



B U S I N E S S P L A N · I N D I A

Quick-Service Restaurant (QSR)

Fast, consistent, value food - dine-in, takeaway and delivery

HOSPITALITY

AISEVAK.IN · BY ABL DIGITAL TECHNOLOGIES

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This document is confidential and prepared for planning purposes. All financial figures are illustrative model assumptions for an Indian MSME context and must be validated against live quotes, local rates and professional advice before any investment or borrowing decision.

1. Executive Summary

This plan sets out a **Quick-Service Restaurant (QSR)** in India — a fast-food/counter-service outlet with a tight, standardised menu (burgers, pizza, rolls, biryani, South Indian, fried chicken, or similar), fast preparation & service, dine-in/takeaway & heavy delivery, run as an own brand or franchise. It earns F&B margins on high throughput of standardised, value-priced items, monetising speed, consistency, volume & location — a throughput-, unit-economics- & systems-driven hospitality business.

QSR is one of the fastest-growing food-service formats in India, driven by young demographics, urbanisation, value-seeking, convenience & the delivery boom. The model wins on a standardised menu, speed, consistency, throughput & a repeatable, financeable format — scaling via own outlets or franchising. Margins are healthy on well-run, standardised food, but the business is sensitive to food cost, labour, rent & delivery-aggregator commissions — making throughput, unit economics & cost control decisive.

This is an MSME hospitality business — funded partly by the promoter and partly through bank finance (term loan for fit-out/kitchen + CC/OD for working capital, under Mudra/CGTMSE; if a franchise, term for fee/fit-out). This plan models a QSR requiring **₹40 lakh** (₹14 lakh promoter + ₹26 lakh bank finance), targeting **₹1.4 crore** revenue in Year 1 and **₹2.4 crore** by Year 3. (QSR; throughput/speed-driven, unit-economics-critical, franchise-scalable.)

2. Business Description, Vision & Legal Structure

Concept: A fast, consistent, value-priced counter-service outlet with a tight standardised menu - dine-in/takeaway & heavy delivery.

Vision: To be a go-to quick-service brand in its catchment, scaling across outlets.

Mission: Deliver fast, consistent, tasty food at value - every time, every channel.

Legal structure options

- **Proprietorship / Partnership** — simplest for a single outlet.
- **LLP / Private Limited** — recommended for multi-outlet, franchising & funding.

Regulatory anchor: a QSR is a licence-heavy food business — FSSAI, Shops & Establishments, GST, trade & health licences, fire NOC, weights-and-measures, pollution/effluent (kitchen), & franchise agreement (if franchised). Standardised menu, speed, consistency, throughput, location, unit economics & cost control (food cost, labour, rent, aggregator) determine success; healthy margins but throughput- & cost-sensitive.

3. Promoter & Ownership

Led by a promoter with F&B/QSR or operations experience. The team includes kitchen/production, counter/service, delivery-packing & a manager, on standardised SOPs. Standardisation, speed, consistency & cost control are the differentiators. Ownership & stakes are editable inputs.

4. Market Analysis — India

India's QSR market is among the fastest-growing food-service segments, driven by young demographics, urbanisation, value-consciousness, convenience, dual-income households & the delivery boom. Consumers want fast, consistent, affordable food across dine-in, takeaway & delivery. The market rewards standardised menus, speed, consistency,

throughput, location & delivery presence; it is competitive & cost-/commission-sensitive, met with unit-economics discipline & a repeatable format.

Demand drivers

- **Young demographics & urbanisation.**
- **Value & convenience.**
- **Delivery boom & digital.**
- **Dual-income & on-the-go.**
- **Brand & consistency** preference.

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	QSR/food-services in India	Very large
SAM	Catchment + delivery radius	Substantial
SOM (Yr 1-3)	Orders (dine-in + delivery)	Scaling

Target segments

- Young & value buyers.
- Families & students.
- Office & on-the-go.
- Delivery & takeaway customers.

5. Competition & Competitive Advantage

Landscape: national QSR chains, local fast-food, cloud kitchens & delivery brands. The QSR competes on menu, speed, consistency, value, throughput, location & delivery.

The QSR's edge

- **Tight, standardised menu.**
- **Speed & throughput.**
- **Consistency & value.**
- **Location & delivery reach.**
- **Repeatable, franchise-ready format.**

6. Products & Revenue Model

Stream	Model	Basis
Dine-in / takeaway	F&B margin (food cost ~30-35%)	Core
Delivery (aggregator)	Margin (net ~18-25% commission)	Volume/reach
Combos / add-ons / beverages	Higher margin	AOV/margin
Own-app / direct delivery	Better margin	Own channel

Franchise fee + royalty (if franchised)	Fee + % of sales	Scale income
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QSR runs on high throughput of standardised items at ~30-35% food cost; combos, beverages & add-ons lift AOV & margin; delivery adds volume but aggregator commissions (~18-25%) compress margin (own-app helps). Throughput, unit economics (contribution/order), cost control & delivery mix drive results — the decisive QSR levers.

7. Go-to-Market — Marketing & Sales

- **Location & high-footfall** capture.
- **Delivery platforms & own-app.**
- **Value, combos & offers.**
- **Digital, reviews & social.**
- **Consistency & speed.**

Sales approach

Capture footfall & delivery demand (location, platforms, own-app, offers) → serve fast & consistent → lift AOV via combos/beverages → shift to own-app for margin → retain via value & consistency → scale via franchising. Throughput, unit economics & cost control build profit.

8. Operations Plan

- **Outlet & kitchen:** compact, high-throughput counter-service format, efficient kitchen line, dine-in/takeaway + delivery-packing.
- **Process:** standardised menu & prep → fast cook/assemble (SOPs) → serve/dispatch → POS/KOT → hygiene & feedback.
- **Supply & cost:** central/vendor sourcing, portion & food-cost control, wastage & inventory.
- **Tech:** POS/KOT, aggregator & own-app integration, inventory/food-cost, CRM.
- **Compliance:** FSSAI, health/fire licences, hygiene standards, franchise SOPs (if franchised).

QSR workflow

Stage	Activity	Metric
Prep	Standardised menu	Food cost %
Cook	Fast line/SOP	Ticket time
Serve	Counter/delivery	Throughput
Bill	POS/combos	AOV/attach
Optimise	Cost/channel	Contribution/order

9. Regulatory, Licences & Compliance (India)

- **Food safety:** FSSAI; health/sanitary & hygiene; kitchen effluent norms.
- **Premises & safety:** Shops & Establishments; trade licence; fire NOC; signage.
- **Tax & labour:** GST; PAN/TAN; Udyam; labour/ESI/PF; weights-and-measures.

- **Franchise (if applicable):** franchise agreement (fee, royalty, standards, supply, territory).

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Promoter / outlet manager	1	2	3
Kitchen / production	6	9	14
Counter / service	4	6	9
Delivery-packing & support	2	3	5
Admin & cash	1	2	3
Total	14	22	34

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Setup	Month 0-3	Site, fit-out, kitchen, licences, menu, launch
Ramp	Month 3-7	Throughput, delivery live, consistency, reviews
Traction	Month 7-12	Unit economics & food-cost control; ₹1.4cr revenue
Optimise	Year 2	Own-app, combos, cost, second outlet
Scale	Year 3	₹2.4cr revenue; franchising

12. Financial Plan (Illustrative)

All figures are illustrative model assumptions for an Indian context, shown so the promoter can replace them with live rates. They are not projections of guaranteed results. QSR; healthy standardised-food margins, throughput- & cost-sensitive.

12.1 Project cost & means of finance

Capital requirement	₹
Fit-out & interiors	16,00,000
Kitchen & equipment	12,00,000
Licences, deposits & pre-operative	6,00,000
Opening inventory & launch	3,00,000
Working-capital margin	3,00,000
Total project cost	40,00,000
Promoter contribution	14,00,000
Bank finance (term + CC, Mudra/CGTMSE)	26,00,000

12.2 Projected Profit & Loss (3 years)

Particulars	Year 1	Year 2	Year 3
Dine-in / takeaway	70,00,000	95,00,000	1,15,00,000
Delivery	62,00,000	88,00,000	1,10,00,000
Combos, beverages & other	8,00,000	12,00,000	15,00,000
Total revenue	1,40,00,000	1,95,00,000	2,40,00,000
Food cost	49,00,000	67,00,000	82,00,000
Rent & utilities	16,00,000	18,00,000	21,00,000
Salaries & staff	27,00,000	36,00,000	46,00,000
Aggregator, marketing & overheads	33,00,000	44,00,000	54,00,000
Interest & other	3,50,000	4,50,000	5,50,000
Total expenses	1,28,50,000	1,69,50,000	2,08,50,000
Net profit (before tax)	11,50,000	25,50,000	31,50,000
Net margin	8.2%	13.1%	13.1%

12.3 Unit economics & break-even

- **Contribution per order:** price – food cost – packaging – aggregator commission; must be healthy per channel; own-app & combos lift it.
- **Prime cost:** food (~35%) + labour (~20-22%); throughput against fixed rent ($\leq$ ~12%) drives profitability.
- **Break-even:** at monthly order volume covering fixed costs; reached within Year 1 given throughput & delivery.

12.4 Projected Cash Flow — Year 1 (quarterly, illustrative)

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	3,00,000	3,15,000	3,40,000	3,80,000
Collections	28,00,000	33,00,000	38,00,000	41,00,000
Food, rent, staff & operating	27,85,000	32,75,000	37,60,000	40,40,000
Closing balance	3,15,000	3,40,000	3,80,000	4,40,000

Dine-in/takeaway is immediate cash/UPI; aggregator payouts lag ~7-15 days; food inventory & staff are steady outflows. Throughput, food-cost/portion control, own-app mix, CC limit & the WC margin manage cash; high aggregator dependence & rent-to-sales are the main risks.

12.5 Key Performance Indicators to Monitor

- **Sales:** orders/day; AOV; delivery vs. dine-in mix; own-app share.
- **Cost:** food cost %; prime cost %; aggregator %; rent %.
- **Ops:** ticket time; throughput; wastage; hygiene.
- **Guest:** ratings; repeat; contribution/order.

13. Funding Requirement & Bankability

Total ask: **₹26 lakh bank finance** against ₹14 lakh promoter contribution — term loan for fit-out/kitchen + CC for working capital, under Mudra/CGTMSE (if a franchise, term for fee/fit-out; brands often on approved-lender lists). Bankability rests on throughput, unit economics, cost discipline & the repeatable format; Year-1 profit ~₹11.5 lakh & growing supports servicing. Fast cash cycle & financeable format aid repayment; franchising de-risks scale.

13.1 Funding utilisation

Use of funds	₹	% of total
Fit-out & interiors	16,00,000	40%
Kitchen & equipment	12,00,000	30%
Licences, deposits & pre-operative	6,00,000	15%
Opening inventory & launch	3,00,000	7.5%
Working-capital margin	3,00,000	7.5%
Total	40,00,000	100%

14. Risk Analysis & Mitigation

Risk	Mitigation
Aggregator commission & dependence	Own-app/dine-in mix; direct orders; loyalty; combos
Food cost & wastage	Portion control; sourcing; standardisation; inventory
Rent / labour pressure	Rent-to-sales & productivity discipline; throughput
Consistency & hygiene	SOPs, training, FSSAI & audits
Competition	Menu, speed, value, location, delivery & brand

15. SWOT Analysis

Strengths Fast-growing format; healthy margins; throughput & repeatability; franchise-scalable; fast cash cycle.	Weaknesses Aggregator commissions; food-cost/labour/rent-sensitive; consistency-critical; competitive.
Opportunities Delivery growth; own-app; combos/beverages; franchising; multi-outlet; new menus.	Threats Aggregator power; competition & cloud kitchens; cost inflation; discretionary cycles.

16. Recommended AiSevak Tools for This Business

This QSR would use AiSevak's Hospitality vertical tools in delivery:

- **QSR ops:** POS/KOT, food-cost/inventory, aggregator & own-app integration and CRM/loyalty tools.

- **Compliance:** FSSAI, fire/health-licence, GST and labour/ESI-PF (+ franchise-agreement) tools (with Legal & Finance verticals).
- **Practice:** Business Plan, contribution-per-order/prime-cost and Break-even tools to model the QSR.

17. Key Assumptions & Notes

- QSR; tight standardised menu, dine-in/takeaway + heavy delivery; food cost ~30–35%, combos/beverages lift margin.
- Throughput, contribution-per-order & cost control decisive; aggregator commissions (~18–25%) compress delivery margin (own-app helps).
- Term + CC finance (Mudra/CGTMSE; franchise brands often on approved lists); FSSAI, fire/health, GST, labour compliance.
- Speed, consistency, unit economics & repeatable/franchise format drive economics; figures illustrative, exclude GST.

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