7.5 Delivery & App Promotions
- 7.6 In-Store Promotions
- 7.7 Planned Communication Strategies

7.1 Marketing Goals



Increase Brand Awareness

Achieve a 30% increase in brand awareness within the local community by leveraging both traditional and digital marketing strategies over the first year. This will be measured through social media engagement, local promotion metrics, and foot traffic analysis. Special emphasis will be placed on the Grand Opening campaign



Customer Acquisition

Acquire at least 1,500 new customers in the first year through strategic marketing initiatives, including a targeted online advertising campaign and community partnerships. This will include collaboration with local schools and organizations to foster long-term loyalty and engagement.



Enhance Online Presence

Achieve a 50% increase in website traffic and social media followers by the end of the first year through consistent content marketing, community engagement, and geo-targeted advertising. We will utilize platforms like Google My Business and social media to drive online visibility and engagement.



Boost Repeat Business Implement a customer loyalty

program aimed at retaining at least 50% of first-time customers, converting them into repeat customers within the first year. This strategy will include incentives for return visits and referrals, ensuring a growing customer base.



Local Engagement and Partnerships

Develop at least five strategic partnerships with local organizations, schools, and events within the first 18 months to enhance community integration and support local causes. These partnerships will help position the restaurant as a community staple and strengthen our operational presence.

7.3 Digital & Social Media Marketing Plan

our B Boyz location, we are committed to providing a diverse, health-conscious menu that meets the growing demand for quick-service, customizable meals. Our offerings are designed to cater to a variety of dietary preferences and customer needs while maintaining the iconic flavors that B Boyz is known for since its inception.

7.4 Grand Opening Strategies

To successfully introduce B Boyz to the Brampton community, we will execute a high-impact grand opening campaign that creates buzz, draws crowds, and leaves a lasting impression.

Grand Opening Experience:

We will host a vibrant launch event at Bramalea City Centre, complete with:

- **Free Signature Samples:** Bite-sized versions of our signature burgers, loaded fries, and shakes.
- **Live Grilling Stations:** Engage customers with real-time cooking demos by our head chef.
- **DJ & Entertainment:** Local talent, music, and interactive games to attract families and youth.
- **Media & Influencer Outreach:** Invitations to local food bloggers, influencers, and media outlets for coverage and social amplification.

Limited-Time Promotions:

To create urgency and attract trial:

- **BOGO Burgers:** Buy one, get one free for the first 100 customers.
- **\$5 Combo Days:** Limited-time offer featuring our top-selling burger + fries + drink.
- **Spin & Win Kiosk:** In-store wheel to win instant prizes like free meals, merch, or discounts.

Hyperlocal Advertising

- Canada Post Flyers to surrounding neighborhoods with coupons and QR codes.
- Geotargeted Digital Ads on Facebook, Instagram, and Google targeting Brampton residents within a 10km radius.



Community Involvement:

- School & College Tie-Ins: Free burger days, fundraisers, and exclusive student offers.
- Partnerships with Local Artists: Graffiti mural competitions or art wall collabs.
- Support Local Campaign: Featuring collaborations with local farms and suppliers.

Post-Event Engagement:

- Customer Feedback Cards & QR Surveys offering a free side on next visit.
- Photo Wall Contest: Share a selfie with our graffiti wall, tag us, and win weekly prizes.

7.5 Digital & Social Media Marketing Plan

Our digital strategy focuses on building brand affinity, driving foot traffic, and converting online engagement into in-store sales.

Google & SEO Optimization:



- Fully optimized Google My Business listing with updated hours, photos, and real-time menu.
- SEO keywords like "halal burgers in Brampton" and "gourmet fries near Bramalea" integrated into website/blog.

Social Media Focus (Instagram & FaceBook):



- Weekly Content Themes:
- #BurgerBuildMondays: Behind-the-scenes burger assembly.
- #FlavourFridays: Showcase of signature burgers.
- Customer Spotlights and User-Generated Content Reposts.
- Reels & Stories: Short, viral-format content showcasing food prep, customer reactions, and team culture.



Targeted Campaigns:

- Sponsored Ads with carousel of burger varieties and combo deals.
- Influencer Collaborations with micro and mid-tier foodies in the GTA.



Gamified Loyalty Program:

- Points for visits, referrals, social shares.
- In-app challenges like "Try all 5 Signature Burgers" to unlock freebies.



Email & SMS Marketing:

- Launch a Burger Club newsletter: Early access to new items, birthday rewards, and BOGO alerts.
- SMS reminders during lunch and dinner rushes with exclusive time-limited promos.

7.6 Local Partnerships & Community Engagement

Our commitment to the Brampton community will be evident from day one.

School & Youth Engagement:

- Fundraising nights with local high schools and colleges.
- Internship and part-time job opportunities for students.

Event Sponsorships:

- Partner with local festivals, sports leagues, and community events.
- Branded booths offering mini burgers and merch at events like Carabram, Food Truck Festivals, etc.

Local Artist Collaborations:

- Host rotating art on interior walls.
- Art-themed burger boxes designed by Brampton creatives.

Charity & Volunteering:

- Support food banks and local shelters with surplus food donations.
- “Burger with a Cause” day—portion of proceeds donated to local initiatives.



7.7 Delivery & App Promotions

To maximize digital revenue streams, we will implement the following strategies:

App-Exclusive Launch Offers:

- First-Time App Download Bonus: Free loaded fries on first mobile order.
- Combo Builder Feature: Customize your meal with app-only toppings.

Delivery Integration:

- Partnerships with Uber Eats, SkipTheDishes, DoorDash.
- Free Delivery Weekends and \$1 Shake Add-Ons on large orders.

Mobile Push Notifications:

- Time-sensitive promos sent during office lunch hours and post-work cravings.

Feedback Loop & Reviews:

- In-app reward points for rating your order or filling out a short feedback form.

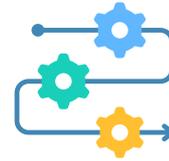


8.



- 8.1 Operational Processes Overview
- 8.2 Kitchen and Service Efficiency
- 8.3 Technology Integration
- 8.4 Supply Chain Management Strategies
- 8.5 Health and Safety Procedures
- 8.6 Quality Control Measures

8.1 Operational Processes Overview



To deliver consistent, high-quality experiences, B Boyz Brampton will deploy franchise-standard operational processes built on proven systems:

Food Preparation & Quality Control

- All ingredients (meat, buns, produce) are sourced exclusively from B Boyz–approved vendors, ensuring freshness and adherence to halal certification.
- Recipes and portion guidelines are standardized to maintain taste consistency and cost control.
- Staff receive training in food safety, allergy protocols, and franchise hygiene standards.

Order Management

- A centralized, franchise-compliant POS system integrates dine-in, kiosk, mobile, and delivery orders, enabling real-time accuracy and throughput.
- Kitchen displays prioritize timing and accuracy, reducing order errors and wait times.

Staff Training & Development

- New team members attend an intensive onboarding program covering our brand culture, service standards, and operations.
- Ongoing development includes monthly updates on menu, systems, or promotions, and quarterly franchise-led refreshers.

Inventory Controls

- Automated ordering tracks daily ingredient use and alerts on low stock, reducing spoilage and waste.
- Weekly cycle counts and reconciliation minimize theft, waste, and overstock.

Customer Feedback

- We deploy in-store tablets and QR codes to collect guest feedback, monitoring sentiment.
- Monthly reviews surface areas for improvement, driving operational enhancements.

These protocols aim to standardize every guest touchpoint, ensuring B Boyz remains predictable, efficient, and memorable—despite the inherent challenges of the fast-casual format.

8.2 Kitchen and Service Efficiency



Streamlined Kitchen Layout

- Distinct prep zones for burgers, sides, desserts, and beverages reduce cross-interference in workflows.
- Color-coded stations and labeled ingredient bins improve ordering accuracy.



Operational Technology

- Kitchen Display Screens (KDS) route orders by priority.
- POS dashboards track wait times and alert staff if orders exceed standards.



Staffing Versatility & Accountability

- All team members are cross-trained in kitchen and front-of-house roles.
- Performance metrics (prep time, order accuracy) are tracked and tied to recognition programs.



Optimized Customer Flow

- Clear zones for ordering, pickup, and dine-in minimize queue congestion.
- Separate pick-up counters for delivery and dine-in orders accelerate service during peaks.

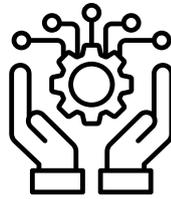


Continuous Improvement

- Monthly team huddles review volume, need, and errors.
- Performance trends inform tweaks to prep quantities, shift coverage, and workflow.

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8.3 Technology Integration



To modernize guest interaction and operational management, B Boyz Brampton will use the following tech stack:

Mobile App Ordering

- Branded app allows guests to customize, schedule pickups, and earn loyalty rewards.
- Push notifications support promotional campaigns.

Contactless & Integrated POS

- Multiple payment options (tap, mobile wallet) reduce checkout friction.
- POS syncs with online orders and delivery platforms.

Third-Party Delivery

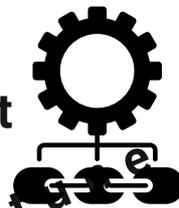
- Partnerships with Uber Eats, DoorDash, SkipTheDishes broaden reach.
- Sales and review data from platforms guide local promotions and menu adjustments.

Back-of-House Analytics

Inventory tracking, staff timesheets, and sales trends help control COGS and labor.

Data dashboards guide stock ordering, identify top-selling items, and highlight margin opportunities.

8.4 Supply Chain Management



solution

A robust five-point plan ensures ingredient consistency, low waste, and cost-efficiency:

Supplier Partnerships

- Franchise-approved vendors guarantee timely delivery of halal meat, buns, produce, and packaging.
- Periodic price benchmarking ensures competitive input costs.

Inventory Automation

- Replenishment tied to sales minimizes overstocking.
- FIFO system ensures proper rotation of perishable items.

Quality Audits

- Daily spot-checks and monthly reviews monitor supply integrity and compliance.
- Non-conforming batches are documented and returned.

Waste Reduction

- Prep volumes aligned with projected demand prevent overproduction.
- Leftover items are used in employee meals or sustainable disposal processes.

Local Logistics

Bramalea City Centre's proximity to suppliers ensures fast deliveries and easier emergency restocking.

8.5 Health & Safety Procedures



Guest and staff safety is prioritized via comprehensive compliance systems:

Food Safety Training:

- Staff complete provincial food handler training and adhere to allergen and cross-contamination protocols.

Hygiene Standards:

- Routine cleaning schedules for all equipment and surfaces.

Inspections & Maintenance:

- Weekly internal audits plus franchise support; immediate corrective action plans.

Emergency Preparedness:

- Staff drills for fire, power outages, or environmental hazards.

Employee Wellness:

- Paid sick leave policy ensures unwell staff stay home and hygiene is upheld.

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8.6 Quality Control Measures



B Boyz operates on franchise-defined quality standards, validated at every step:

Standard Operating Procedures (SOPs)

- Workflow and cleaning protocols clearly documented for consistency.

Training & Performance Reviews

- Monthly evaluations track compliance and engagement; corrective coaching follows.

Inventory & First-In, First-Out (FIFO) System

- Daily stock checks keep perishable items fresh, reducing waste.

Customer Feedback Channels

- Digital surveys and in-store tablets prompt reviews; feedback is analyzed weekly.

Regulatory & Franchise Audits

- Quarterly audits check food handling, service standards, and cleanliness.

Data Insights

- Sales trends, item popularity, and feedback loop into menu and promotions planning.

By embedding these operational safeguards rooted in franchise best practices, B Boyz Brampton ensures a scalable, reliable, and customer-centric experience that strengthens brand equity and supports rapid expansion.

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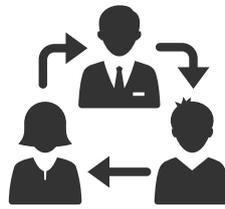
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Organization and Management

- 9.1 Organizational Structure
- 9.2 Key Roles and Responsibilities
- 9.3 Numan Liaqat Mian
- 9.4 Training and Development Strategies

9.1 Organizational Structure



The organizational structure at B Boyz Brampton is designed for streamlined operations, brand consistency, and superior customer service in a high-volume quick-service environment. The model reflects a flat hierarchy that promotes agility, accountability, and team synergy.

Franchise Owner / Operator:

Oversees strategic operations, financial performance, and adherence to B Boyz franchise standards. Serves as the key decision-maker and liaison with corporate HQ, managing marketing, HR, and growth initiatives.

Store Manager:

Responsible for day-to-day in-store operations including team leadership, scheduling, service quality, and handling customer issues. Reports directly to the Franchise Owner.

Shift Leaders:

Serve as on-floor supervisors, ensuring smooth shift transitions, food quality, and workflow management during peak hours.

Frontline Crew (Kitchen & Counter Staff):

Execute food preparation, order assembly, cashiering, and customer interaction. Trained according to B Boyz brand SOPs to maintain speed, consistency, and service standards.

Support Staff / Part-Time Employees:

Supplement operational capacity during high-demand periods. Responsible for cleaning, restocking, and supporting the kitchen and service areas.

This structure enhances responsiveness, ensures quality assurance at all levels, and supports B Boyz's commitment to fast, fresh, and flavorful food.

9.2 Key Roles and Responsibilities



Store Manager

Leads the in-store team and operations, ensuring adherence to B Boyz quality and hygiene standards. Manages staff rosters, supply levels, and customer satisfaction metrics. Reports progress and issues to the franchise owner.



Shift Leaders

Coordinate frontline operations during specific time blocks. Their role includes supervising crew performance, managing ticket flow, maintaining prep lines, and ensuring compliance with service targets and cleanliness standards.



Kitchen Crew / Front Counter Staff

Responsible for executing orders efficiently, maintaining prep hygiene, assembling burgers and wraps per B Boyz recipes, and offering friendly customer interaction at the counter and POS systems.



Part-Time & Support Staff

Engaged during peak periods or weekends to support high-volume service. Their responsibilities include dishwashing, cleaning, stocking, and aiding kitchen prep—crucial for ensuring uninterrupted service during rush hours.

9.3 Numan Liaqat Mian



NUMAN LIAQAT MIAN

Franchise Owner / Operator

With these advantages, our franchise location not only adheres to Mr. Sub's established operational protocols but also strategically adapts to meet the specific demands of the local market in Barrie, positioning itself for sustained growth and profitability. With these advantages, our franchise location not only adheres to Mr. Sub's established operational protocols but also strategically adapts to meet the specific demands of the local market in Barrie, positioning itself for sustained growth and profitability.

9.4 Training and Development Strategies



B Boyz Brampton will implement a structured training program focused on operational consistency, customer service, and personal growth:

Foundational Onboarding:

Every new team member will undergo orientation on B Boyz culture, brand mission, food handling protocols, and service expectations. This ensures uniformity in customer experience.

Hands-On Training:

Practical sessions on food prep, grill use, POS operations, cleaning procedures, and customer service etiquette will be conducted during the initial onboarding week.

Cross-Training:

Employees will be trained across multiple roles to ensure flexibility during busy hours and staff shortages, boosting team efficiency and job satisfaction.

Continuous Skill Development:

Monthly refresher workshops will be held to update teams on new menu launches, customer engagement tactics, and time-saving techniques in food preparation.

Performance Reviews:

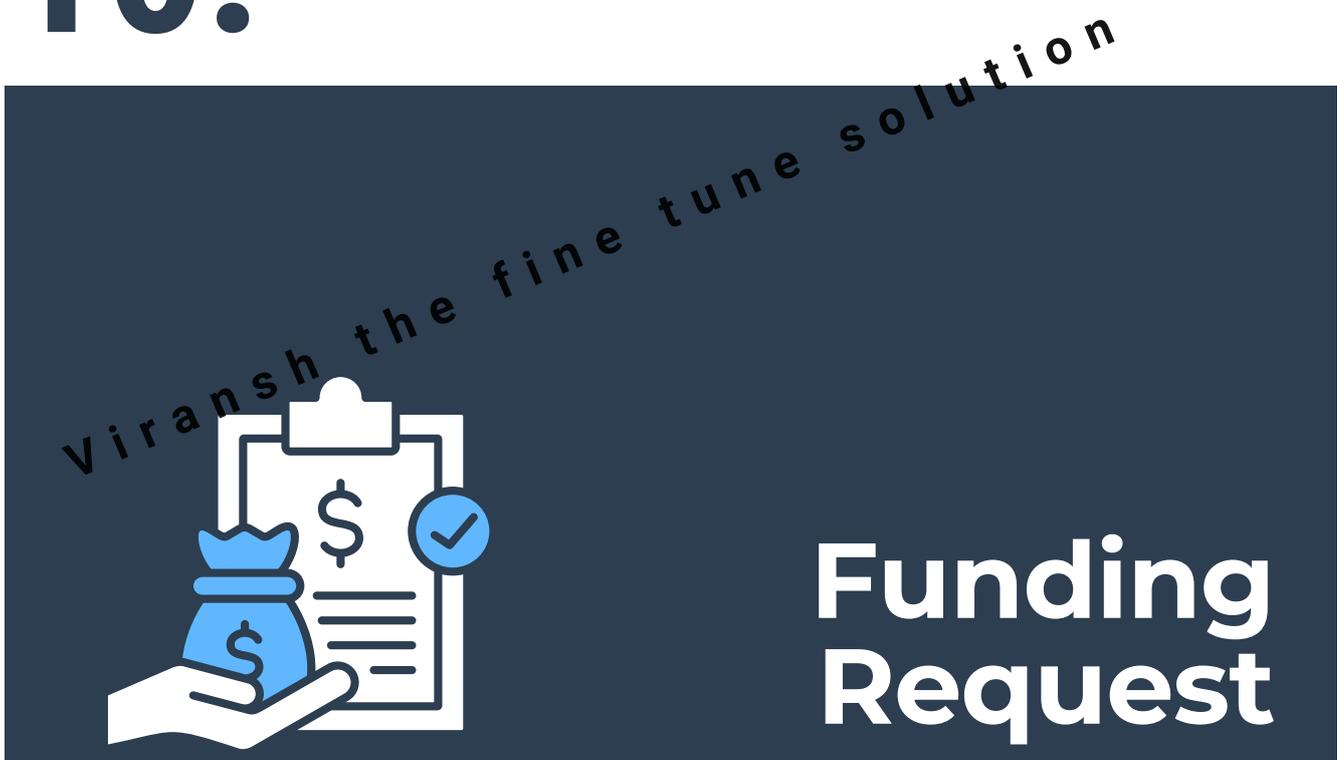
Staff will be regularly evaluated on key metrics like speed of service, cleanliness, accuracy, and customer feedback. High performers will be recognized and incentivized.

Leadership Grooming:

Shift leaders and managers will receive additional training on team handling, conflict resolution, and inventory management. Future leaders will be identified internally to ensure sustainable growth.

Community & Brand Workshops: Employees will be educated on brand storytelling, community involvement, and social media participation to reinforce B Boyz's neighborhood-centric branding.

10.



- 10.1 Total Funding Required
- 10.2 Allocation of Investment Funds
- 10.3 Projected Returns

10.1 Total Funding Required



To successfully establish our **B Boyz** Brampton location, we are seeking a total investment of **CAD 363,528** (inclusive of a 2% transaction and legal fee). This funding is essential to secure assets, perform necessary upgrades, and ensure seamless operational readiness prior to launch.

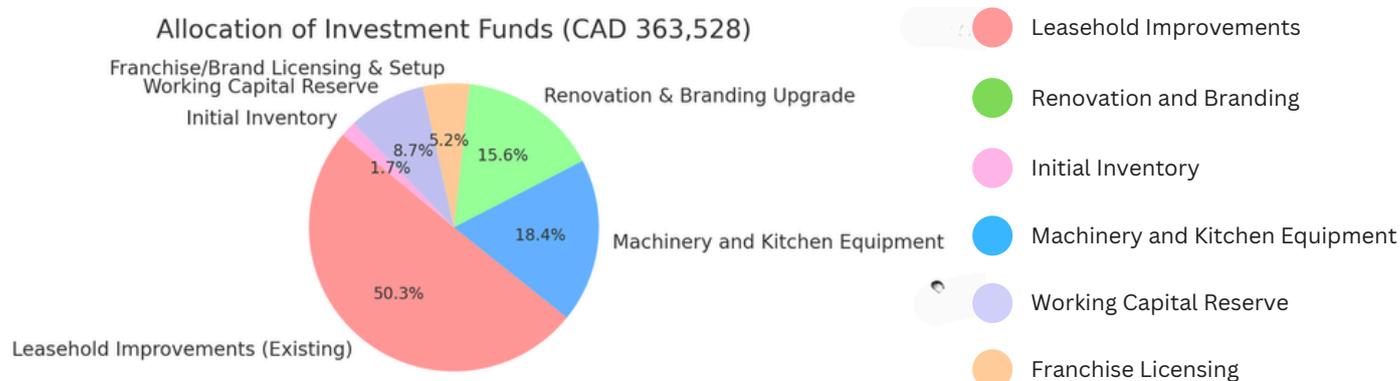
The funding covers:

- Asset Purchase from the previous leaseholder, including kitchen infrastructure, dining layout, and equipment necessary to support the **B Boyz** service model.
- Renovation & Fit-Out Costs for aligning the interiors with **B Boyz's** brand standards and aesthetics.
- Pre-opening operational setup, including initial staffing, training, and inventory procurement.

A deposit of **CAD 50,000** will be paid at the time of agreement signing, with the remaining **CAD 256,000** disbursed at closing. Additionally, **CAD 90,000** will be allocated toward renovations, rebranding, digital integration, and functional upgrades.

Our launch strategy is designed to tap into Brampton's high-growth foodservice market with a differentiated offering focused on loaded burgers, smash-style chicken, wraps, and indulgent sides, supported by strong digital engagement and online delivery channels. With a clear go-to-market plan and operational framework, we anticipate achieving profitability within the first **12 months**.

10.2 Allocation of Investment Funds



10.3 Use of Funds



The allocation of funds is structured to ensure a strong operational foundation and scalable growth. The breakdown is as follows:

Use of Funds	Amount
Renovation and Equipment Upgrade	\$90,000
Existing Leasehold Improvements	\$290,000
Machinery and Equipment	\$106,000
Franchise Fee	\$30,000
Working Capital Reserve	\$50,000
Start-up Inventory	\$10,000

10.4 Projected Returns



B Boyz Brampton is expected to generate consistent and growing returns, leveraging its modern menu, tech-enabled service, and strong brand presence.

Revenue Growth

Based on location footfall and current QSR performance benchmarks in the area, we project a 10% revenue growth over the seller's 2023 baseline, targeting CAD 908,637 in Year 1 gross sales.

Revenue will come from three core channels:

- In-store Dine-in & Takeout
- Online Delivery (UberEats, SkipTheDishes, DoorDash)
- Catering for local offices, schools, and events

Gross & Net Profit Margins

- Our strategy includes cost optimization and supplier efficiency to maintain COGS at approximately 35%, targeting a gross profit margin of 65%.
- By Year 3, B Boyz Brampton aims to reach a net profit margin of 7%, resulting in estimated net profits of CAD 83,285 based on projected revenue.

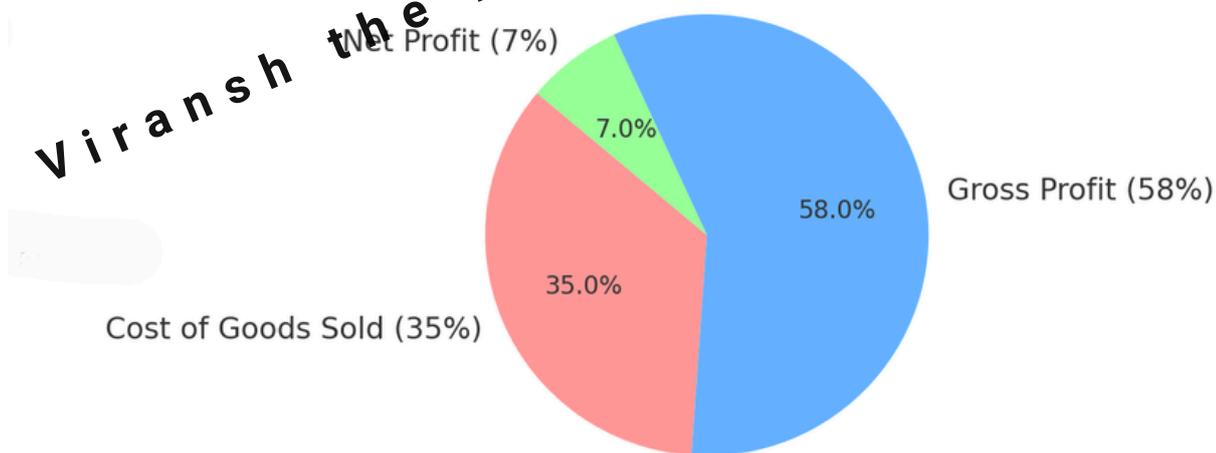
Operational Hours & Sales Capacity

Our store will operate approximately 102 hours per week, covering high-demand meal windows (breakfast, lunch, dinner, and late night).

This high-capacity model allows us to:

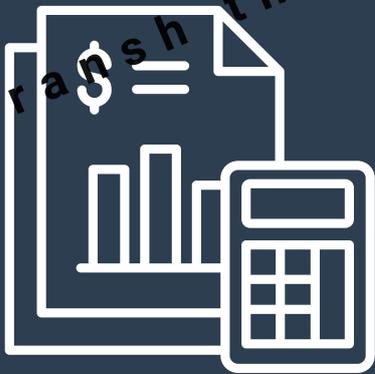
- Maximize sales potential across dayparts
- Offer flexible catering and delivery slots
- Drive volume during weekends and public holidays

Projected Returns Breakdown (Year 1 Revenue: CAD 908,637)



11.

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Financials

- 11.1 Startup Costs
- 11.2 Allocation of Investment Funds
- 11.3 Revenue Built Up
- 11.4 P & L Statement
- 11.5 Cashflow Statement
- 11.6 Balance Sheet
- 11.7 Summarized Statement
- 11.8 Ratio Analysis
- 11.9 Loan Term Sch
- 11.10 Break Even Analysis

11.1 Startup Costs

Particulars	Amount (CAD\$)
Fixed Assets	
Machinery & Equipment	1,06,000.00
Leasehold improvements	2,90,000.00
Franchise fee	30,000.00
Total Fixed Assets	4,26,000.00
Startup cost	
Working capital reserve	50,000.00
Start-up inventory	10,000.00
Total Startup expenses	60,000.00
Total Investment	4,86,000.00
Capital	
Owner's Investment	1,22,472.00
Bank loan	3,63,528.00
Total Capital	4,86,000.00
Surplus Cash	-

FIXED ASSETS



■ Machinery & Equipment ■ Leasehold improvements ■ Franchise fee

START-UP COSTS



■ Working capital reserve ■ Start-up inventory

11.2 Allocation of Investment Funds

All Amounts Are in CAD

Qty	Particulars	Price	Total Amount	Depriciation Rate
	Tangible Assets			
	Machinery & Equipment		1,06,000.00	20%
	Leasehold improvements		2,90,000.00	20%
	Franchise fee		30,000.00	30%
	Total amount invested in fixed assets		4,26,000.00	

11.3 Revenue Built Up

REVENUE 1: Dine-in and Take-out

Number of working days in a month	25.00
Number of months in a year	12.00
Number of orders completed in day of a month	160.00
Growth rate in number of orders per year	13%
Growth rate in sales price per order	1%

Particulars	Year 1	Year 2	Year 3	Year 4	Year 5
Average items Sold	48,000.00	54,240.00	61,292.00	69,260.00	78,264.00
Sale price per order completed	12.00	13.00	14.00	15.00	16.00
Revenue of company (CAD\$)	5,76,000.00	7,05,120.00	8,58,088.00	10,38,900.00	12,52,224.00

REVENUE 2: DELIVERY

Number of working days in a month	25.00
Number of months in a year	12.00
Number of orders completed in day of a month	45.00
Growth rate in number of orders per year	15%
Growth rate in sales price per order	1%

Particulars	Year 1	Year 2	Year 3	Year 4	Year 5
Average items Sold	13,500.00	15,525.00	17,854.00	20,533.00	23,613.00
Sale price per order completed	12.00	13.00	14.00	15.00	16.00
Revenue of company(CAD\$)	1,62,000.00	2,01,825.00	2,49,956.00	3,07,995.00	3,77,808.00

REVENUE 3: CATERING

Number of working days in a month	25.00
Number of months in a year	12.00
Number of orders completed in day of a month	30.00
Growth rate in number of orders per year	12%
Growth rate in sales price per order	1%

Particulars	Year 1	Year 2	Year 3	Year 4	Year 5
Average items Sold	9,000.00	10,080.00	11,290.00	12,645.00	14,163.00
Sale price per order completed	15.00	16.00	17.00	18.00	19.00
Revenue of company(CAD\$)	1,35,000.00	1,61,280.00	1,91,930.00	2,27,610.00	2,69,097.00

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11.4 P & L Statement

(Amount CAD\$)

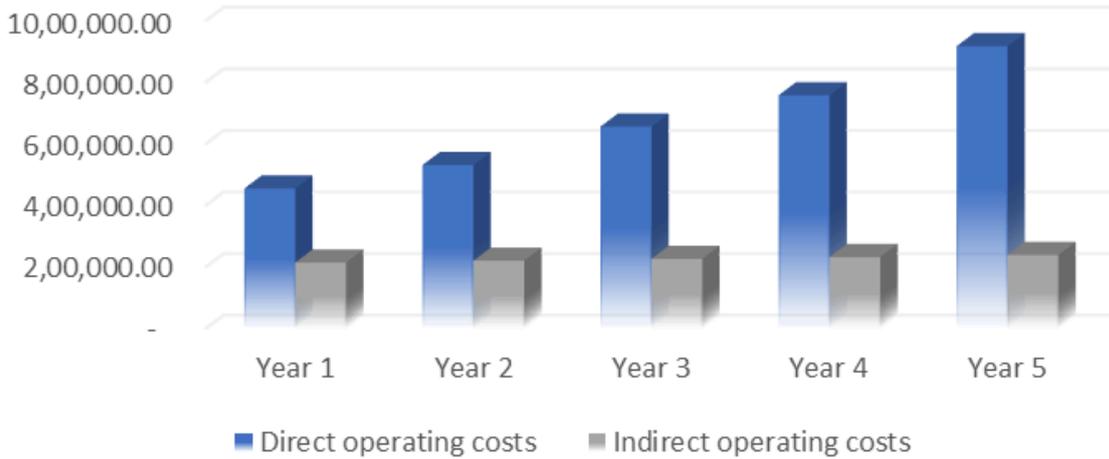
Particulars	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue streams					
REVENUE 1: Dine-in and Take-out	5,76,000.00	7,05,120.00	8,58,088.00	10,38,900.00	12,52,224.00
REVENUE 2: DELIVERY	1,62,000.00	2,01,825.00	2,49,956.00	3,07,995.00	3,77,808.00
REVENUE 3: CATERING	1,35,000.00	1,61,280.00	1,91,930.00	2,27,610.00	2,69,097.00
Total revenue from all streams	8,73,000.00	10,68,225.00	12,99,974.00	15,74,505.00	18,99,129.00
Direct operating costs					
Employment costs	1,30,800.00	1,34,423.16	1,73,886.84	1,73,886.84	2,13,350.52
Food & beverages costs	2,61,900.00	3,20,467.50	3,89,992.20	4,72,351.50	5,69,738.70
Franchise fee	26,190.00	32,046.75	38,999.22	47,235.15	56,973.87
Delivery platform fee	17,460.00	21,364.50	25,999.48	31,490.10	37,982.58
Packaging costs	17,460.00	21,364.50	25,999.48	31,490.10	37,982.58
Total direct costs	4,53,810.00	5,29,666.41	6,54,877.22	7,56,453.69	9,16,028.25
Gross Profit	4,19,190.00	5,38,558.59	6,45,096.78	8,18,051.31	9,83,100.75
Gross Profit %age	48.02%	50.42%	49.62%	51.96%	51.77%
Indirect operating costs					
Royalty & advertising	20,000.00	20,554.00	21,123.35	21,708.46	22,309.79
Insurance	15,000.00	15,415.50	15,842.51	16,281.35	16,732.34
Office expenses	15,000.00	15,415.50	15,842.51	16,281.35	16,732.34
Training & recruitment	20,000.00	20,554.00	21,123.35	21,708.46	22,309.79
Rent	80,000.00	82,216.00	84,493.38	86,833.85	89,239.15
Professional fees	15,000.00	15,415.50	15,842.51	16,281.35	16,732.34
Telecommunication	13,000.00	13,360.10	13,730.17	14,110.50	14,501.36
Utilities	20,000.00	20,554.00	21,123.35	21,708.46	22,309.79
Repair & maintenance	15,000.00	15,415.50	15,842.51	16,281.35	16,732.34
Total	2,13,000.00	2,18,900.10	2,24,963.63	2,31,195.13	2,37,599.23
Earnings before interest and amortization	2,06,190.00	3,19,658.49	4,20,133.15	5,86,856.18	7,45,501.52
Interest on loan	28,009.67	25,964.43	23,750.53	21,354.07	18,760.00
Depreciation on:					
Machinery & equipment	21,200.00	16,960.00	13,568.00	10,854.00	8,684.00
Leasehold improvements	58,000.00	46,400.00	37,120.00	29,696.00	23,757.00
Franchise fee	9,000.00	6,300.00	4,410.00	3,087.00	2,161.00
Amortization of start-up costs	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00
Earnings before taxes	77,980.33	2,12,034.06	3,29,284.62	5,09,865.11	6,80,139.52
Taxes	20,664.79	56,189.03	87,260.42	1,35,114.25	1,80,236.97
Net Profit	57,315.54	1,55,845.04	2,42,024.19	3,74,750.86	4,99,902.55
Net Profit %age	6.57%	14.59%	18.62%	23.80%	26.32%

TOTAL REVENUE



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TOTAL COSTS INCURRED

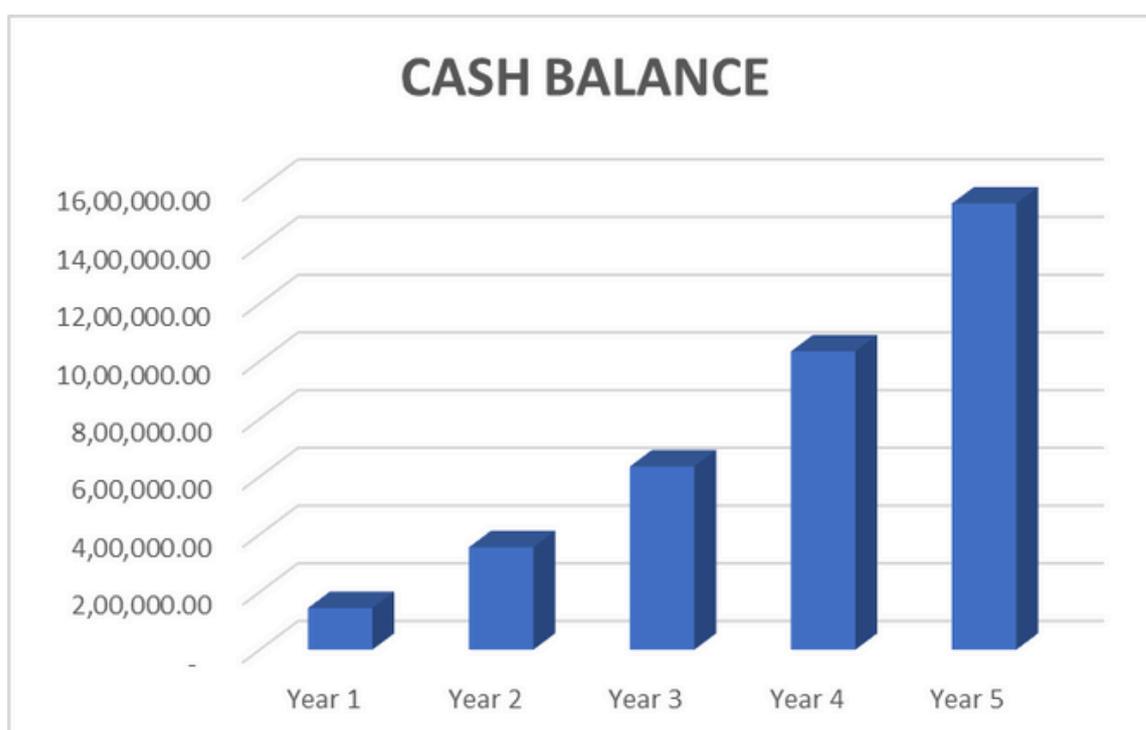


11.5 Cashflow Statement

(Amount CAD\$)

Particulars	Year 1	Year 2	Year 3	Year 4	Year 5
Cash at the start of year	-	1,44,713.22	3,55,370.69	6,35,431.43	10,34,361.37
Add:					
Cash Inflows					
Revenues	8,73,000.00	10,68,225.00	12,99,974.00	15,74,505.00	18,99,129.00
Short term borrowings	12,000.00				
Owner's investment	1,22,472.00				
Bank loan	3,63,528.00				
Total Cash inflow	13,71,000.00	10,68,225.00	12,99,974.00	15,74,505.00	18,99,129.00
Cash Outflows					
Fixed assets purchased	4,26,000.00				
Start-up expenses	60,000.00				
Direct Operating Expenses	4,53,810.00	5,29,666.41	6,54,877.32	7,56,453.69	9,16,028.25
Indirect Operating Expenses	2,13,000.00	2,18,900.10	2,29,900.63	2,31,195.13	2,37,599.23
Interest on loan	28,009.67	25,964.43	23,750.53	21,354.07	18,760.00
Principal repayment	24,802.32	26,847.56	29,061.46	31,457.92	34,051.99
Taxes	20,664.79	56,189.03	87,260.42	1,35,114.25	1,80,236.97
Total Cash outflow	12,26,966.78	8,57,567.53	10,19,913.27	11,75,575.06	13,86,676.44
Less:					
Changes in Cash during the year	1,44,713.22	2,10,657.47	2,80,060.73	3,98,929.94	5,12,452.56
Closing Cash Balance	1,44,713.22	3,55,370.69	6,35,431.43	10,34,361.37	15,46,813.92

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11.6 Balance Sheet

(Amount CAD\$)

Particulars	Year 1	Year 2	Year 3	Year 4	Year 5
Fixed Assets					
Tangible Assets					
Machinery & equipment	1,06,000.00	84,800.00	67,840.00	54,272.00	43,418.00
Less: Depreciation	21,200.00	16,960.00	13,568.00	10,854.00	8,684.00
Balance	84,800.00	67,840.00	54,272.00	43,418.00	34,734.00
Leasehold improvements	2,90,000.00	2,32,000.00	1,85,600.00	1,48,480.00	1,18,784.00
Less: Depreciation	58,000.00	46,400.00	37,120.00	29,696.00	23,757.00
Balance	2,32,000.00	1,85,600.00	1,48,480.00	1,18,784.00	95,027.00
Franchise fee	30,000.00	21,000.00	14,700.00	10,290.00	7,203.00
Less: Depreciation	9,000.00	6,300.00	4,410.00	3,087.00	2,161.00
Balance	21,000.00	14,700.00	10,290.00	7,203.00	5,042.00
Total Fixed Assets	3,37,800.00	2,68,140.00	2,10,042.00	1,69,405.00	1,34,803.00
Current Assets					
Cash Balance	1,44,713.22	3,55,370.69	6,35,431.43	10,34,361.37	15,46,813.92
Start up expenses	60,000.00	48,000.00	36,000.00	24,000.00	12,000.00
Amortization	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00
Balance	48,000.00	36,000.00	24,000.00	12,000.00	-
Total Assets	5,30,513.22	6,59,510.69	8,72,473.43	12,15,766.37	16,81,616.92
Equity					
Paid In Capital	1,22,472.00	1,22,472.00	1,22,472.00	1,22,472.00	1,22,472.00
Retained Earnings		57,315.54	2,13,160.58	4,55,184.77	8,29,935.63
Earnings	57,315.54	1,55,845.04	2,42,024.19	3,74,750.86	4,99,902.55
	1,79,787.54	3,35,632.58	5,77,656.77	9,52,407.63	14,52,310.17
Liabilities					
Current Liabilities					
Short term borrowings	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00
Long Term Liabilities					
Bank loan	3,38,725.68	3,11,878.12	2,82,816.66	2,51,358.74	2,17,306.75
Total Liabilities & Capital	5,30,513.22	6,59,510.69	8,72,473.43	12,15,766.37	16,81,616.92

11.7 Summarized Statement

(Amount CAD\$)

	Particulars	Year 1	Year 2	Year 3	Year 4	Year 5
Profit and loss statement	Total revenue	8,73,000.00	10,68,225.00	12,99,974.00	15,74,505.00	18,99,129.00
	Total direct expenses	4,53,810.00	5,29,666.41	6,54,877.22	7,56,453.69	9,16,028.25
	Gross profit	4,19,190.00	5,38,558.59	6,45,096.78	8,18,051.31	9,83,100.75
	EBITDA	2,06,190.00	3,19,658.49	4,20,133.15	5,86,856.18	7,45,501.52
	Net profit	57,315.54	1,55,845.04	2,42,024.19	3,74,750.86	4,99,902.55
Cash flow statement	Cash at the beginning of year	-	1,44,713.22	3,55,370.69	6,35,431.43	10,34,361.37
	Cash inflow	13,71,000.00	10,68,225.00	12,99,974.00	15,74,505.00	18,99,129.00
	Cash outflow	12,26,286.78	8,57,567.53	10,19,913.27	11,75,575.06	13,86,676.44
	Net Changes in cash	1,44,713.22	2,10,657.47	2,80,060.73	3,98,929.94	5,12,452.56
	Closing cash balance	1,44,713.22	3,55,370.69	6,35,431.43	10,34,361.37	15,46,813.92
Balance sheet statement	Total Fixed Assets	3,37,800.00	2,68,140.00	2,13,042.00	1,69,405.00	1,34,803.00
	Total Current Assets	1,92,713.22	3,91,370.69	6,59,431.43	10,46,361.37	15,46,813.92
	Total Assets	5,30,513.22	6,59,510.69	8,72,473.43	12,15,766.37	16,81,616.92
	Total Liabilities & Capital	5,30,513.22	6,59,510.69	8,72,473.43	12,15,766.37	16,81,616.92

11.8 Ratio Analysis

S.No.	Ratios	Year 1	Year 2	Year 3	Year 4	Year 5
	Margin ratio					
1	Gross Profit Ratio	48.02%	50.42%	49.62%	51.96%	51.77%
2	Operating Profit Ratio	23.62%	29.92%	32.32%	37.27%	39.25%
3	Net Profit Ratio	6.57%	14.59%	18.62%	23.80%	26.32%
	Return ratio					
4	EBITDA/Assets	38.87%	48.47%	48.15%	48.27%	44.33%
5	Return on assets	10.80%	23.63%	27.74%	30.82%	29.73%
	Coverage ratio					
6	EBITDA	2,06,190.00	3,19,658.49	4,20,133.15	5,86,856.18	7,45,501.52
7	DSCR	0.49	0.17	0.10	0.06	0.04
8	Owner's equity/contribution	1.47	2.74	4.72	7.78	11.86

11.9 Loan Term Sch

		Amount (CAD\$)	
Loan	3,63,528.00		
Interest rate p.a.	7.95%	Monthly rate	0.006625
Duration (in months)	120		
EMI	4,401.00		

YEAR	PRINCIPAL REPAYMENT	BALANCE LOAN AMOUNT	INTEREST REPAYMENT
Term loan value		3,63,528.00	
Year 1	24,802.32	3,38,725.68	28,009.67
Year 2	26,847.56	3,11,878.12	25,964.43
Year 3	29,061.46	2,83,816.66	23,750.53
Year 4	31,457.92	2,51,358.74	21,354.07
Year 5	34,051.99	2,17,306.75	18,760.00
Year 6	36,859.98	1,80,446.77	15,952.01
Year 7	39,899.51	1,40,547.26	12,912.48
Year 8	43,189.70	97,357.57	9,622.30
Year 9	46,751.19	50,606.37	6,060.80
Year 10	50,606.37	-	2,205.62

11.10 Break Even Analysis

Particulars	Year 1	Year 2	Year 3	Year 4	Year 5
Sales	8,73,000.00	10,68,225.00	12,99,974.00	15,74,505.00	18,99,129.00
Variable costs					
Food & beverages costs	2,61,900.00	3,20,467.50	3,89,992.20	4,72,351.50	5,69,738.70
Franchise fee	26,190.00	32,046.75	38,999.22	47,235.15	56,973.87
Delivery platform fee	17,460.00	21,364.50	25,999.48	31,490.10	37,982.58
Packaging costs	17,460.00	21,364.50	25,999.48	31,490.10	37,982.58
Total variable costs	3,23,010.00	3,95,243.25	4,80,990.38	5,82,566.85	7,02,677.73
Contribution margin	5,49,990.00	6,72,981.75	8,18,983.62	9,91,938.15	11,96,451.27
Fixed costs					
Employment costs	1,30,800.00	1,34,423.16	1,73,886.84	1,73,886.84	2,13,350.52
Indirect operating costs	2,13,000.00	2,18,990.10	2,24,963.63	2,31,195.13	2,37,599.23
Total fixed costs	3,43,800.00	3,53,323.26	3,98,850.47	4,05,081.97	4,50,949.75
Breakeven sales margin	62.51%	52.50%	48.70%	40.84%	37.69%
Breakeven sales level	5,45,714.29	5,60,830.57	6,33,095.99	6,42,987.25	7,15,793.25



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