



TM

THE WAFFLE CO.®

WAFFLES | THICK SHAKES | FROZEN YOGURT | PANCAKES | FRIES



# FRANCHISE MANUAL

# Do not miss the opportunity to Partner with us



Starting in 2018 by the Co-owners of Giani's, TWC today is one of the most loved brand when it comes to desserts. The variety of Waffles, Thick Shakes, Pancakes, Fries is just tantalizing.

At TWC, we have always focused on two main things – Taste & Quality. Further more, every ingredient that goes in making that piece of dessert of your choice is made inhouse from the chocolate sauce to brownies to the batter !

With the amazing ambience & diverse menu, we are all set to grow the brand with you. Come and be a part of the TWC family.

## Franchisee Facts

Expansion Format	Area Required	Total Investment	Gross Margins	Average Rol
Kiosk/Shop in Shop	80-100 Sqt.ft	INR 8-9 Lakhs	65% (Approx)	8-10 Months
Store	100-300 Sqt.ft	INR 10-11 Lakhs	65% (Approx)	10-12 Months

Also open for multi-unit and master franchise opportunities. Investment details on prior request only.

## Why The Waffle Co.

**Site Selection-** Our experts will provide you guidance with site selection and finalise on a mutually decided site.

**Setup-** We support you with complete store designing and construction from the very beginning of action.

**Marketing Support-** Complete social media support and brand creatives is provided in accordance of local markets.

**Training-** Our experts provide with an ongoing tutorial to ensure that the quality of product is always up to the mark and the brand feel never diminish for the ongoing success of our franchisees.

**Active Support-** At TWC we go hand in hand which is why our team support and guide franchisees at every point of business.



Look  
&  
Feel

**PRODUCT**  
*Portfolio*

- Belgian Waffles
- Waffwich  
(Waffle Sandwich)
- Mini Pancakes
- Classic Shakes
- Thick Shakes
- Waffle Cakes
- French Fries
- Frozen Yogurt

