



# Accelerate Growth

*With our proven and fastest growing brand.*



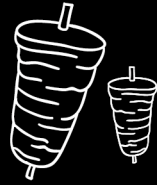
## Franchise Module

[www.thekingshawarma.in](http://www.thekingshawarma.in)



*Mouthwatering Goodness,  
Anytime, Anywhere!*

## About Us



We are happy to welcome you to The King Shawarma, where you can indulge in a meal fit for a king or queen. With a name like **The King Shawarma** you can be sure that our business is committed to serving you with the kind of service and flavour that befits a monarch and will leave you feeling like royalty. We take pride in the fact that every one of our dishes is prepared with the utmost care and attention to detail and that everyone is both extremely well-portioned and extraordinarily delicious and beautifully presented.

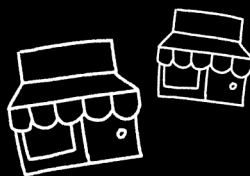


## Our Approach



At **The King Shawarma**, we are committed to providing guests with a dining experience that is second to none and extends far beyond the scope of merely providing excellent food. We have diligently sharpened our strategy to produce an ambience in which every customer is made to feel as though they are a welcomed and esteemed guest in a stately setting. Every visit to the king shawarma will be one to remember thanks to the hard work and dedication of our team, which is focused on providing outstanding service to our guests.

# Franchise Model



Through our franchise programme, you can become a part of a family that is known for its high standards and royal treatment of customers, the very things that have made The King Shawarma a household name in the world of fast food. Having a franchise means having access to our wealth of information, tried-and-true methods for running a business, and constant backing and encouragement.

## -Smart Kitchen Company Franchise-

Franchise & Brand Fee	4,00,000 ₹
Branding SOPs (Menu, Ordering Process)	15,000 ₹
Software installation	20,000 ₹
Marketing & Branding	40,000 ₹
Branding Equipments Designs	15,000 ₹
Copyrights, Trademark (& Other Intellectual Properties)	20,000 ₹
Training to the Staff (1 Week)	15,000 ₹
Interior & Furniture Cost	3,00,000 ₹
Kitchen Equipment Cost	3,00,000 ₹
Signboard	75,000 ₹
<b>Total Cost</b>	<b>12,00,000 ₹</b>

Note: Interior & structure cost stated above for areas up to 350 sq. ft. and may vary for larger areas.

# Here's Why Franchise Stands Out



**Royal Brand Identity:** Our name, ambience, and exceptional service create an aura of regality, making our franchise a distinguished choice in the market.

**Comprehensive Training:** We provide comprehensive training programs to ensure that our franchisees and their staff are equipped with the skills and knowledge needed to maintain our high standards.

**Quality Ingredients:** The King Shawarma uses only the finest ingredients sourced from trusted suppliers, ensuring that every dish is fresh and authentic.

**Outstanding Portion Sizes:** We take pride in our generous portion sizes, satisfying even the heartiest of appetites and providing exceptional value to our customers.



# Menu

The King Shawarma features a mouth watering menu that is influenced by the cuisine of the Middle East. Each dish on the menu has been meticulously crafted to excite your taste buds and bring you into the realm of culinary royalty. On our menu, you'll find a wide variety of mouth watering options, including Shawarma, salads, and more. An extraordinary dining experience is created by meticulously preparing each dish by established culinary norms while adding a dash of originality to the resulting flavour profile.



### Veg Shawarma

Paneer Shawarma	105
Paneer Garlic Shawarma	110
Paneer Spicy Shawarma	110
Paneer Schezwan Shawarma	120
Paneer Achari Shawarma	130
Paneer Cheesy Shawarma	200
Paneer Bowl (Salad)	220
Paneer Sp. Bowl (Salad)	

Extra

Pita Bread	30
Hummus	30
Cheese	40

Also Find Us On **zomato** **swiggy**

NOTE: WE WON'T BE ABLE TO CUT THE ROLLS HERE!



### Non-Veg Shawarma

Ch. Regular Shawarma	90
Ch. Witht Cabbage Shawarma	100
Ch. Without Salad Shawarma	120
Ch. Achari Shawarma	120
Ch. Garlic Shawarma	120
Ch. Spicy Shawarma	120
Ch. Schezwan Shawarma	130
Ch. Cheesy Shawarma	140
Ch. Arabian Shawarma	
Ch. Mexican Shawarma	
Ch. Bowl (Salad) Shawarma \$/L	
Ch. Sp. Bowl (Salad) Shawarma \$/L	
Ch. Open (Plate) Shawarma	
Ch. Dada (Plate) Shawarma	
Ch. Arabian (Salad) Shawarma	
Ch. Kings Sp. Shawarma	

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Anytime, Anywhere!



**THE KING SHAWARMA**

MENU CARD

Also Find Us On **zomato** **swiggy**

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## Our USP (Unique Selling Proposition)

At The King Shawarma, we aim to surpass your expectations in every aspect. Here's why we are the unrivalled choice for Shawarma lovers:

**Royal Taste:** Our Shawarma is prepared using authentic recipes that have been passed down through generations, ensuring an unparalleled flavour experience fit for royalty.]

**Exceptional Quality:** We source the finest ingredients and use precise cooking techniques to guarantee the highest quality in every bite.

**Generous Portions:** Our Shawarma is known for its impressive size, satisfying your cravings and truly satisfying you.

**Impeccable Service:** Our dedicated team is committed to providing a warm and hospitable environment, where every customer is treated like royalty. Become a franchisee of The King Shawarma, and you'll be treated to a culinary adventure where every dish is fit for a king or queen. Learn what it's like to have your taste buds blown by incredible food served in generous portions by attentive staff. To launch your royal franchise business, please get in touch with us right away.

unique  
selling  
proposition...



# THE RIGHT REAL ESTATE LOCATIONS

At The King Shawarma key to success lies in the selection of the location. it's all about finding way for customers to "Enjoy the Moment" in the location that offers the best mixture of visibility, access, size and cost structure, the king shawarma can fit in minimum 250 sq. ft are to 400 sq. ft area of space in high traffic area with prominent placement of maximum visibility.

## KEY CRITERIA FOR THE KING SHAWARMA LOCATION

- High traffic area
- Parking Space/Frontge space
- A direct line of sight visibility of outlet
- Mid-High income level
- Bachelors, IT Sector, mainly youth crowd

## LOCATION

- Multiplex/cinema
- IT Sector
- Colleges/Universities
- Residential

# Pune No.1

## Shawarma Brand



FOR FRANCHISE CALL

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