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A DUAL BRAND FRANCHISE OPPORTUNITY



www.thefusionpizza.in



www.bigburger.co.in





ABOUT

THE FUSION PIZZA

The Fusion Pizza proudly stands as **India's first quick-service pizza restaurant franchise**. In a landscape dominated by American brands within the Indian food market, there emerged a palpable demand for a homegrown entity that could encapsulate the positive attributes of American pizza brands while addressing the specific needs of Indian customers – affordability and top-notch quality.

Enterprising founders, Mr. Vimal Patel, Brijesh Chauhan & Vijeth Jain identified this niche through meticulous research, leading to the inception of The Fusion Pizza in December 2018 with Nikol Ahmedabad, Gujarat being its first location. The brand distinguishes itself with a commitment to utilising fresh ingredients, ensuring prompt delivery maintaining the highest standards of quality and services, all while keeping affordability at the forefront.





ABOUT **BIG BURGER CO.**

A mere toddler in its inception, Big Burger Co. has already created significant waves in the **Quick Service Restaurant (QSR) market**. Deviating from traditional Americanized flavours, the company embraces the concept of demand and supply, ensuring the availability of what customers really want.

The rapid spread and growth following this equilibrium of demand and supply have been instant, with franchises now spanning across India. Big Burger Co. has only just begun its journey and has a well-laid-out vision, mission, and goals for the years to come.

THE MASTERMINDS



VIMAL PATEL

DIRECTOR

Bringing a background in Hotel and Tourism Management, Vimal Patel is an IIM graduate and boasts over a decade of experience gained from renowned global organisations such as Bollants IM Park Hotel in Germany and Jubilant Food Works (Dominos Pizza). His profound passion for food production became the driving force behind the inception of **The Fusion Pizza**.



VIJETH JAIN

DIRECTOR

Vijeth Jain, with an MBA in Finance and Marketing, has accumulated over 15 years of expertise in banking and franchising. He has now taken on the role of a director to expand the company's reach. His vision involves not only establishing the brand in the pan-India market but also exploring opportunities in the international arena. This strategic move aims to maximize the organization's growth and success on a global scale.

BRIJESH CHAUHAN

DIRECTOR

With over 15 years in the FMCG industry, Brijesh Chauhan excels in sales and marketing. His extensive roles at Rasna Private Ltd, ADF Food Ltd, and other notable organisations have finely tuned his skills in comprehending market needs and innovating recipes for healthy, quick-service foods.



Our Vision

250+ OuTLETs in nEXT 5 yEARs



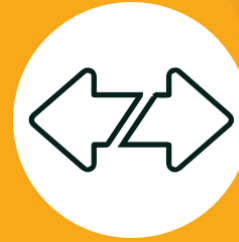
SYNERGISTIC EXCELLENCE

Achieving unparalleled operational synergy, merging culinary finesse and service precision for industry-leading performance.



INNOVATIVE CONSUMER FOCUS

Spearheading pioneering concepts to surpass customer expectations, enhancing experiences across both brands through cutting-edge strategies.



DUAL-BRAND PAN-INDIA REACH

Leveraging the strengths of The Fusion Pizza & Big Burger Co., to expand Pan-India, establishing a renowned presence through strategic collaborations and expansion models.



COLLECTIVE MARKET LEADERSHIP

Driving market leadership by flexibly adapting to dynamic consumer trends, securing a sustained competitive edge through collaboration.



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MISSION



COMPREHENSIVE OPERATIONAL EFFICIENCY

Striving for operational efficiency across all facets, optimizing resources to enhance productivity and minimize waste.



COHESIVE BRAND IDENTITY

Ensuring a consistent and cohesive brand identity that resonates across diverse customer demographics, fostering steady brand loyalty & recognition.



UNWAVERING QUALITY STANDARDS

Commitment to stringent quality controls, ensuring unwavering excellence in all facets of operations.



INTEGRATED BRAND INTEGRITY

Upholding the core values of both brands, delivering authentic and integrated experiences that resonate with customers.



FINANCIAL OPTIMISATION

Employing strategic financial strategies to maximize profitability and ensure enduring financial, profitability across the collaboration.

SUPPORTIVE SERVICES



**POS Billing &
Separate Application
Panel**



**SMS and
Whatsapp Marketing
Support**



**Registration
Support with Online
Delivery Channels**



**Raw Material
Setup & Kitchen Staff
Training Support**



**Regular Food
Innovations**



**Marketing Guidelines
& Sales grow up
Guidelines**



**Regular
visit of company
employees**



**Grand Opening
Standard layout given
by Company**



**Event Planning
Guidelines
Support**



**Social Media
Support**



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150+ ITEMS WELL-ENGINEERED In THE MENU

- Pizzas
- Burgers
- Pastas
- Siders
- Beverages
- Wraps
- Sandwiches
- Desserts



THE FUSION PIZZA

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BIG BURGER CO.

HALL OF FAME



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ACHIEVEMENTS

"THE PERFECTIONIST"

-Zomato

"Clockwork Kitchen"

-Snackshot



"Best restaurant"

-SWIGGY

20 Million+ Smiles

Every year

Gujarat Tourism Awards

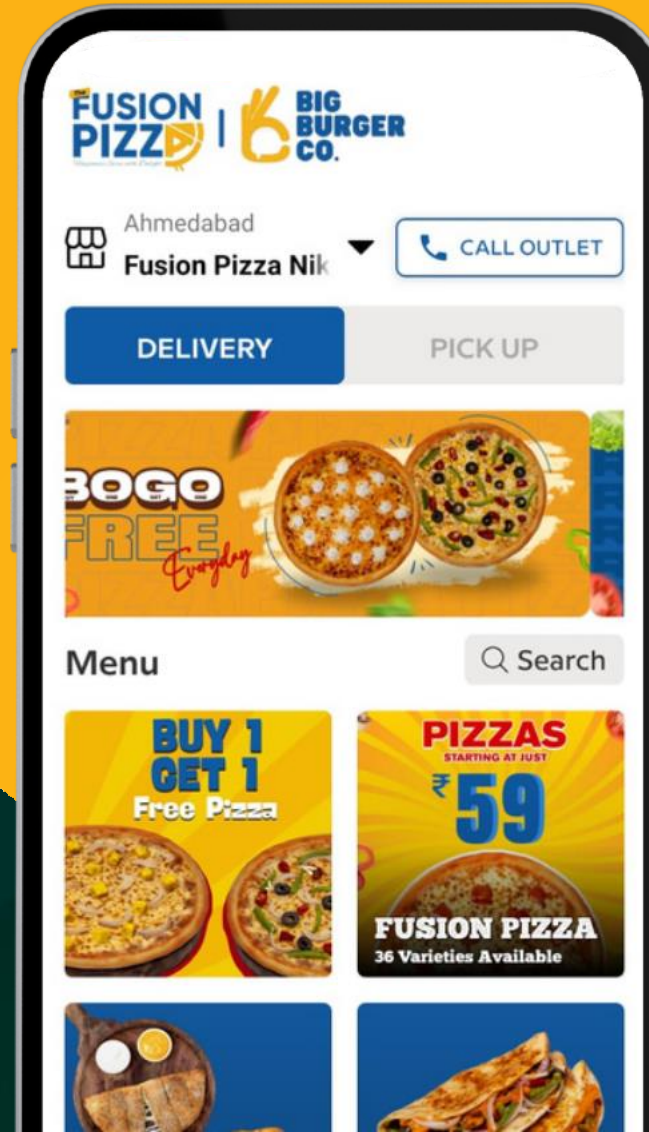


Mobile App

In-HOUSE APPLICATION WITH FULL-FLEDGED DELIVERY SYSTEMS

Fully functional Application, optimised to maximise the ticket size & ease of ordering from home.

Search ...

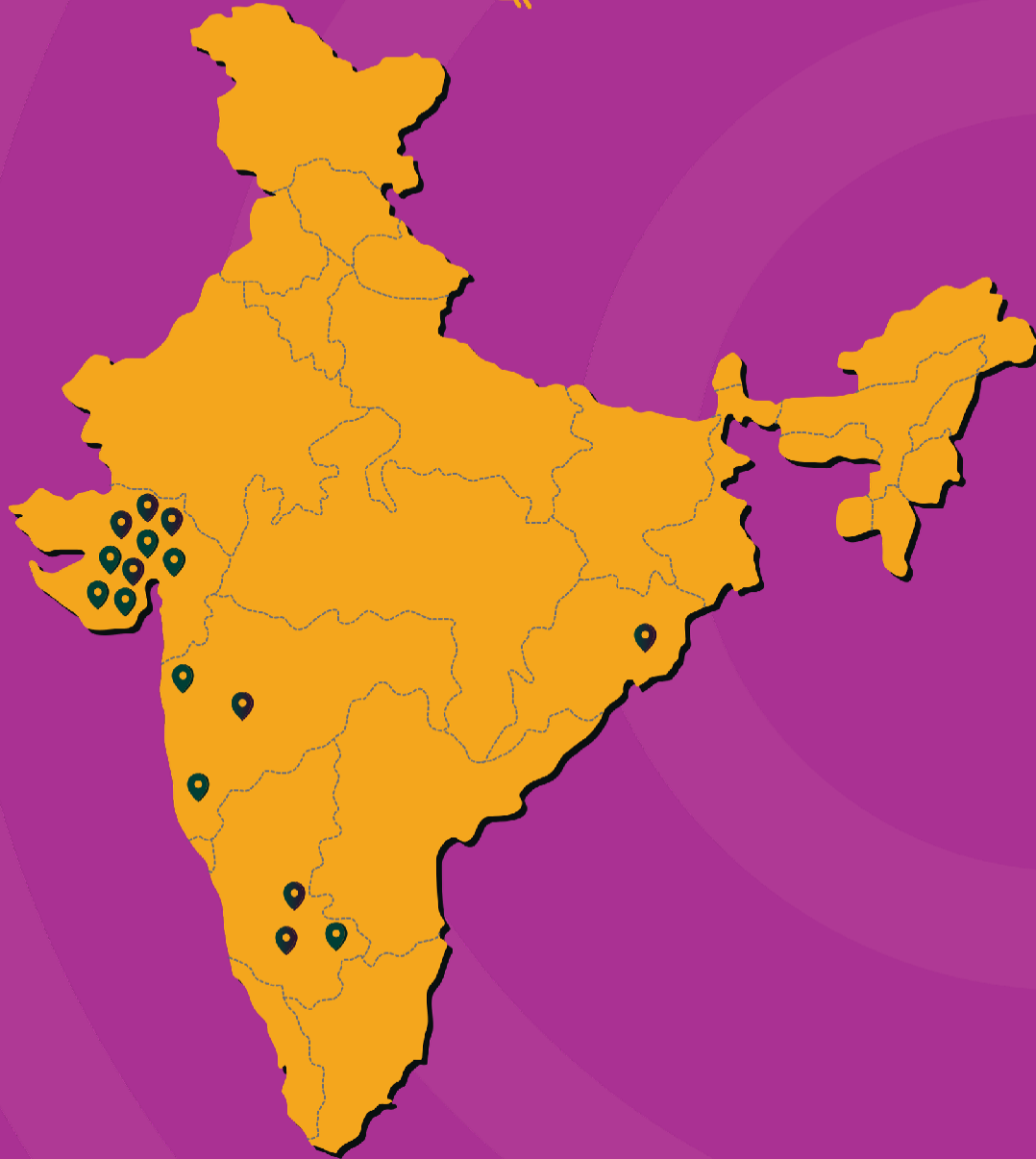




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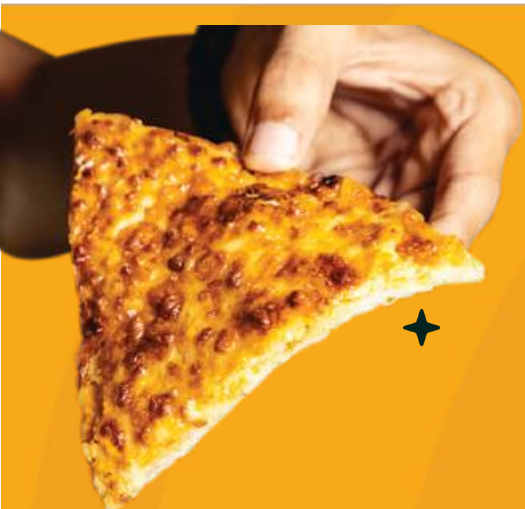


FRANCHISE



20+
STORES
OPERATIONAL

MORE OUTLETS ARE LAUNCHING SOON



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FRANCHISE



Leveraging the combined strengths of Fusion Pizza and Big Burger Co. This strategic alliance maximises market leadership in QSR Pizza Outlets and steady burger segment growth.

Benefit from streamlined operations, upheld by top-quality ingredients through strategic vendor partnerships with expert-led training to ensure franchise success.

Explore the demand for innovative culinary experiences through our model, tailored for success, delivering exceptional services and enticing food offerings.



Together, we pioneer industry success through innovation, quality, and strategic expansion.





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BUSINESS MODEL

(EXCLUDING PROPERTY DEPOSIT)

PARTICULAR	Dine In, Take away & devliery
MINIMUM CARPET AREA (IN SQ. FEET)	500 SQFT
SEATING CAPACITY	24+
INVESTMENT	30 LACS ONWARDS*
ROI (IN MONTHS)	14-18 MONTH*
Brand Support Fee	3% on Monthly Sales

DISCLAIMER

Interior and exterior work will be managed by the brand

Taxes and transportation cost would be additional and as on actual

Supply chain Management of raw materials
online aggregator's activ ation POS Software

360 degree Marketing Support Backend Support

Staff recruitment Support

A DUAL COLLABORATION OF MUTUAL SUCCESS AWAITS YOU!



FOR MORE INFORMATION ON



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FRANCHISE

TERRAFINA FOOD FEAST PVT. LTD.



info@thefusionpizza.in



thefusionpizza_india



info@bigburger.co.in



bigburgerco.official

+91 9062 575 115