



1. (A) – Phase 1 CONSULTING ** (Approximate 7 to 15 days)

Laying the Foundation for a Profitable Cloud Kitchen

This phase is focused on providing end-to-end strategic clarity before you invest a single rupee. We help aspiring foodpreneurs and existing restaurateurs identify the *right food business model*, avoid common pitfalls, and build a strong foundation based on data, insights, and expert forecasting.

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1. Potential & Choice of Food Category “Sell what works, not what feels safe”

We assess multiple dimensions—market demand, operational feasibility, and trending consumer preferences—to recommend **the ideal food category** for your cloud kitchen. This includes:

- Deep dive into **emerging and evergreen categories** (e.g., biryani, Asian, desserts, healthy bowls, etc.)
- Matching your **passion, capital, and skills** with a food format that fits
- Understanding **delivery feasibility, packaging needs, and customer frequency** for each category
- Recommending **single-brand or multi-brand (house of brands)** strategy

Outcome: You choose a food concept backed by data, not guesswork.



2. Competitor Analysis of the Area

“Know the battlefield before entering the war.”

We study your **target delivery radius of preferred area (5-15 km)** to identify top-performing competitors across platforms like Swiggy and Zomato and understand what’s working in the market. Our analysis includes:

- Menu comparison: **AOV**
- Brand positioning: **premium vs mass-market appeal**
- Customer sentiment: **Reviews & ratings breakdown**

Outcome: A competitor benchmarking report that helps you outperform from day one.



3. Territory Analysis of Your Area

“Choose a market where you can dominate, not just survive.”

We help you determine the **right micro-location** for your cloud kitchen based on operational viability. This includes:

- a. **Order density and food demand trends** in the area
- b. Type of consumer base: **working professionals, families, students, etc.**
- c. **Gap analysis:** What cuisines or formats are underrepresented



4. Franchise vs Own Brand – Decision Consulting Service

- **Model Clarity & Education (FOFO | FOCO | Self-Owned)**
 - We break down each model in **simple business terms**—ownership, investment, control, risk, profitability, and exit—so the client clearly understands *what they are actually getting into*.
- **Goal-Based Suitability Mapping**
 - We map the client’s **capital, involvement level, risk appetite, and long-term vision** against each model to identify which structure aligns best with *their personality and business goals*.
- **Financial Reality Check**
 - We compare **CAPEX, OPEX, royalties, margins, break-even timelines, and cash flow pressure** across FOFO, FOCO, and self-owned brands to show the *true money picture*.
- **Operational Responsibility Analysis**
 - We define **who does what** in each model—branding, marketing, hiring, SOPs, vendor management, compliance—so there are **no surprises post-launch**.



5. CAPEX, OPEX, & ROI Planning

“Numbers first. Emotions second.”

We prepare detailed financial planning sheets tailored to your business size and format to help you **understand total investment, break-even timelines, and profitability scenarios**. This includes:

1. **Capital Expense (CAPEX):** Kitchen setup, equipment, licensing, branding, packaging
2. **Operating Expenses (OPEX):** Rent, staff, aggregator commission, marketing
3. **ROI Models:** Best case, average case, and worst-case monthly projections
4. **Cash Flow Management:** What to expect in the first 3, 6, and 12 months

Outcome: Peace of mind knowing what to invest, when you'll break even, and how to scale profitably.



Deliverables in Phase 1:

- ✓ Food Category Selection Report
 - ✓ Competitor & Territory Analysis Deck
 - ✓ Franchise Vs Self Owned Brands
- ✓ Financial Model (Excel Format) with CAPEX, OPEX & ROI projections
- ✓ Strategic Advisory Calls to finalize next steps

One Time Consulting Fee
Rs 49,000/-



GST: 18% GST to be paid over and above the quoted amounts.

Bank Account Details:

1. **Account Name:** Ko & Co
 2. **Account Number:** 50200095341128
 3. **IFSC Code:** HDFC0000145
 4. **Branch:** Borivali West, Mumbai
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Thank you for considering our services. We look forward to collaborating with you.