



Revenue Share Among **FRANCHISE (20%), CUSTOMER (15%) & DAD AYURVEDA (5%)** = Total Profit 35-40% Category wise

	TYPE OF EXPENSES	FRANCHISE SCOPE (20%)	FRANCHISE EXPENSES ONE TIME + MONTHLY	CUSTOMER SCOPE (15%)	CUSTOMER EXPENSES ONE TIME + MONTHLY	DAD AYURVEDA (5%)	DAD EXPENSES ONE TIME + MONTHLY
1	One Time Expenses	Investment				Business Model	
						Team	
						Technology	
						Infrastructure	
						Interior & Exterior Work	
						Manpower Hiring	
						Market Survey	
						Product Planning, Sourcing	
						Branding, Advertisement	
						Multiple Software's	
						Delivery Vehicle, Services	
						POS Installation Team	
						CCTV Installation	
						Clinic Establishment License	
						All relevant licensing	
2	Monthly Expenses	Electricity Bill	According to location			Monthly Salary – Employees	1.25L in Mega, 2.5L in CP
		Water Bill	According to location			Stationery	Approx. 10,000
		Space Rent	According to location			Software Billing – AMC	2,000
						Software Telemedicine - AMC	2,000
						Internet Monthly Expenses	1,000
						DTH Monthly Expenses	1,000
						Food & Beverages for staff	6,000
						Carry Bag/ Envelops for Meds	10,000
						Cleaning & Maintenance	10,000
						Subscription management cost	10,000
	Total (Mon Expenses)		60K in Mega, 1L in CP				1.75 L in Mega, 3 L in CP

Compare our expenses: Let's talk about Monthly expenses that are going to make actual difference... Compare what DAD Ayurveda is spending every month and what Franchise is spending every month. Now let us clarify that **to breakeven franchise's expenses (60K of Mega & 1 L of City Pride) we just need sells of (5L in Mega & 9L in CP monthly) and to breakeven DAD Ayurveda's expenses (1.75L of Mega & 3L of CP) we need sales of (25L+ in Mega & 60L+ in CP) now you understand yourself how quickly we would need to touch our breakeven and when we will touch our breakeven then how much a franchise owner will get? It is going to be huge.. Approx. 3 L in mega and 7 to 10 Lakh in City Pride franchise will earn every month.** What else is needed in ROI against the investment?