INVESTMENT & PROJECTED RETURNS

Sweets Outlet

Franchisee-Owned, Franchisee-Operated

Initial investment

01

Particulars	Details / Amount
Franchise fee	₹3,00,000
Setup & opening budget Interiors, equipment, rental deposit, opening stock, working capital, taxes and contingency	₹9,00,000
Total initial investment (indicative)	**₹12,00,000**

Combined setup allowance; individual cost allocations and tax inclusions are to be confirmed in the itemised quotation.

Annual projection

02

Particulars	Details / Amount
Projected annual revenue	₹14,00,000 - ₹15,00,000
Assumed annual expenditure	50% of annual revenue
Annual expenditure amount	₹7,00,000 - ₹7,50,000
Projected annual surplus*	₹7,00,000 - ₹7,50,000
Annual return on investment (ROI)*	**58.33% - 62.50%**

*** Illustrative calculation - subject to cost validation**

Supplied revenue and expense assumptions are unverified and returns are not guaranteed. Surplus is revenue less stated expenditure. Net profit requires all costs: product purchases, rent, salaries, utilities, wastage, recurring fees, depreciation, finance costs and taxes.

ROI = (annual revenue - annual expenditure) / total initial investment × 100.

OPERATING FRAMEWORK & COMPANY DETAILS

Your franchise at a glance

A retail format focused on traditional and fusion sweets, with an approved selection of complementary products.

Mishtanna support

- **Brand & setup.** Brand-use permission and store setup guidance under the agreement.
- **Supply.** Centralised product supply and product handling guidance.
- **Training & systems.** Staff training, standard operating procedures (SOPs), enterprise resource planning (ERP) and billing support.
- **Business support.** Marketing and launch assistance, with ongoing operational guidance.

Franchisee operation

- **Own & operate.** The franchisee invests in and runs the outlet day to day under agreed brand standards.
- **People & service.** Manage staffing, sales, customer service, inventory and outlet upkeep.
- **Costs & records.** Plan operating funds, maintain accounts and manage applicable outlet obligations.
- **Written scope.** Specific duties, support inclusions and recurring charges are defined in the agreement.

Site selection — High street, market or premium residential catchment. Final area, frontage, utilities and layout are subject to site assessment and written approval.

Commercial details to be finalised

The formal quotation and franchise agreement must confirm fee payment and refund terms, taxes/GST, royalty or recurring charges, supply pricing, wastage, licence responsibilities, territory, duration, renewal, termination and exit settlement. Site approvals and detailed cost validation are required before commitment.

Company & franchise enquiries

03

Bengal Sweets & Bakers Private Limited

Operating brand: Mishtanna | CIN: U15100WB2022PTC258848

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