



SAFFRON SMOKE

AN INDIAN RESTAURANT

Business Plan

Viransh the fine tune solution
Our way to success

2025



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1. Executive Summary

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1.1 Business Concept Overview

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1.5 Key Success Factors

1.1 Business Concept Overview

Saffron Smoke is a modern Indian restaurant located in Mississauga, Ontario, Canada, offering a refined take on traditional Indian cuisine. Designed to bridge the gap between authentic ethnic flavors and modern hospitality expectations, Saffron Smoke delivers rich, tandoori-infused dishes, slow-cooked curries, biryanis, and classic Indian street food in a casual-yet-premium setting.

The concept is built on five pillars: authenticity, freshness, culinary craftsmanship, cultural inclusivity, and modern technology. Our chefs use traditional Indian cooking methods like charcoal tandoors, clay ovens, and aromatic spice blends while embracing modern presentation and service formats.

Saffron Smoke appeals to a broad demographic, including South Asian families, multicultural foodies, professionals, and event clients who value both tradition and experience. It is a one-stop destination for dine-in meals, takeaway cravings, online delivery, and professional catering.

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Key Differentiators:

- **Authentic Craftsmanship:** Every dish is made-to-order using high-quality halal-certified meat, fresh produce, and hand-ground Indian spices.
- **Inclusive Menu:** Vegetarian, vegan, gluten-free, and Jain options cater to a diverse clientele with clear allergen labeling.
- **Complete Experience:** We offer family-style platters, curated thali combos, fusion desserts, and signature beverages like mango lassi and masala chai.
- **Digital-First Ordering:** Seamless integration with food delivery apps and in-house QR menu systems make dining flexible and tech-enabled.
- **Cultural Connection:** Strong community outreach through festival tie-ins, regional food specials, and local event sponsorships.



1.2 Mission Statement

At Saffron Smoke, our mission is to honor India's culinary heritage by delivering flavorful, responsibly prepared, and authentically inspired meals to Mississauga diverse community. We strive to provide a dining experience that balances the comfort of traditional Indian food with the efficiency and standards of contemporary restaurants.

We pursue this mission by:

- Sourcing fresh, halal-certified, and ethically raised ingredients.
- Creating a menu that spans India's diverse regions – from Punjabi tandoori platters to South Indian and Indo-Chinese street bites.
- Ensuring every guest, whether vegetarian, vegan, or meat-loving, finds food that suits their taste and lifestyle.
- Providing seamless convenience through online ordering, loyalty rewards.
- Celebrating cultural festivals and community events with themed menus and special promotions.

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1.3 Vision Statement

Saffron Smoke envisions becoming Mississauga, Ontario's most trusted and beloved Indian dining brand known not just for taste but for consistency, hospitality, and cultural depth.

By 2030, we aim to:

- Open additional locations across Ontario in multicultural, high-footfall zones.
- Build a loyal customer base supported by personalized marketing and in-app rewards.
- Lead sustainability in Indian foodservice with eco-friendly packaging and low-waste kitchens.
- Support new culinary entrepreneurs by offering training and potential franchising opportunities.
- Create a vibrant cultural hub that celebrates India's food legacy in a global format.

1.4 Unique Offering in a Competitive Market

Culinary Innovation: Our menu spans India’s culinary map from butter chicken to Amritsari fish, Kolkata rolls, and Hyderabadi biryani paired with contemporary plating and fusion ideas like “masala tacos” or “tandoori poutine”.

Portion + Value Strategy: Our thalis and combos offer generous portions with a balanced mix of proteins, carbs, and veggies, delivering comfort, flavor, and value.

Modern Indian Ambience: The interiors are styled with rustic tandoor-themed decor, brass utensils, and Bollywood-retro murals, making it not just a restaurant—but a cultural destination.

Digital Convenience: QR menus, online payments, loyalty systems, and integrations with Uber Eats and Skip The Dishes streamline the entire dining journey.

Buzz-Worthy Marketing: Our vibrant menu, colorful food styling, and festival launches make us naturally viral on platforms like Instagram, TikTok, and Facebook.

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Unlike traditional Indian eateries that rely solely on Tandoori dishes, Saffron Smoke merges culinary authenticity with contemporary relevance, attracting both first-time explorers and nostalgic regulars.



1.5 Key Success Factors

Prime Location: Mississauga has a significant South Asian population, especially from India and Pakistan, which means there’s a deep demand for authentic flavors.

Taste-Centric Strategy: Our focus on freshly made, boldly flavored food drives repeat business and word-of-mouth promotion.

Multi-Channel Revenue: We operate across four verticals—dine-in, takeaway, delivery, and catering—ensuring steady cash flow and diversified income.

Operational Simplicity: Cross-utilized ingredients and modular kitchen zones reduce prep time, minimize waste, and maintain consistency.

Wide Menu Appeal: With dishes suited for all age groups, dietary preferences, and spice tolerances, Saffron Smoke becomes a preferred spot for families, groups, and solo diners alike.

2. Company Overview

2.1 Company History

2.2 Business Structure

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2.1 Company History

Saffron Smoke was created with a bold purpose: to redefine the Indian dining experience in Ontario through regional authenticity, vibrant presentation, and modern convenience. The first Saffron Smoke outlet is operated under Saffron Smoke Inc., incorporated by a passionate team of Indian food specialists and hospitality professionals in 2025.

Previously, the location housed a generic food outlet that did not leverage the growing multicultural demand for Indian cuisine in the GTA. The leadership team brings over 15 years of experience in the food industry, including the management of Indian catering services and food delivery startups. Their combined experience in both traditional culinary practices and modern foodservice operations ensures a balanced and sustainable restaurant model.

Saffron Smoke's mission is to bring bold, authentic Indian flavors to everyday life—offering meals that are fresh, customizable, and culturally inclusive for both South Asian and mainstream Canadian audiences.

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2.2 Business Structure

Saffron Smoke operates as an independent, founder-led business. It is not part of a franchise, enabling full creative control and operational flexibility.

Legal Structure:

Registered and incorporated in Ontario as **Saffron Smoke with BIN: 1001297587 and Corporation name: 17157070 Canada Inc.**

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Independently owned and operated (not franchised or licensed)
Liability protection and streamlined tax reporting under a Canadian corporate framework

Ownership & Management:

Managing Director: Oversees strategic direction, financial oversight, and brand development

Executive Chef: Manages recipe curation, ingredient sourcing, and kitchen operations

Operations Manager: Handles staffing, vendor coordination, cost controls, and logistics

Front-of-House Supervisor: Trains service team, monitors quality, and engages with customers

All team members follow strict SOPs and digital inventory systems to ensure consistency, hygiene, and performance metrics.



2.3 Location and Facilities

Saffron Smoke is located in **Harwick Dr. Mississauga, ON, L4T 3A4.**

Facility Features:

Modern Indian Interiors: Aesthetic blend of traditional Indian colors, spices, and wall murals featuring cultural symbols like tandoors, spice boxes, and rickshaws

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Seating & Flow: 40-seat indoor dining layout with compact flow design for both dine-in and takeout

Kitchen Setup: Equipped with commercial-grade gas tandoors, curry burners, flat grills, and a cold prep zone for chaat and desserts

Technology: Cloud-based POS system with tablet ordering, integrated with Uber Eats, Skip The Dishes, Door Dash, and direct website orders

The overall layout supports dine-in, delivery, and catering with minimal downtime and high turnover during lunch/dinner rushes.



2.4 Business Model

Saffron Smoke does not operate under a franchise. It is an original concept designed by the founders to bring innovation to the Indian QSR space.

This model prioritizes:

- Full brand ownership
- Operational independence
- Direct supplier negotiation
- Flexibility in product development
- Community-driven marketing initiatives

Franchise Readiness (Future Planning):

While not currently a franchise, Saffron Smoke's systems are built for replication:

- Standardized recipe books
- Costing sheets and vendor logs
- Staff training manuals
- Inventory and waste tracking systems
- Modular store design



2.5 Key Objectives



Achieve Profitability Within Year One

Control fixed and variable costs while building local awareness through grand opening promotions, partnerships with community events, and initial delivery discounts to break even and reach profitability within the first 12 months of operations.



Increase Sales starting in Year One

Leverage digital platforms including Google Ads, Instagram promotions, and targeted food delivery campaigns to drive foot traffic and online orders. Launch a points-based loyalty program to encourage repeat visits.

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Establish a Second Location by Year 5

Replicate success at Mississauga, we will be planning to have more restaurants in other locations



Expand Catering Operations

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

3. Problem and Solution

3.1 Market Demand and Challenges

3.2 Health-Conscious Dining Need

3.3 Enhancing Customer Convenience and Customization
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3.1 Market Demand and Challenges

The Canadian foodservice industry continues to evolve rapidly, with Quick-Service and Fast-Casual Restaurants showing steady growth. As of 2024, the market is valued at over **CAD \$38 billion**, with the **ethnic food segment**—particularly Indian cuisine—growing at a CAGR of 8–10%, driven by increasing multicultural populations and interest in diverse, flavorful meals.

Ontario, especially cities like **Toronto**, **Mississauga**, and **Brampton**, has seen a surge in demand for authentic Indian food that is both **convenient and high quality**. Yet, most offerings fall into two extremes—either overly commercialized buffets or small independent outlets with limited scalability or digital presence.

Saffron Smoke is positioned to fill this gap by offering **chef-driven Indian cuisine** in a modern, fast-casual format with tech-enabled service, consistent quality, and options for dine-in, take-out, delivery, and catering.

Despite this promising market opportunity, key challenges remain:

- **Competition from Established Brands:** Chains like Biryaniwalla, Bombay Frankies, and Indian Street Eats have strong market recall and growing footprints.

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- **Ingredient Inflation:** Rising costs of spices, rice, dairy, and meats can impact menu pricing and profit margins.
- **Labor Market Volatility:** Ontario's foodservice sector faces frequent staffing shortages and higher hourly wage demands.
- **Delivery & Technology Expectations:** Consumers demand frictionless online ordering, real-time tracking, and app-based loyalty—all of which require robust tech infrastructure.

However, the **Indian QSR market remains fragmented**, with very few brands offering a **full-spectrum menu**, **health-conscious options**, and **aesthetic dining** under one roof. This is the unique problem Saffron Smoke aims to solve.



3.2 Health-Conscious Dining Need

Consumer Trend

Today's consumers are more informed and health-aware than ever. A 2023 report by Restaurants Canada revealed that **65% of Canadians actively seek health-conscious or allergen-aware meals**, and over **70% of Gen Z and millennials** prefer customizable food options that fit their dietary needs.

Indian food, when made fresh, offers natural advantages—lentils, turmeric, grilled proteins, fresh herbs, and vegetarian staples. Yet, few restaurants position Indian cuisine as **wellness-oriented** or **adaptable** to dietary preferences.

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Saffron Smoke's Response

Saffron Smoke is designed to offer both **indulgence and integrity**, combining the richness of Indian flavors with **clean, modern preparation** methods. Our offerings support low-calorie, vegetarian, and allergen-friendly diets.

Key wellness-driven menu features:

- **Halal-Certified Proteins:** All meat and chicken are sourced from certified halal suppliers to ensure religious compliance and food safety.
- **Grilled Options:** Tandoori-grilled proteins and paneer replace heavier fried alternatives without compromising on flavor.
- **Lighter Bases:** Guests can choose from whole wheat rotis, lettuce wraps, or basmati rice bowls.
- **Ingredient Transparency:** Allergen details, nutritional facts, and ingredient sourcing are clearly labeled online and in-store.
- **Vegetarian & Vegan Items:** From dal makhani to jackfruit biryani, meatless options are rich in flavor and protein.

By promoting "**Clean Indian Comfort Food**", Saffron Smoke positions itself as a modern solution for today's wellness-minded, culturally curious diner.

3.3 Enhancing Customer Convenience and Customization

Modern diners expect their food experience to be **fast, digital, and personal**. According to a 2023 Deloitte QSR Study, **73% of Canadian consumers are more likely to revisit** a restaurant that offers customized dishes, while **67% are willing to pay more** for personalized meals.

Saffron Smoke meets and exceeds these expectations by providing:

Convenience-Driven Infrastructure:

- **Strategic Location:** Situated in a high-traffic mixed-use zone with nearby residential and office clusters.
- **Digital POS and Online Integration:** Orders accepted through Uber Eats, SkipTheDishes, DoorDash, and a proprietary ordering page.
- **Fast-Casual Format:** Semi-open kitchen and prep-line style assembly system allows meals to be delivered in under 10 minutes.
- **Visual Menus:** Tablets and digital signage display visuals of popular dishes and calorie counts for quick selection.

Customization Across Meal Types:

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- **Build-Your-Own Thali:** Choose 2 mains, 1 rice, 1 bread, and salad or raita.
- **Tandoori Bowl Bar:** Pick your base (rice, salad, naan), protein (paneer, chicken tikka, lamb), and toppings (mint chutney, yogurt drizzle, etc.).
- **Curry Combos:** Select spice level, type of gravy (makhani, saag, korma), and protein.
- **Wraps & Rolls:** Customize fillings with vegetables, sauces, and grilled meat options.

Personalized Add-Ons:

- Add protein, paneer, extra naan, side salads, or replace carbs with cauliflower rice.
- Choose sugar-free drinks or healthy beverages like jeera soda or masala chaas.

By fusing **flavor, flexibility, and fast service**, Saffron Smoke becomes the go-to choice for customers seeking a **modern, personalized Indian meal experience**—whether they're dining in, taking out, or ordering on-the-go.

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4. Products and Services

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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

4.7 Tiffin Services (Home-Style Indian Meal Plans)

4.1 Menu Overview

At Saffron Smoke, our menu is a celebration of rich Indian culinary heritage, combining authentic spices, time-tested recipes, and modern presentation. From creamy North Indian gravies to fragrant biryanis and tandoori specials, every dish is crafted fresh to order using high-quality halal-certified ingredients. Our offerings cater to diverse dietary preferences, including vegetarian, non-vegetarian, gluten-free, and health-conscious choices—making Saffron Smoke a go-to destination for families, professionals, students, and cultural food lovers across Ontario.

Signature Curries

Our menu features a variety of regional favorites and house-special gravies made with hand-ground spices and traditional cooking methods:

- **Butter Chicken** – Tender chicken simmered in a rich, buttery tomato-based sauce with a hint of fenugreek.
- *Kiranah the fine tune selection*
• **Chicken Tikka Masala** – Char-grilled chicken tikka in a creamy onion-tomato masala.
- **Lamb Rogan Josh** – Slow-cooked lamb curry from Kashmir with aromatic whole spices.
- **Goat Curry** – Bone-in goat pieces stewed in a rustic, homestyle gravy.
- **Paneer Butter Masala** – Cubes of paneer (Indian cottage cheese) in a velvety tomato-cream sauce.
- **Mixed Vegetable Curry** – Seasonal vegetables cooked in traditional onion-tomato masala.

Tandoori & Grilled Specials

Cooked in our traditional clay tandoor for smoky flavors and crisp textures:

- **Tandoori Chicken** – Half or full chicken marinated overnight in yogurt and spices.
- **Chicken Seekh Kebab** – Minced spiced chicken skewers, grilled to perfection.
- **Paneer Tikka** – Grilled chunks of marinated paneer, capsicum, and onions.
- **Fish Tikka** – Soft boneless fish pieces with mustard and lemon flavors.

Biryanis & Rice Dishes

Each biryani is dum-cooked in the traditional Hyderabadi style with saffron-infused basmati rice:

Chicken Biryani

Lamb or Goat Biryani

Veg Biryani

Jeera Rice & Peas Pulao – Ideal pairings for curries.

Indian Breads

Made fresh in-house, perfect to complement our gravies and tandoori dishes:

- **Butter Naan / Garlic Naan**
- **Tandoori Roti / Missi Roti**
- **Lachha Paratha / Stuffed Naan (Paneer, Potato, Onion)**

Street Snacks & Starters

Indian comfort food at its finest, ideal for dine-in or party platters:

- **Samosa (2 pcs)** – Stuffed with spiced potatoes and peas.

• **Chaat** – Pani Puri, Papdi Chaat, Dahi Bhalla.

- **Pakor**s – Onion, Spinach, or Paneer varieties served with mint and tamarind chutneys.

Chicken Lollipop / Manchurian – Indo-Chinese fusion starters.

Combo Meals & Thalīs

Ideal for lunch rush or family meals:

- **Veg Thali** – Includes 2 sabzis, dal, rice, roti, salad, and dessert.
- **Non-Veg Thali** – 1 chicken curry, dal, rice, roti, salad, and sweet.
- **Butter Chicken Combo** – With rice or naan and drink.
- **Family Biryani Platter** – Serves 4–5 with salad and raita.

Desserts & Beverages

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End your meal with a traditional sweet or refreshing drink:

Gulab Jamun / Rasmalai / Kheer

Mango Lassi / Sweet Lassi / Masala Chai

Soft Drinks / Bottled Water / Limca / Thums Up



4.2 Health-Conscious Options

Our menu offers nutritious twists on traditional dishes to align with health-aware dining habits:

- **Grilled over fried:** Tandoori chicken bowls and cauliflower bites instead of deep-fried alternatives.
- **Vegetarian-friendly options** like cauliflower bites and samosas made fresh.
- **Balanced servings** with rice and salad components in bowls.
- Clear allergen/menu labeling through digital menus and QR codes.

These offerings ensure the modern consumer can enjoy rich Indian flavors with mindful preparation.

4.3 Customization Features

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We empower guests to personalize meals across several dimensions:

- **Choose Your Base:** Rice, masala fries, mini naan, or slaw.
- **Protein Option:** Tandoori chicken, vegetarian cauliflower, or beef tots.
- **Sauce Level:** Butter masala, whipped garlic, house chili chutney.
- **Spice Preference:** Mild, medium, spicy.
- **Extras: Add** gulab jamun, mango lassi, or salad side.

Customization enables health, dietary, and flavor preferences while supporting modular kitchen efficiencies.

4.4 Catering Services

Saffron Smoke Catering is designed for small events and group orders:

- **Office and private events:** Order trays of tandoori chicken bowl components or fry-based snack trays.
- **Build-your-own meal boxes:** Grain, protein, and sauce combinations for groups.
- **Snack combos:** Samosa & tots platters ideal for casual functions.
- Catering allows customization of spice levels and dietary preferences, including meat-free versions.

Each catering order is packaged for easy transport and freshness retention.



4.5 Delivery Services

We partner with major delivery platforms (Uber Eats, DoorDash, SkipTheDishes) for seamless customer access.

- **Heat-sealed packaging** to preserve temperature and presentation.

- **Delivery optimized format.** Single bowl and snack combos translate well into take-out containers.

- Digital promotions (e.g. first-time discounts) boost online traffic.

Delivery logistics are integrated from day one to ensure efficient fulfillment and high-brand satisfaction.

4.6 Pricing Plan

Saffron Smoke follows a value-based pricing approach designed to cater to the tastes and budgets of families, students, professionals, and Indian cuisine enthusiasts in Ontario. The pricing is thoughtfully positioned to offer premium-quality, home-style Indian meals at competitive rates, reflecting both authenticity and affordability.

4.7 Tiffin Services (Home-Style Indian Meal Plans)

To serve the growing demand for **affordable, home-style Indian meals**, especially among students, working professionals, and elderly residents, **Saffron Smoke** will offer a structured **Tiffin Meal Subscription Service**.

This service provides nutritious, fresh, and rotating Indian meals delivered daily or weekly, packaged for convenience and long-term retention.

Meal Plan Features:

- **Vegetarian and Non-Vegetarian Options**
- **Daily Fresh Preparation** using the same high-quality ingredients used in our restaurant menu
- **Monthly Subscription or Pay-as-you-go**
- *Viransh the fine tune solution*
- **Delivered Hot (Lunch & Dinner Slots) or Pick-Up Available**

Why Customers Choose Saffron Smoke Tiffins:

- **Homestyle Flavors** – Not restaurant-rich, but lightly spiced and digestible.
- **Affordable & Consistent** – Daily nourishment with flexible pricing.
- **Reliable Delivery** – Contactless doorstep delivery across key zones.
- **Rotating Menus** – Never boring, with regional Indian variety.

Tiffin services enhance **recurring revenue, brand loyalty, and community engagement**—especially in student-heavy neighborhoods and suburbs with multicultural households.

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

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5.1 Industry Overview and Trends

The Quick Service Restaurant (QSR) industry in Canada represents one of the most dynamic and rapidly evolving segments of the national foodservice economy. Designed to cater to consumers seeking fast, convenient, and affordable meals, QSRs span a broad range of cuisine types and formats—including dine-in, take-out, drive-thru, and delivery. This industry continues to play a vital role in the daily routines of Canadians, offering flexibility, consistency, and increasingly personalized dining experiences.



The Canadian QSR market is currently valued at over CAD \$45 billion, with significant contributions from both global franchises and emerging independent brands. Urban centers such as Toronto, Brampton, Mississauga, and Ottawa serve as high-opportunity zones for ethnic QSRs, including authentic Indian cuisine, which has seen rising popularity due to Canada’s multicultural demographic makeup.

Key Market Trends Relevant to Saffron Smoke:

Rise of Independent Ethnic QSRs: *Winning the fine tune solution*
Consumers are moving away from generic fast-food chains and seeking out authentic, independent restaurants that offer cultural relevance and niche value. Indian cuisine, in particular, is gaining traction due to its diverse flavor profiles, vegetarian variety, and vibrant presentation.

Digital Ordering Boom:

Online ordering and delivery now account for over 49% of total QSR transactions in Canada, especially among working professionals and students. Platforms like Uber Eats, Skip The Dishes, and Door Dash have expanded market reach for non-franchise restaurants like Saffron Smoke.

Health-Conscious & Halal Preferences:

As health awareness grows, diners are demanding transparency in ingredients, halal-certified proteins, low-oil cooking methods, and vegetarian alternatives. This shift is especially pronounced among younger Canadian consumers (ages 18–35), creating an opening for clean-label Indian meal options.

AI & Convenience-Driven Innovation:

Tech integrations like mobile pre-orders, loyalty apps, and AI-enabled recommendations are shaping modern customer experiences. Restaurants that offer customization and convenience through tech gain stronger retention rates and higher average order values.

Catering and Meal Subscription Growth:

The demand for tiffin services, office catering, and event platters is growing fast—particularly in urban areas with high immigrant populations. Saffron Smoke’s catering and home-style meal plan offerings align directly with this expanding segment.

5.2 Target Market Profile

Saffron Smoke’s primary customer base is composed of multicultural, flavor-conscious individuals and families seeking convenient access to traditional Indian food in a fast-casual format. Given our strategic location in Ontario—an area with a growing South Asian population—we aim to serve the following core segments:

1. Diverse Families (approx. 24% of local QSR market)

- Includes large South Asian and multicultural households with two or more working adults.
- Prioritize halal, vegetarian, and health-conscious options for everyday meals.
- Spend nearly 33% of their food budget on restaurant dining, primarily on dinner and weekend takeout.
- Value convenience, authenticity, and affordability; prefer customizable and family combo meals.
- Regular users of delivery apps and catering services for social events, religious gatherings, and family celebrations.

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2. Young Singles & Students (approx. 8%)

- Predominantly college/university students, first-job professionals, and international migrants.
- Budget-sensitive but frequent eaters at QSRs; spend 35%+ of food expenses on snacks, tiffins, and casual meals.
- High usage of tiffin services, online ordering, and loyalty-based promotions.
- Seek fast, fresh, flavorful food that reminds them of home.

3. Affluent Families & Empty Nesters (approx. 12%)

- Dual-income households and older couples with higher disposable income.
- Attracted by premium presentation, clean-label ingredients, and ease of digital ordering.
- Loyal to local, high-quality ethnic restaurants that provide consistent service and personalized experiences.

More likely to spend on catering, festive platters, and higher-margin items like lamb or seafood dishes.

VISUAL BREAKDOWN

Segment	% of Local QSR Market	Key Traits
Diverse Families	24%	Multicultural, health-focused, prefer dine-in & delivery, seek authentic meals
Young Singles & Students	8%	Budget-sensitive, high order frequency, prefer tiffin and combo deals
Affluent Families & Nesters	12%	Quality-driven, digital-savvy, high average spend, prefer customization

5.3 Market Size and Growth Potential

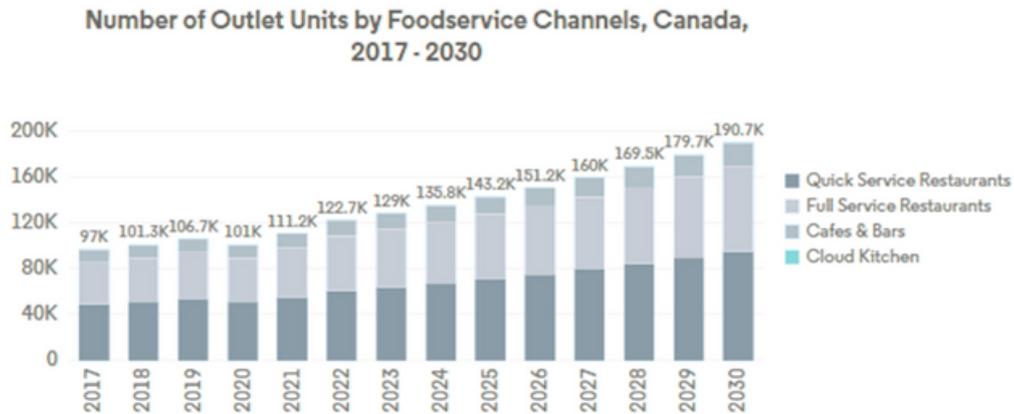


The *Viransh* Quick Service Restaurant (QSR) sector in Canada is riding a wave of sustained demand, driven by the country's demographic shifts, evolving consumer tastes, and increased digital infrastructure.

Ontario, especially cities like Toronto, Brampton, Mississauga, and Ottawa, represents a core region for this growth, with Indian restaurants now comprising a significant share of independent QSR startups.

As of 2024, the Canadian QSR industry is valued at approximately USD \$8.49 billion, with a projected CAGR of 4.0%. Within this segment, ethnic food brands—particularly Indian cuisine—are among the fastest-growing subcategories, owing to a rapidly increasing South Asian diaspora and mainstream interest in global flavors.

KEY GROWTH DRIVERS (2024–2030):



18.5% CAGR in QSR Segment Growth

- Fast, flavorful, affordable food remains in high demand, especially post-pandemic.
- 4% of Canadians now express interest in opening their own QSR business, boosting competition and innovation.

Digital-First Ordering Behavior

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- 49.4% of Canadians order food online at least once per week, according to 2023 consumer data.
- Platforms like Uber Eats and SkipTheDishes are enabling massive market access for Indian QSRs without the need for dine-in seating expansion.

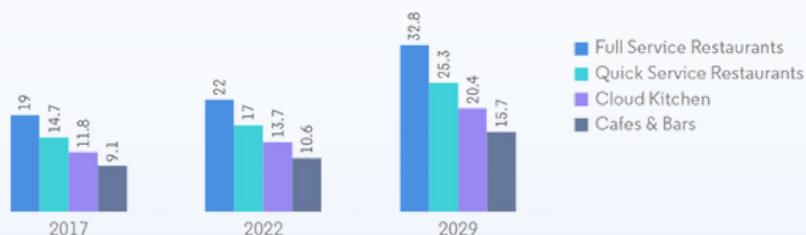
Cloud Kitchens & Virtual Brands

- The rise of app-based kitchens and delivery-only brands is projected to grow at 17.5% CAGR, offering expansion pathways for future Saffron Smoke locations with lower overhead.

Cultural Relevance & Retention

- Indian food is not only favored by South Asian communities but is increasingly being adopted by other ethnic groups for its bold flavor profiles, vegetarian options, and rich variety.

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



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

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5.5 Behavioral Trends

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

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6. Competitor Analysis

6.1 Nirvana – The Flavours of India

6.2. Biryani Bar

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6.3 Avani Asian Indian Bistro

6.4 Tandoori Flame

6.1 Nirvana – The Flavours of India



- **Location:** Hurontario St, Mississauga
- **Concept:** Traditional North Indian fine-dining restaurant

Strengths:

- Well-established brand in the GTA
- Rich, authentic Punjabi dishes and tandoori specialties
- Suitable for events and larger family gatherings

Weaknesses:

- Slow service and high pricing
- Not ideal for everyday meals or working professionals
- Limited tech integration (no loyalty app or online meal customization)

6.2 Biryani Bar



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- **Location:** Derry Rd, Mississauga
- **Concept:** Fast-casual biryani and Indian street food

Strengths:

- Focused menu with specialization in biryanis
- Fast turnaround time and value combo
- High delivery ratings on Uber Eats & DoorDash

Weaknesses:

- Limited menu diversity (no North Indian thalis or Indo-Chinese)
- Weak dine-in ambiance
- Health-conscious and vegan options are minimal

6.3 Avani Asian Indian Bistro



- **Location:** Ridgeway Dr, Mississauga
- **Concept:** Indo-Chinese and Indian fusion cuisine with dine-in and takeout

Strengths:

- Upscale ambiance with modern interiors
- Well-known for Indo-Chinese dishes like Manchurian, Chili Paneer
- Ideal for millennials and Gen Z diners seeking variety

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Weaknesses:

- Expensive compared to QSR or tiffin models
- Doesn't cater to everyday affordable Indian meals
- No tiffin service or meal subscription offerings

6.4 Tandoori Flame



- **Location:** Mavis Rd, Mississauga
- **Concept:** Large buffet-style Indian restaurant

Strengths:

- High-capacity seating, perfect for families and events
- Broad range of dishes in buffet format
- Strong brand recall and weekend traffic

Weaknesses:

- No takeout or delivery model
- Food quality inconsistency due to buffet service
- No meal customization or health-focused alternatives



Marketing and Sales

7. 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 maximum 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.

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7.3 Digital & Social Media Marketing Plan

our Saffron Smoke 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.

7.4 Grand Opening Strategies

To successfully introduce Saffron Smoke to the Mississauga 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 Mississauga complete with:

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- **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:

- **Biryani:** Buy one, get one free for the first 100 customers.
- **\$5 Combo Days:** Limited-time offer featuring our top-selling Meal + 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 Mississauga residents within a 10km radius.



Community Involvement:

- School & College Tie-Ins: Free meal 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 selecting according to menu, location and target market.

Social Media Focus (Instagram & FaceBook):

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

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Targeted Campaigns:

- Sponsored Ads with food 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 meals" to unlock freebies.

Email & SMS Marketing:

- Launch a meal 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 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 meals combo 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 creatives.

Charity & Volunteering:

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



7.7 Delivery & App Promotions

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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. Operations Plan

8.1 Operational Processes Overview

8.2 Kitchen and Service Efficiency

8.3 Technology Integration

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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, Saffron Smoke will standard operational processes built on proven systems:

Food Preparation & Quality Control

- All ingredients (meat, buns, produce) are sourced exclusively from Saffron Smoke–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, 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 Saffron Smoke remains predictable, efficient, and memorable—despite the inherent challenges of the fast-casual format.

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8.2 Kitchen and Service Efficiency



Streamlined Kitchen Layout

- Distinct prep zones for meals, 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.

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Continuous Improvement

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

8.3 Technology Integration

To modernize guest interaction and operational management, Saffron Smoke 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

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

Supplier Partnerships

- 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

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:

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- 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.

8.6 Quality Control Measures

Saffron Smoke follows 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.

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

Organization and 9. Management

9.1 Organizational Structure

9.2 Key Roles and Responsibilities
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9.3 Profile: Sohel Harun Asvat

9.4 Training and Development Strategies

9.1 Organizational Structure

Saffron Smoke's organizational structure is designed to support quality control, fast and friendly service, cost efficiency, and consistent customer experience. The structure is lean, agile, and scalable for future growth as the business expands to new locations or adds services like catering and tiffin delivery.

Owner / Operator – Sohel Harun Asvat

- Oversees the strategic vision, brand integrity, financial performance, staffing decisions, marketing initiatives, and daily operations of Saffron Smoke.

Restaurant Manager

- Leads the in-store team, ensures smooth kitchen and service operations, manages inventory, supplier coordination, health and safety standards, and customer satisfaction metrics. Reports directly to the Owner.

Shift Supervisors

- Coordinate operations during specific shifts, monitor kitchen flow, ensure timely service, uphold cleanliness, and support frontline staff.

Kitchen Staff / Front Counter Staff

- Prepare all dishes according to recipes and hygiene protocols, manage order assembly, and ensure friendly service at takeout and dine-in counters.

Part-Time and Support Staff

- Support meal prep, packaging, cleaning, and tiffin service logistics. Primarily active during peak lunch/dinner times or on catering assignments.

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9.2 Key Roles and Responsibilities

Role	Key Responsibilities
Owner / Operator	Strategic planning, finance, marketing, hiring, partnerships, quality assurance
Restaurant Manager	Day-to-day operations, vendor management, staff coordination, customer care
Chefs	Cooking, preparation and managing the taste
Kitchen Crew	Cooking, food prep, inventory management, order accuracy
Front Counter Staff	Order taking, customer engagement, billing, packaging, tiffin dispatch
Support Staff	Cleaning, restocking, assisting with catering and large orders

9.3 Profile: Mr. Sohel Harun Asvat

OWNER / OPERATOR – SAFFRON SMOKE



Mr. Sohel Harun Asvat brings over 15 years of experience in food and beverage operations, with a strong foundation in restaurant management, supply chain logistics, and customer engagement in multicultural markets like Mississauga and Brampton. He has previously held senior roles in both independent eateries and branded QSR environments, giving him hands-on expertise in balancing quality, speed, and profitability.

Driven by a passion for authentic Indian cuisine and a vision to modernize how it's experienced in Canada, he founded Saffron Smoke to deliver flavorful, customizable, and health-conscious Indian meals through dine-in, takeout, delivery, catering, and tiffin services. Under his leadership, the business aims to expand responsibly while retaining cultural authenticity and culinary excellence.

9.4 Training and Development Strategies

To ensure consistency, efficiency, and excellence in customer service, Saffron Smoke will implement a structured training and skill development program:

New Hire Orientation: Covers brand values, food safety, health codes, and customer service expectations.

Hands-On Kitchen & Service Training: Includes recipe execution, hygiene practices, POS use, packaging standards, and portion control.

Cross-Training: Staff will be trained in both kitchen and counter roles to enable flexibility and avoid bottlenecks during busy hours.

Monthly Skill Refreshers: Reinforce knowledge on menu updates, special promotions, and service enhancements.

Performance Reviews & Incentives: Based on punctuality, customer feedback, food quality, and teamwork.

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Leadership Grooming: Shift leads and managers will receive leadership training on inventory management, team motivation, and guest experience.

Brand Immersion: Staff will be educated on Saffron Smoke's culinary philosophy, mission, and customer communication tone to create a consistent brand experience.

10. Funding Request

10.1 Total Funding Required

10.2 Allocation of Investment Funds

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10.3 Use of Funds

10.4 Projected Returns

10.1 Total Funding Required

To successfully establish our Saffron Smoke we are touring a total investment of **CAD 532,000 CAD** (inclusive of a Loan Fee and legal fee). This funding is essential to secure assets, perform necessary upgrades, and ensure seamless operational readiness prior to launch. From that 532,000 CAD we are seeking **bank loan of 359,800 CAD** to successfully starting it.

The funding covers:

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

Our launch strategy is designed to tap into Brampton's high-growth foodservice market with a differentiated offering focused on 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

The below Chart shows approximately idea for allocation of fund, for exact figures we have given details in the financials section.



10.3 Use of Funds

Category	Amount (CAD\$)
Asset Investment	\$380,000
Leasehold Improvements	\$120,000
Start-up cost	\$14,000
Other Cost	\$18,000

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

10.4 Projected Returns

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Saffron Smoke is positioned to generate sustainable and growing revenue through its modern Indian cuisine offerings, value-added services like tiffin delivery, and efficient operational strategy. By combining high-quality food with accessible pricing and a strong digital presence, the restaurant aims to rapidly gain market share in Mississauga's multicultural food scene.

Revenue Growth

Based on location footfall and current QSR performance benchmarks in the area, we project a approx 12% revenue growth over the seller's 2023 baseline.

Revenue will come from three core channels:

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

Gross & Net Profit Margins

Our strategy includes cost optimization and supplier efficiency to maintain gross profit margin in the first year 29.15% and Net Profit is 12.48 % in the year first.

Operational Hours & Sales Capacity

Our store will operate approximately 90 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

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10. 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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11.1 Startup Costs

All Amounts are in CAD

Particulars	See below	Amount (CAD\$)
Fixed Assets		
Purchase price (Assets purchase)	1	380,000.00
Leasehold improvements	2	120,000.00
Total Fixed Assets		500,000.00
Business startup cost		
First Month Rent & Security Deposit		7,000.00
Starting inventory	4	7,000.00
Total Startup expenses		14,000.00
Other costs		
Loan fee		7,500.00
Legal fee		2,500.00
6 Months Marketing Campaign	3	8,000.00
Total other Costs		18,000.00
Capital		
Owner's Investment		172,200.00
Bank loan		359,800.00
Total Capital		532,000.00

11.2 Allocation of Investment Funds

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1. Purchase price (Assets purchase)

Kitchen equipment, manufacturing machinery, specialized tools	200,000.00
Security System & Installation	50,000.00
Furniture, Fixtures, & Office Equipment	130,000.00
Total investment in assets	380,000.00

2. Leasehold Improvements

HVAC installation, plumbing, electrical, flooring, painting, fixture installation	40,000.00
Permits & Inspections	40,000.00
Professional Fees (Architect/Engineer for renovations)	40,000.00
Total leasehold improvement costs	120,000.00

3. New management marketing budget

Advertising Campaign (website development, signage, social media setup, local ads)	5,000.00
Initial Employee Training & Recruitment Costs (job postings, background checks, initial training materials)	3,000.00
Total management marketing budget	8,000.00

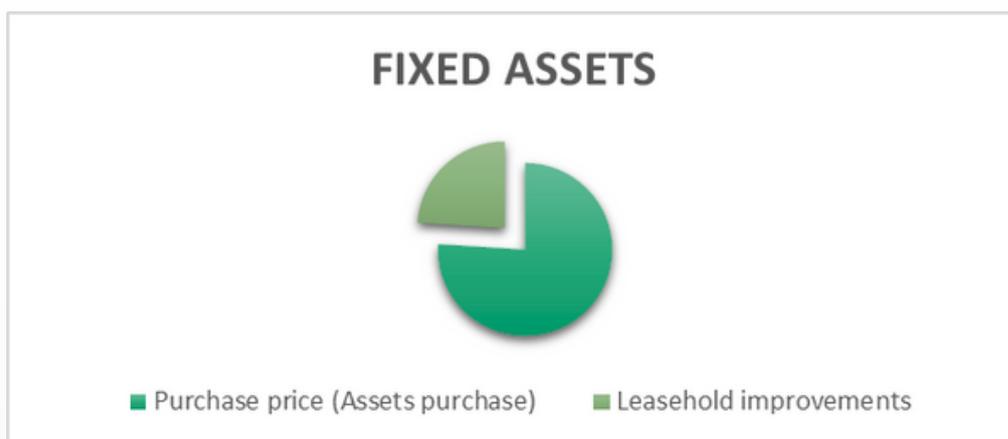
4. Starting inventory

Opening Inventory (raw materials, finished goods etc.)	4,000.00
Initial Operating Supplies (cleaning supplies, office supplies, packaging materials)	3,000.00
Total start-up inventory costs	7,000.00

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5. Cash reserve

Cash Reserve for Initial Operations	50,000.00
Total initial cash reserve	50,000.00



11.3 Revenue Built Up

REVENUE 1: Dine-in and Take-out

Hours open	8am - 9am	9am - 10am	10am - 11am	11am - 12pm	12pm - 1pm	1pm - 2pm	2pm - 3pm	3pm - 4pm	4pm - 5pm	5pm - 6pm	6pm - 7pm	7pm - 8pm	8pm - 10pm	Total daily sales	Total monthly sales
Growth rate for orders		10%	10%	12%	12%	12%	13%	14%	15%	15%	15%	15%	15%		
Number of orders	7	7.70	8.47	9.49	10.62	11.90	13.45	15.33	17.63	20.27	23.31	26.81	61.67		
Price per order	15	15	15	15	15	15	15	15	15	15	15	15	15		
Total sales	105.00	115.50	127.05	142.30	159.37	178.50	201.70	229.94	264.43	304.09	349.71	402.16	924.98	3,504.73	87,618.15

Particulars	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total yearly sales
Monthly sales	87,618.15	88,491.33	89,379.28	90,273.07	91,175.80	92,087.56	93,008.43	93,938.52	94,877.90	95,826.68	96,784.95	97,752.80	1,111,217.48
Growth rate in sales		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	

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Particulars	Year 1	Year 2	Year 3	Year 4	Year 5
Yearly sales	1,111,217.48	1,244,563.58	1,406,356.84	1,603,246.80	1,843,733.82
Growth rate in sales		12%	13%	14%	15%

REVENUE 2: Delivery

Hours open	8am - 9am	9am - 10am	10am - 11am	11am - 12pm	12pm - 1pm	1pm - 2pm	2pm - 3pm	3pm - 4pm	4pm - 5pm	5pm - 6pm	6pm - 7pm	7pm - 8pm	8pm - 10pm	Total daily sales	Total monthly sales
Growth rate for orders		5%	5%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%		
Number of orders	2	2.10	2.21	2.34	2.48	2.63	2.78	2.95	3.13	3.32	3.51	3.73	7.90		
Price per order	15	15	15	15	15	15	15	15	15	15	15	15	15		
Total sales	30.00	31.50	33.08	35.06	37.16	39.39	41.76	44.26	46.92	49.73	52.72	55.88	118.46	615.92	15,397.98

Particulars	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total yearly sales
Monthly sales	15,397.98	15,551.96	15,707.48	15,864.56	16,023.20	16,183.44	16,345.27	16,508.72	16,673.81	16,840.55	17,008.95	17,179.04	195,284.98
Growth rate in sales		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	

Particulars	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total yearly sales
Monthly sales	15,397.98	15,551.96	15,707.48	15,864.56	16,023.20	16,183.44	16,345.27	16,508.72	16,673.81	16,840.55	17,008.95	17,179.04	195,284.98
Growth rate in sales		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	

Particulars	Year 1	Year 2	Year 3	Year 4	Year 5
Yearly sales	195,284.98	218,719.18	247,152.67	281,754.05	324,017.15
Growth rate in sales		12%	13%	14%	15%

REVENUE 3: Catering

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Hours open	10am - 11am	11am - 12pm	12pm - 1pm	1pm - 2pm	2pm - 3pm	3pm - 4pm						Total daily sales	Total monthly sales
Growth rate for orders		5%	5%	6%	6%	6%							
Number of orders	5	5.25	5.51	5.84	6.19	6.57							
Price per order	15	15	15	15	15	15							
Total sales	75.00	78.75	82.69	87.65	92.91	98.48						515.48	12,886.90

Particulars	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total yearly sales
Monthly sales	12,886.90	13,015.77	13,145.93	13,277.39	13,410.16	13,544.26	13,679.71	13,816.50	13,954.67	14,094.21	14,235.16	14,377.51	163,438.17
Growth rate in sales		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	

Particulars	Year 1	Year 2	Year 3	Year 4	Year 5
Yearly sales	163,438.17	183,050.75	205,016.84	229,618.86	257,173.12
Growth rate in sales		12%	12%	12%	12%

REVENUE 4: TIFFIN SERVICE

Number of working days in a month	30.00
Number of months in a year	12.00
Number of tiffins delivered in day of a month	30.00
Growth rate in sales price per order	0%

Particulars	Year 1	Year 2	Year 3	Year 4	Year 5
Average items Sold	10,800.00	11,880.00	13,068.00	14,374.80	15,812.28
Growth rate in number of orders per year		10%	10%	10%	10%
Sale price per order completed	15.00	15.00	15.00	15.00	15.00
Revenue of company(CAD\$)	162,000.00	178,200.00	196,020.00	215,622.00	237,184.20

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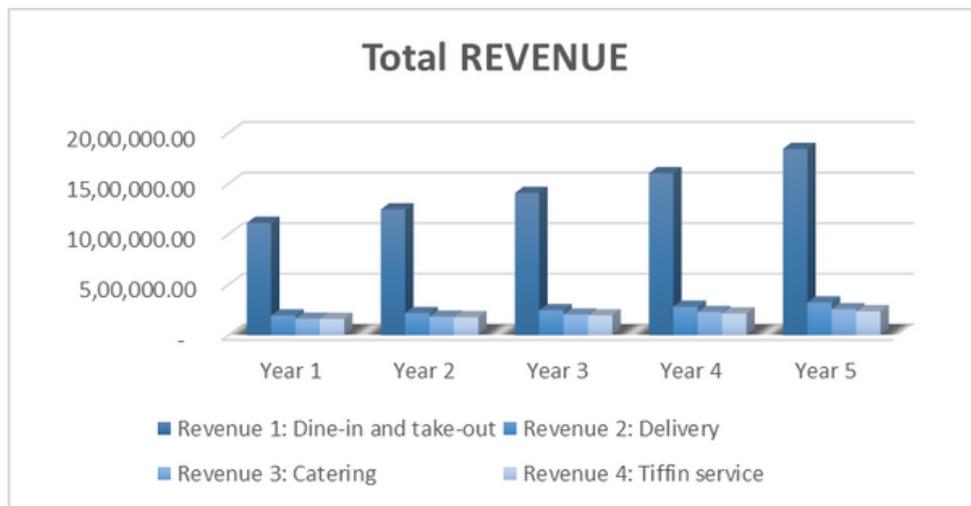
11.4 P & L Statement

(Amount CAD\$)

Particulars	Year 1	Year 2	Year 3	Year 4	Year 5
<u>Revenue streams</u>					
Revenue 1: Dine-in and take-out	1,111,218.00	1,244,564.00	1,406,357.00	1,603,247.00	1,843,734.00
Revenue 2: Delivery	195,285.00	218,720.00	247,153.00	281,755.00	324,018.00
Revenue 3: Catering	163,439.00	183,051.00	205,017.00	229,619.00	257,174.00
Revenue 4: Tiffin service	162,000.00	178,200.00	196,020.00	215,622.00	237,185.00
Total revenue from all streams	1,631,942.00	1,824,535.00	2,054,547.00	2,330,243.00	2,662,111.00
<u>Direct operating costs</u>					
Employment costs	593,280.00	622,944.00	654,092.00	686,796.00	721,136.00
Food & beverages costs	538,541.00	583,852.00	636,910.00	699,073.00	798,634.00
Delivery platform fee	16,320.00	18,246.00	41,091.00	46,605.00	53,243.00
Packaging costs	8,160.00	9,123.00	10,273.00	11,652.00	13,311.00
Total direct costs	1,156,301.00	1,234,165.00	1,342,366.00	1,444,126.00	1,586,324.00
Gross Profit	475,641.00	590,370.00	712,181.00	886,117.00	1,075,787.00
Gross Profit %age	29.15%	32.36%	34.66%	38.03%	40.41%
<u>Indirect operating costs</u>					
Advertising expenses	20,000.00	22,000.00	24,640.00	27,597.00	31,737.00
Insurance	3,200.00	3,520.00	3,943.00	4,416.00	5,078.00
Donations	32,639.00	36,491.00	61,637.00	69,908.00	79,864.00
Additional marketing expenses	-	25,000.00	35,000.00	40,000.00	60,000.00
Training & recruitment	5,000.00	5,500.00	6,160.00	6,900.00	7,935.00
Rent	42,000.00	43,470.00	44,992.00	46,567.00	48,196.00
Professional fees	5,000.00	5,500.00	6,160.00	6,900.00	7,935.00
Telecommunication	2,400.00	2,640.00	2,957.00	3,312.00	3,809.00
Utilities	5,200.00	5,720.00	6,407.00	7,176.00	8,252.00
Miscellaneous expenses	20,000.00	30,000.00	40,000.00	50,000.00	70,000.00
Repair & maintenance	3,000.00	3,300.00	3,696.00	4,140.00	4,761.00
Total	138,439.00	183,141.00	235,592.00	266,916.00	327,567.00
Earnings before interest and amortization	337,202.00	407,229.00	476,589.00	619,201.00	748,220.00
Interest on loan	28,784.00	26,712.00	24,463.00	22,021.00	19,370.00
Depreciation on:					
Purchase price (Assets purchase)	19,000.00	19,000.00	19,000.00	19,000.00	19,000.00
Leasehold improvements	9,600.00	9,600.00	9,600.00	9,600.00	9,600.00
Amortization of start-up costs	2,800.00	2,800.00	2,800.00	2,800.00	2,800.00
Earnings before taxes	277,018.00	349,117.00	420,726.00	565,780.00	697,450.00
Taxes	73,410.00	92,517.00	111,493.00	149,932.00	184,825.00
Net Profit	203,608.00	256,600.00	309,233.00	415,848.00	512,625.00
Net Profit %age	12.48%	14.06%	15.05%	17.85%	19.26%

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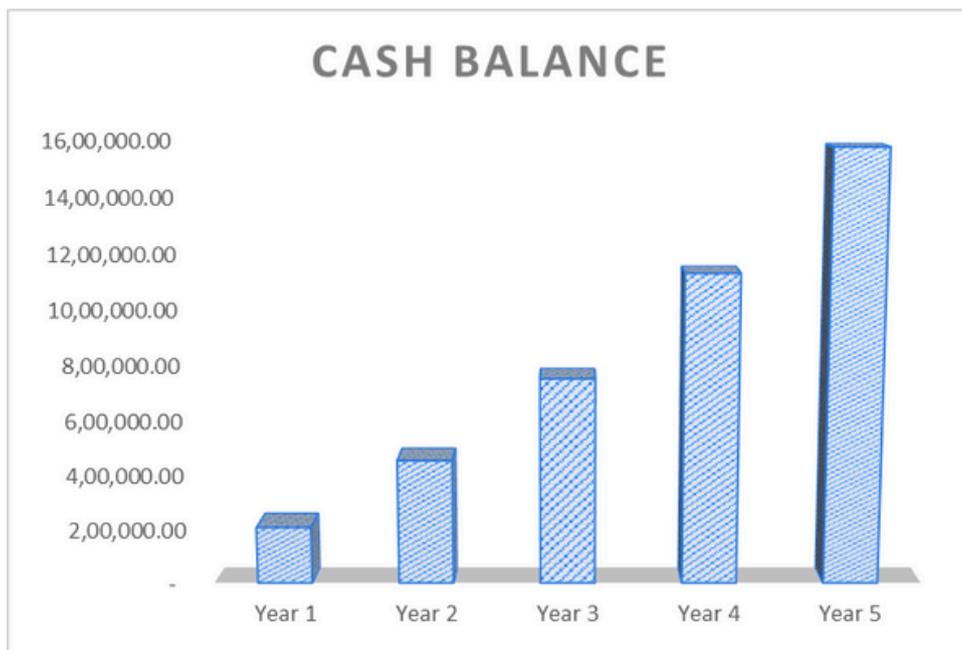
Please Note: We are offering donations so as to cover the food wastage expense as we will be closing day end sale one hour early than the expected timings and that is how the food cost is managed.



11.5 Cash Flow Statement

(Amount CAD\$)

Particulars	Year 1	Year 2	Year 3	Year 4	Year 5
Cash at the start of year	50,000.00	278,834.00	540,589.00	852,728.00	1,269,040.00
Cash Inflows					
Revenues	1,631,942.00	1,824,535.00	2,054,547.00	2,330,243.00	2,662,111.00
Owner's investment	172,200.00				
Bank loan	359,800.00				
Total Cash inflow	2,163,942.00	1,824,535.00	2,054,547.00	2,330,243.00	2,662,111.00
Cash Outflows					
Fixed assets purchased	500,000.00				
Start-up expenses	14,000.00				
Direct Operating Expenses	1,156,301.00	1,234,165.00	1,342,366.00	1,444,126.00	1,586,324.00
Indirect Operating Expenses	138,439.00	183,141.00	235,592.00	266,916.00	327,567.00
Interest on loan	28,784.00	26,712.00	24,463.00	22,021.00	19,370.00
Principal repayment	24,174.00	26,245.00	28,494.00	30,936.00	33,587.00
Taxes	73,410.00	92,517.00	111,493.00	149,932.00	184,825.00
Total Cash outflow	1,935,108.00	1,562,780.00	1,742,408.00	1,913,931.00	2,151,673.00
Changes in Cash during the year	228,834.00	261,755.00	312,139.00	416,312.00	510,438.00
Closing Cash Balance	278,834.00	540,589.00	852,728.00	1,269,040.00	1,779,478.00



11.6 Balance Sheet

(Amount CAD\$)

Particulars	Year 1	Year 2	Year 3	Year 4	Year 5
Fixed Assets					
Tangible Assets					
Purchase price (Assets purchase)	380,000.00	361,000.00	342,000.00	323,000.00	304,000.00
Less: Depreciation	19,000.00	19,000.00	19,000.00	19,000.00	19,000.00
Balance	361,000.00	342,000.00	323,000.00	304,000.00	285,000.00
Leasehold improvements	120,000.00	110,400.00	100,800.00	91,200.00	81,600.00
Less: Depreciation	9,600.00	9,600.00	9,600.00	9,600.00	9,600.00
Balance	110,400.00	100,800.00	91,200.00	81,600.00	72,000.00
Total Fixed Assets	471,400.00	442,800.00	414,200.00	385,600.00	357,000.00
Current Assets					
Cash Balance	278,834.00	540,589.00	852,728.00	1,269,040.00	1,779,478.00
Start up expenses	14,000.00	11,200.00	8,400.00	5,600.00	2,800.00
Amortization	2,800.00	2,800.00	2,800.00	2,800.00	2,800.00
Balance	11,200.00	8,400.00	5,600.00	2,800.00	-
Total Assets	761,434.00	991,789.00	1,272,528.00	1,657,440.00	2,136,478.00
Equity					
Paid In Capital	172,200.00	172,200.00	172,200.00	172,200.00	172,200.00
Retained Earnings		203,608.00	460,208.00	769,441.00	1,185,289.00
Earnings	203,608.00	256,600.00	309,233.00	415,848.00	512,625.00
Cash reserve	375,808.00	632,408.00	941,641.00	1,357,489.00	1,870,114.00
	50,000.00	50,000.00	50,000.00	50,000.00	50,000.00
Liabilities					
Long Term Liabilities					
Bank loan	335,626.00	309,381.00	280,887.00	249,951.00	216,364.00
Total Liabilities & Capital	761,434.00	991,789.00	1,272,528.00	1,657,440.00	2,136,478.00

11.7 Summarized Statement

		(Amount CAD\$)				
	Particulars	Year 1	Year 2	Year 3	Year 4	Year 5
Profit and loss statement	Total revenue	1,631,942.00	1,824,535.00	2,054,547.00	2,330,243.00	2,662,111.00
	Total direct expenses	1,156,301.00	1,234,165.00	1,342,366.00	1,444,126.00	1,586,324.00
	Gross profit	475,641.00	590,370.00	712,181.00	886,117.00	1,075,787.00
	EBITDA	337,202.00	407,229.00	476,589.00	619,201.00	748,220.00
	Net profit	203,608.00	256,600.00	309,233.00	415,848.00	512,625.00
Cash flow statement	Cash at the beginning of year	50,000.00	278,834.00	540,589.00	852,728.00	1,269,040.00
	Cash inflow	2,163,947.00	1,824,535.00	2,054,547.00	2,330,243.00	2,662,111.00
	Cash outflow	1,935,408.00	1,562,780.00	1,742,408.00	1,913,931.00	2,151,673.00
	Net Changes in cash	228,834.00	261,755.00	312,139.00	416,312.00	510,438.00
	Closing cash balance	278,834.00	540,589.00	852,728.00	1,269,040.00	1,779,478.00
Balance sheet statement	Total Fixed Assets	471,400.00	442,800.00	414,200.00	385,600.00	357,000.00
	Total Current Assets	290,034.00	548,989.00	858,328.00	1,271,840.00	1,779,478.00
	Total Assets	761,434.00	991,789.00	1,272,528.00	1,657,440.00	2,136,478.00
	Total Liabilities & Capital	761,434.00	991,789.00	1,272,528.00	1,657,440.00	2,136,478.00

11.8 Ratio Analysis

S.No.	Ratios	Year 1	Year 2	Year 3	Year 4	Year 5
	<u>Margin ratio</u>					
1	Gross Profit Ratio	29.15%	32.36%	34.66%	38.03%	40.41%
2	Operating Profit Ratio	20.66%	22.32%	23.20%	26.57%	28.11%
3	Net Profit Ratio	12.48%	14.06%	15.05%	17.85%	19.26%
	<u>Return ratio</u>					
4	EBITDA/Assets	44.29%	41.06%	37.45%	37.36%	35.02%
5	Return on assets	26.74%	25.87%	24.30%	25.09%	23.99%
	<u>Coverage ratio</u>					
6	EBITDA	337,202.00	407,229.00	476,589.00	619,201.00	748,220.00
7	DSCR	6.37	7.69	9.00	11.69	14.13
8	Owner's equity/contribution	2.18	3.67	5.47	7.88	10.86

11.9 Loan Term Sch.

	Amount (CAD\$)		
Loan	359,800.00		
Interest rate p.a.	8.25%	Monthly rate	0.006875
Duration (in months)	120		
EMI	4,413.04		

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YEAR	PRINCIPAL REPAYMENT	BALANCE	PRINCIPAL AMOUNT	INTEREST REPAYMENT
Term loan value			359,800.00	
Year 1	24,173.49		335,626.51	28,783.01
Year 2	26,244.97		309,381.54	26,711.53
Year 3	28,493.96		280,887.59	24,462.54
Year 4	30,935.66		249,951.92	22,020.83
Year 5	33,586.61		216,365.32	19,369.89
Year 6	36,464.71		179,900.60	16,491.78
Year 7	39,589.45		140,311.15	13,367.04
Year 8	42,981.96		97,329.19	9,974.54
Year 9	46,665.18		50,664.01	6,291.32
Year 10	50,664.01		-	2,292.48

11.10 Break Even Sales

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Particulars	Year 1	Year 2	Year 3	Year 4	Year 5
Sales	1,631,942.00	1,824,535.00	2,054,547.00	2,330,243.00	2,662,111.00
Variable costs					
Food & beverages cost	537,547.00	583,852.00	635,910.00	699,078.00	780,384.00
Delivery platform fee	16,320.00	18,246.00	41,091.00	46,605.00	55,243.00
Packaging costs	8,160.00	9,123.00	10,273.00	11,652.00	13,311.00
Total variable costs	563,021.00	611,221.00	688,274.00	757,330.00	865,188.00
Contribution margin	1,068,921.00	1,213,314.00	1,366,273.00	1,572,913.00	1,796,923.00
Fixed costs					
Employment costs	593,280.00	622,944.00	654,092.00	686,796.00	721,136.00
Indirect operating costs	138,439.00	183,141.00	235,592.00	266,916.00	327,567.00
Total fixed costs	731,719.00	806,085.00	889,684.00	953,712.00	1,048,703.00
Breakeven sales margin	68.45%	66.44%	65.12%	60.63%	58.36%
Breakeven sales level	1,117,129.30	1,212,159.67	1,337,871.42	1,412,907.59	1,553,635.74



**THANK
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Presented by

Saffron Smoke

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