

Eating is no longer a mundane ritual; it is one's search for gastronomic pleasures. In a bid to fulfil people's yearning for a holistic eating experience, Dream Foods India Private Limited (DFIPL) has entered the fray and in the process offers a rich array of business opportunities to those who want the best of both food and profits.



Dishing out profits on a platter

By Swati Mahajan

DREAM Foods India Private Limited (DFIPL) is successfully running an entire range of state-of-the-art hospitality services, including restaurants, food courts, banquet halls, outdoor catering services and hospitality solutions under different brand names. The company's major objective is to satisfy their customers with outstanding performance and timely deliveries.

DFIPL was born out of a dream and passion — a dream nurtured over the years towards the dynamic industry of hospitality. And this was how the company formed its first idly junction outlet at Greater Noida serving South Indian and Chinese cuisine. The company opened a few more outlets and stepped forward to start franchising with a clear mindset to share the profit and develop entrepreneur skills among those who are looking forward to setting up their own restaurant but are lacking in technical and business

acumen. Their success can be gauged from the fact that now they are operating more than 22 outlets pan-India, mostly franchisee-owned, with 14 brands, and are all set to launch four new brands, Chatkaara dilli ka, Café 901, Idly Junction and Urban Dhaba with the promise that each would offer a novel experience. The brand has already marked its presence in 11 states.

Benefits of franchising

No idea risk: This ensures that the franchisee does not straightway find himself in uncharted territories.

Handholding through the start-up phase: The franchisee can avail of the help in selecting a location, right till start-up, which is very important in retail.

Operating support: The franchisee can benefit from standard operating manuals, which will simplify the operation of his outlet. The franchisee and his staff can receive training so that the business can be run efficiently.

Marketing expertise: Marketing efforts by the franchisor will help the franchisee increase his sales. The franchisor can advertise the brand in mass media, which would, in turn, serve the franchisee's cause.

Franchise facts

Sector: Food & Beverage

Investment: Rs15 lakh-2.5 cr

Area: 200-2000 sq.ft

ROI: 30-45%

Expected break-even: Depends on format

No. of outlets: 22

Expansion plans: 200 QSRs; 100 casual & 25 fine dining restaurants by 2015

Economies of scale:

The franchisee can gain from lower costs of goods, as the franchisor would have enough volumes to negotiate better prices with vendors.

“Our strategy behind launching new brands is to capture the market in the next five years, as according to

an ITCO survey, market potential is expected to double in India and globally. Under the B2C segment, the management will focus on maintaining DFIPL's loyal base of repeat customers and will attract new customers from surrounding communities by providing quality food and beverages at reasonable prices,” said Prawal Choudhary, Founder & Managing Director, DFIPL.

Brand's success mantra

The company's success lies in strategically bringing in an entire range of state-of-the-art hospitality services under the auspices of 14 different brands to cater to their consumers' demands for a variegated and holistic eating experience. In the process, this strategic step provides varied business opportunities for aspirants in the hospitality industry, augmenting the growth of the company and its brands.



PRAWAL CHOUDHARY,
Founder & MD, DFIPL.
“We at DFIPL believe that eating out is not just about good food. Rather, it is a wholesome experience that must satiate the mind, body and soul.”