

Marathi Heritage – Restaurant consultancy

Marathi Heritage Pvt Ltd is a brand known for its unique concept. We channelize the non-booked business to the restaurants and hotels in the remote areas especially nearby heritage sites or forts. The non-performing organizations are lagging behind due to improper staff recruitment, less innovative ideas, training, customer engagement, menu planning etc. Marathi Heritage provides the complete platform for those kinds of organizations which can bounce back after the re-branding with re-launch. Same applicable to the newly proposed establishments which are yet to come in the big competitive market. With the trained and experienced team, we provide all the required services under one roof to make sure the proposed outlet is properly set and managed at initial stage till its successful period.

We work hard to offer the below services in the form of consultancy:

- 1) Finding the Perfect spot after thorough search to suite both the demand from the clientele & budget of the investor.
- 2) Leasing or Purchasing the commercial shops
- 3) Theme / Exterior / Interior / Ambience / Decor / Spacing / Furniture
- 4) Budget: Budgeting the funds for dining hall, furniture, kitchen, marketing and branding as well as running cost
- 5) Purchase: *Cutlery and Crockery *Kitchen Utensils and Appliances
- 6) Kitchen: *Layout *Design *Basic kitchen structure
- 7) Flow of work: *Placement of Gas *Cooking range *Exhausts and Chimneys
*Drainage and Ventilation *Sinks and wash up areas
- 8) Linen: Staff uniforms / Napkins / Table cloths / Duster
- 9) Costing: Menu / basic costing / Ingredients and indenting / Vendors
- 10) Staff Recruitment and Hierarchy
- 11) Promotions and Brand Development : *Branding and Marketing Strategy
*Website and social media (Facebook, Twitter, Instagram, Zomato, Burrp, Limetray, Food Panda, Groupon, Tinyowl etc)
- 12) Customer Engagement *Pre - Opening and menu tasting , food trials
*Launch

13) Ongoing Running Assistance

- Continuous Recruitment of staff in case left or dismissed
- Make sure the operations are smooth
- Daily briefing to tackle the day to day issues
- Staff training
- Compliant Management
- Maintaining the wages and staff welfare
- Cost and wastage control
- Co-ordination with vendors
- Liaising with promotional Sources like Zomato, Burrp, Limetray, Food Panda, Groupon, Tinyowl etc
- Up selling the business to make sure the graph is marching high by conducting events & Food Festivals.

14) Contract:

- a) We sign contract with the Merchant for 5 years period as per the agreed terms by both the parties
- b) The commercials will be discussed and finalized as per the convenience by the merchant and the service provider (**Marathi Heritage Pvt Ltd**)
- c) Marathi Heritage expects **15% to 20% on total Gross Profit or 5 to 7 %** on total turnover in the form of consultancy fees
- d) Termination of contract can only be possible after three years from signing this agreement with mutually agreed terms from both the parties.
- e) The consultancy fees would be payable to 'Marathi Heritage Pvt Ltd' before the end of each business month

For, **Marathi Heritage Pvt Ltd**

Kiran B Patil (Director)