



# GURU JI SOYA CHAAP

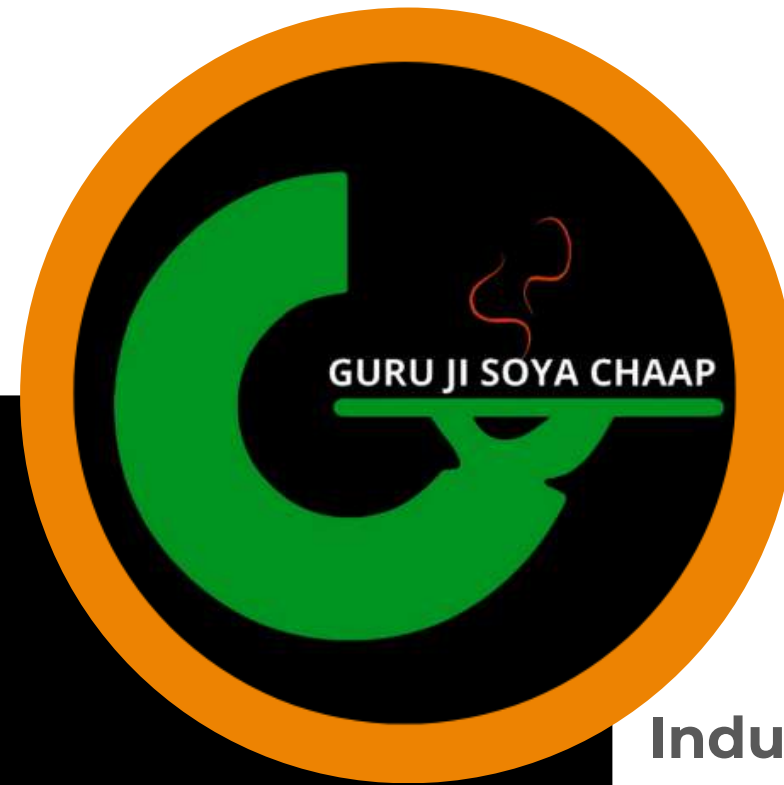
**PURE SOYA**

**100% Pure Vegetarian**





# Guruji Chaap:



## ●●● Redefining Vegetarian Cuisine

Indulge in the essence of traditional Punjabi flavors with Guruji Chaap, where we bring innovation to vegetarian cuisine. As a renowned name in the culinary landscape, we take pride in offering barbeque snacks and tasteful delights that echo the rich heritage of Indian Punjabi cuisines.

At Guruji Chaap, our specialty lies in crafting Tandoori Chaap that promises to tantalize your taste buds with its unique flavors. Our signature Soya Chaap is celebrated for its unparalleled quality and taste, delivering a royal experience with every bite.

Experience the epitome of flavor and quality as you savor our delectable offerings. Whether you choose to dine in or enjoy our culinary delights from the comfort of your home, Guruji Chaap guarantees a memorable gastronomic journey.

Embrace the essence of Punjabi cuisine with Guruji Chaap and elevate your dining experience to new heights. Plus, we bring you plant-based meat options to enjoy the same taste of non-veg without any guilt, ensuring everyone can indulge in our flavorful creations.



**Guruji Chaap's philosophy revolves around redefining vegetarian cuisine by infusing it with the rich and vibrant flavors traditionally associated with Punjabi cuisine. At Guruji Chaap, we believe in celebrating the essence of vegetarianism while satisfying the cravings of even the most discerning non-vegetarian palates.**

**Our offerings include a wide array of barbeque snacks and tasteful delights meticulously crafted to resonate with the diverse tastes and preferences of our patrons. From our specialty Tandoori Chaap to our signature Soya Chaap, each dish is created with utmost care and attention to detail, ensuring a royal experience with every bite.**

**We pride ourselves on using high-quality ingredients and innovative cooking techniques to deliver unparalleled flavor and quality in every dish. Whether dining in at our establishments or enjoying our culinary delights from the comfort of your home, Guruji Chaap guarantees a memorable gastronomic journey that embraces the essence of Punjabi cuisine.**

**In essence, Guruji Chaap is not just about offering delicious food; it's about celebrating the rich heritage of Indian cuisine and bringing people together through the joy of flavorful vegetarian dining experiences.**



# Key points:



**01**

Renowned name in the chaap world

**02**

Offers plant-based meat for veg lovers craving non-veg taste without guilt

**03**

Wide menu catering to both vegetarians and non-vegetarians

**04**

Specializes in Vegan Mock Meat for authentic Punjabi experience



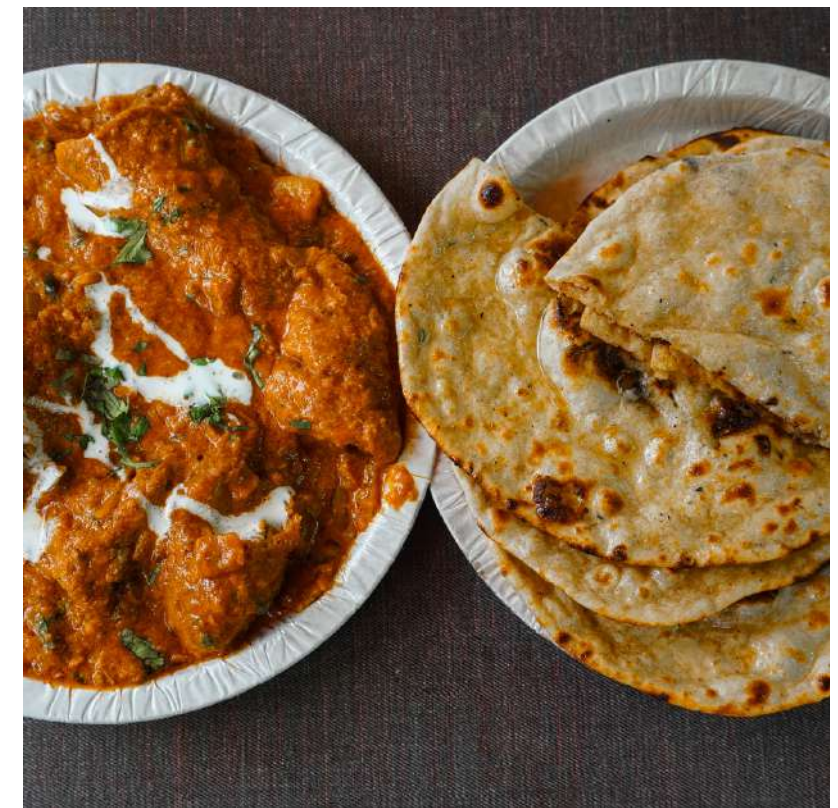
# Signature Dish: Guru ji Special Soya Chaap

**Soya chaap with flavors reminiscent of non-vegetarian delicacies**

Our Soya Chaap is a versatile vegetarian dish that embodies the rich flavors and textures reminiscent of non-vegetarian delicacies. Through meticulous marination and cooking techniques, our Soya Chaap captures the essence of traditional meat-based dishes while remaining entirely plant-based.

The marination process involves infusing the soya protein with a blend of aromatic spices, herbs, and seasonings, carefully curated to replicate the taste profile of various non-vegetarian favorites. These flavors seep into the soya chaap, enhancing its taste and creating a depth of flavor that mirrors that of its meat counterparts.

In essence, Soya Chaap serves as a testament to the culinary ingenuity of vegetarian cuisine, proving that plant-based alternatives can be just as indulgent and flavorful as their meat counterparts.





At Guruji Chaap, our commitment to delivering the best and highest-quality taste is unwavering. We meticulously source the finest ingredients and employ rigorous quality control measures at every step of the culinary process. From the selection of premium spices and herbs to the preparation and cooking techniques, we ensure that each dish reflects our dedication to excellence.

Furthermore, customer satisfaction is at the heart of everything we do. We listen attentively to feedback and continuously evolve our offerings to cater to the diverse tastes and preferences of our clientele. Whether it's a classic favorite or a new culinary experiment, each dish is crafted with the utmost care and attention to detail, ensuring a consistently exceptional dining experience for our valued customers.





# Quality Assurance

**Commitment to deliver the best and quality taste...**

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# Catering Services

Professional catering services for all events

**Services offered:**  
Wedding catering, family functions, breakfast meetings



Experience seamless and stress-free catering with Guruji Chaap's professional services, tailored to suit all occasions. From elegant weddings to intimate family gatherings and corporate breakfast meetings, we ensure every event is a culinary success. Trust us to deliver exceptional food and service, leaving you free to enjoy your special moments.



# Guruji Chaap Business Models



## Quick Service Restaurant (QSR) model:

- 1. Speed and Efficiency:** Guruji Chaap prioritizes fast service and quick turnaround times, ensuring customers enjoy a convenient dining experience without long waits.
- 2. Curated Menu:** Our QSR offers a carefully curated menu featuring popular chaap varieties and complementary dishes, allowing for efficient preparation and consistent quality.
- 3. Cost-Effectiveness:** With streamlined operations and lower overhead costs, Guruji Chaap provides affordable prices to customers without compromising on taste or quality.
- 4. Self-Service Convenience:** Embracing a self-service approach, customers can easily place their orders at our counters or kiosks, facilitating a seamless and hassle-free dining experience.
- 5. Consistent Excellence:** Guruji Chaap maintains unwavering standards of food quality, portion consistency, and service excellence, fostering trust and loyalty among our valued patrons.



**6. Continuous Innovation:** Committed to staying ahead of evolving consumer preferences, Guruji Chaap continually innovates, introducing new menu items, technology-driven ordering systems, and sustainable practices.

**7. Strategic Branding and Marketing:** Through effective branding and marketing strategies, Guruji Chaap stands out in the competitive QSR landscape, attracting customers and driving sales with our unique offerings and exceptional service.

<b>Franchisee Period</b>	<b>5 Years</b>
<b>Area Requirement</b>	<b>250-650 Sqft</b>
<b>Project Cost</b>	<b>15-25 Lakhs</b>
<b>Brand Fees</b>	<b>7 Lakhs+ GST(Excluded in Project cost)</b>
<b>Royalty</b>	<b>6%</b>

**\*Project cost depends on site survey**



# **BUSINESS MODEL: FOFO**

## **(FRANCHISEE OWNED FRANCHISEE OPERATED)**

- **Whole investment will be done by franchisee.**
- **Total sales & profits will be of franchisee.**
- **The Company will charge one time franchise fees.**
- **Period of agreement will be of 5 years (Extendable).**
- **The Company will charge quarterly royalty of ₹35400/- (Including GST).**
- **The company will not grant this franchise to any other party within area of 3 KMS.**



# Benefits of our franchise

- **Powerful brand**
- **Established business system.**
- **Developed products & services.**
- **Trained master chefs.**
- **Group advertising and marketing.**
- **The store design.**
- **All cooking staff will be provided by the company.**
- **The company may send it's representatives for quality check.**
- **90% Stress free business.**
- **ROI is usually recovered in 36 months.**
- **Less time of yours is required.**



# Staff Salary

<b>PARTICULARS</b>	<b>AMOUNT</b>
<b>MAIN CHEF</b>	<b>25,000/-</b>
<b>TANDOOR COOK</b>	<b>20,000/-</b>
<b>SNACK COOK</b>	<b>20,000/-</b>
<b>HELPER</b>	<b>15,000/-</b>
<b>CLEANNING</b>	<b>12,000/-</b>
<b>TOTAL</b>	<b>92,000/-</b>

**Accomodation will be provided by franchisee.**



# Contact Information

for inquiries, orders, and catering services

## Name

Ashwini Dhingra

## Phone no.

9871856494 / 8076696938

## Email

Ashwani@gurujisoyachaap.com

## Website:

[www.gurujisoyachaap.com](http://www.gurujisoyachaap.com)



**Call to action:** "Experience the unmatched taste of Guruji Chaap today!"



# THANK YOU

We extend our heartfelt gratitude for your time and attention during this presentation. At Guruji Chaap, we are immensely grateful for the opportunity to share our passion for innovative vegetarian cuisine with you. Thank you for considering us for your culinary needs, and we look forward to serving you soon.

