Franchise Financial Statement

MOMO HUT CAFE

Top 100 Best Performing Outlets

1. Average Monthly Revenue and Costs:

1.1 Average Revenue:
Average Monthly Revenue: <u>INR 930,000/-</u>

1.2 Cost of Goods Sold (COGS) and Gross Profit:
Gross Profit Margin: 50%
Gross Profit: INR 930,000 × 50% = <u>INR 465,000/-</u>

1.3 Operating Expenses:
Monthly Operating Expenses: <u>INR 45,000/-</u>

1.4 Third Party Services:
Cleaning & Maintance: <u>INR 6,000/-</u>

<u>INR 465,000/- (Gross Profit)</u>
- *INR 45,000/- (Operating Expenses)*
- *INR 6,000 (Third Party Services)*
Take-Home Income: = <u>INR 414,000/-</u>

(Part - 1)

2. Monthly Overhead Expenses:

2.1 Value Bundle: 5.9%

- **Marketing Fee:** <u>1.9%</u> of Gross Sales
  = INR 930,000 × 1.9% = INR 17,670/-

- **Customer Support Fee:** <u>1%</u> of Gross Sales
  = INR 930,000 × 1% = INR 9,300/-

- **Business Services Fee:** <u>1%</u> of Gross Sales
  = INR 930,000 × 1% = INR 9,300/-

- **Logistics Fee:** <u>1%</u> of Gross Sales
  = INR 930,000 × 1% = INR 9,300/-

- **HR Services Fee:** <u>0.5%</u> of Gross Sales
  = INR 930,000 × 0.5% = INR 4,650/-

- **Technology Fee:** <u>0.5%</u> of Gross Sales
  = INR 930,000 × 0.5% = INR 4,650/-

INR 17,670 (Marketing)
+ INR 9,300 (Customer Support)
+ INR 9,300 (Business Services)
+ INR 9,300 (Logistics)
+ INR 4,650 (HR Services)
+ INR 4,650 (Technology)
Total Value Bundle Charges = <u>INR 54,870/-</u>

(Part - 1)

2.2 Operational Insurance Charges: 0.5%

- **Indemnity Cover:** 0.2% of Gross Sales
  = INR 930,000 × 0.2% = INR 1,860

- **Legal Protection:** 0.1% of Gross Sales
  = INR 930,000 × 0.1% = INR 930

- **Disaster Cover:** 0.2% of Gross Sales
  = INR 930,000 × 0.2% = INR 1,860

INR 1,860 (Indemnity Cover)
+ INR 930 (Legal Protection)
+ INR 1,860 (Disaster Cover)
Total Insurance Cost = <u>INR 4,650/-</u>

3. Online Order Fees:

Revenue from Online Orders: 30% × 930,000 = INR 279,000/-
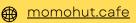**Total Platform Charges:** 15% × INR 279,000 = <u>INR 41,850</u>

Net Profit

<u>INR 414,000 (Take-Home Income)</u>
- INR 59,520 (Overhead expenses)
- INR 41,850 (Platform Charges)

Net Profit : <u>INR 312,630/-</u>

Franchise Financial Statement

MOMO HUT CAFE

Bottom 100 Worst Performing Outlets

1. Average Monthly Revenue and Costs:

1.1 Average Revenue:
Average Monthly Revenue: INR 162,000/-

1.2 Cost of Goods Sold (COGS) and Gross Profit:
Gross Profit Margin: 50%
Gross Profit: INR 162,000 × 50% = INR 81,000/-

1.3 Operating Expenses:
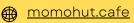Monthly Operating Expenses: INR 16,000/-

1.4 Third Party Services:
Cleaning & Maintance: INR 6,000/-

INR 81,000/- (Gross Profit)
- INR 16,000/- (Operating Expenses)
- INR 6,000 (Third Party Services)
Take-Home Income: = INR 59,000/-

(Part - 2)

2. Monthly Overhead Expenses:

2.1 Value Bundle: 5.9%

- **Marketing Fee:** <u>1.9%</u> of Gross Sales
  = INR 162,000 × 1.9% = INR 3,078/-

- **Customer Support Fee:** <u>1%</u> of Gross Sales
  = INR 162,000 × 1% = INR 1,620/-

- **Business Services Fee:** <u>1%</u> of Gross Sales
  = INR 162,000 × 1% = INR 1,620/-

- **Logistics Fee:** <u>1%</u> of Gross Sales
  = INR 162,000 × 1% = INR 1,620/-

- **HR Services Fee:** <u>0.5%</u> of Gross Sales
  = INR 162,000 × 0.5% = INR 810/-

- **Technology Fee:** <u>0.5%</u> of Gross Sales
  = INR 162,000 × 0.5% = INR 810/-

*   INR 3,078 (Marketing)*
+ INR 1,620 (Customer Support)
+ INR 1,620 (Business Services)
+ INR 1,620 (Logistics)
+ INR 810 (HR Services)
+ INR 810 (Technology)
Total Value Bundle Charges = <u>INR 9,558/-</u>

(Part - 2)

2.2 Operational Insurance Charges: 0.5%

- **Indemnity Cover:** 0.2% of Gross Sales
  = INR 162,000 × 0.2% = INR 324

- **Legal Protection:** 0.1% of Gross Sales
  = INR 162,000 × 0.1% = INR 162

- **Disaster Cover:** 0.2% of Gross Sales
  = INR 162,000 × 0.2% = INR 324

INR 324 (Indemnity Cover)
+ INR 162 (Legal Protection)
+ INR 324 (Disaster Cover)
Total Insurance Cost = INR 810/-

3. Online Order Fees:

Revenue from Online Orders: 30% × 162,000 = INR 48,600/-
Total Platform Charges: 15% × INR 48,600 = INR 7,290/-

Net Profit

INR 59,000 (Take-Home Income)
- INR 10,368 (Overhead expenses)
- INR 7,290 (Platform Charges)

Net Profit : INR 41,342/-