



Saket | Vijay Nagar | Scheme no. 140 | Annapurna | Manikbagh | Mhow

FREQUENTLY ASKED QUESTIONS

Q1. Can you tell us about Cakes and Craft?

Cakes and Craft is a successful cake and dessert chain, founded in 2013 in Indore, Madhya Pradesh. With a goal to provide all the customers with an unparalleled product and experience and fresh produce straight from the bakery - this new introduction in the city was an instant success.

Baking delectable delicacies require a never settling attitude, unbelievable craftsmanship and unwavering passion for perfection. At Cakes n Craft, we believe and follow these principles in every aspect of our operation.

Q2. Who owns Cakes and Craft?

Cakes n Craft is a story of a couple. Jasmine has always been exceptionally creative. She loved baking and would bake her friends the most amazing cakes Indore had ever witnessed. Her curiosity knew no bounds. She explored and mastered her skills of creating designer cakes, exotic desserts and all that baking industry had to offer. She was this freshly mined diamond with an unconventional lustre. But as we know, a diamond needs a connoisseur with a vision. Manish, her husband helped her unleash her unrealised potential.

He saw her passion as a business opportunity and opened her an outlet in Indore. With Jasmine's creative head and Manish's business vision, Cakes n craft delivered anticipated synergies. Eventually, Cakes n Craft from one single outlet, grew to 5 outlets in Indore, 2 outlets in Ahmedabad, 1 outlet in Bhopal & 1 outlet in Mhow respectively, securing the number one spot for providing superior quality bakery, pastries and designer cakes.

It is Manish's heartfelt appreciation and faith, which helped Jasmine realise her true potential. Her talent didn't go unnoticed by the cities and it became the only destination for cake shopping. The venture became an absolute success in months and has been topping the charts for years now. Clearly, it's not always a woman behind a man's success. Cakes n Craft is now expanding at a tremendous growth rate and has an objective of being the most preferable cake boutique all over India.

Q3. What differentiates Cakes and Craft from other brands? What is its USP?



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Cakes n Craft have grown to be one of the premium names in the bakery industry. Not only did Jasmine started an evolution with her outlet, but she also commanded the top spot in the highly competitive market, with the more wins in the form of following awards –

- Best Bakery in respect to Quality in Central India by Food Minister of M.P.
- Best Bakery of the Town by Red FM
- Asia largest Cupcake acclaimed by Start Plus
- Mayors Excellence Award

THE UNIQUENESS

We bake our scrumptious cakes from scratch daily using only top quality ingredients.

We work with each individual to ensure that we create a custom cake for their special day.

We serve variety of different flavors to our customers.

All our cakes are freshly created as close to the time of delivery as possible. Our cakes are packed in our beautifully decorated delivery box.

Q4. What will be my investment if I acquire a Cakes and Craft?

We will share the same once we understand the space and location of the premises and the model on which we would agree on!!

Q5. Can I do the interiors of the store myself?

A-Z setup of the outlet will be done by the company only. The company has standardized the interior of its outlets across India and hence cannot allow franchisees to do the setup by themselves.



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Q6. What is the minimum area required to open a Cakes and Craft outlet?

The minimum area requirement is 300 sq. ft (Carpet Area)

Please note: This is the minimum requirement; we currently have outlets that are as big as 1200 sq. ft. The cost of the franchise is subject to change depending on the size of the store.

Q7. How are the margins divided between the company and the franchisee?

10% of total sales - Royalty paid the company

25-30% of total sales - Cost of raw material to make the products

60-65% of total sales- Margin of Franchisee

Q8. What are my expenses from the 50% margin?

You will be expected bear the cost of:

- Staff Salary
- Electricity
- Rent/ Lease
- Miscellaneous expenses

Q9. What will I be left with after all the expenses are incurred?

Our franchisees currently are making a sale of Rs 20,000 to Rs 40,000 per day, depending on the location. A franchise that has a sale of Rs. 20,000 per day, can easily expect a male a net profit of more than Rs. 1, 50, 000

Q8. How is the inventory management done? Is there going to be a lot of wastage?



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At Cakes and Craft, you have the luxury of making products as per demand. There is no need to maintain a huge inventory and cakes can be made as and when needed in your own kitchen. This significantly lowers the amount of wastage.

Q9. How long will it take to set up the store and the kitchen? When will the store be ready-to – run?

Our Interior designer and their team, take just 25 days to 1 month to get the store up and running.

Q9. What about promotion & marketing? Will the company help us?

Yes company will Help into social media promotions, Time to Time Schemes, Membership offers and various other offers

Q10. Can I sell products that do not belong to the Cakes and Craft brand?

No, franchisees are only allowed to sell products that are provided to them by the company. But in Special Case and with prior approval of Cakes n Craft and after fixation of royalty on them it could be allowed.

Q11. How long is the franchise agreement for?

The agreement is for a period of 5 years.

Q12. Are retail sales my only source of income?

No, retail sales are not the only source of income; you are free to supply products to other stores, supermarkets or corporate. This is a huge source of added income for our franchise owner.



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Q13. How do we decide the ideal store location? Will the company help us?

The store must be located in the main market area only as high footfall is very crucial for good sales. You are expected to look for a few good options in that area that you wish to target, and the company will help you finalise the best location.

Thank you for your interest in Cakes and Craft. We guarantee you 100% support and expect the same from you. We value our franchisees as they're the ones who take our brand forward. Ensuring you make great profits, while you take our brand name forward is the ultimate win-win situation, You're highly valuable to us!

Looking forward to a successful partnership