



*non-fat
frozen yogurt*

x



bubble tea

Franchise Document

Ahmedabad | Pune

7, ground floor, swapneel 5, near commerce six roads, ahmedabad - 380009, gujarat, india.
phone: + 91-96625 01577 | email: info@cravingz.in | website: www.cravingz.in
www.facebook.com/cravingzIndia



Greetings from CRAVINGZ,

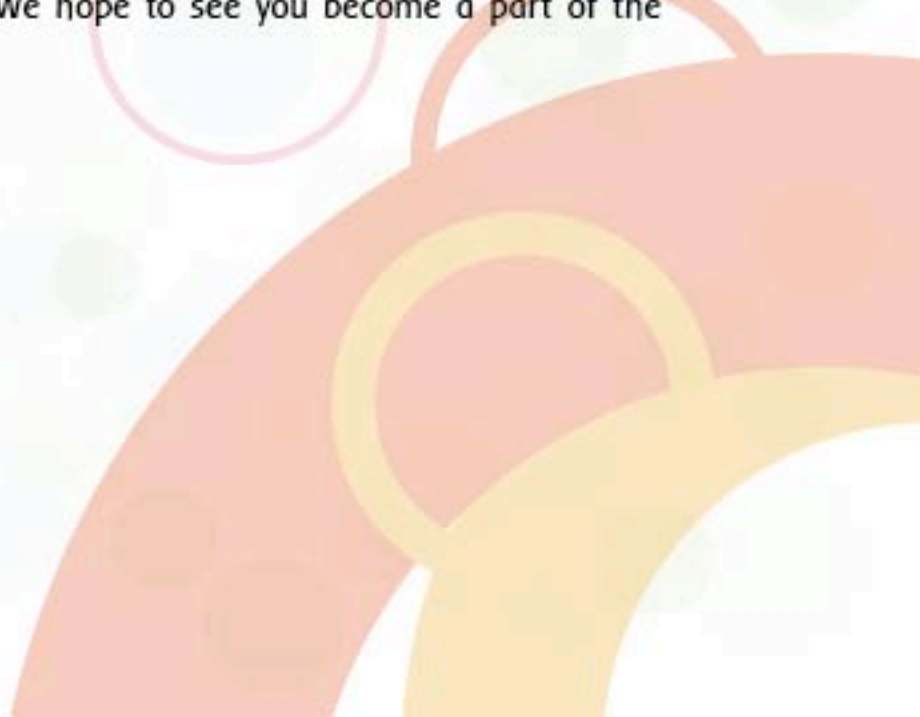
Thank you very much for your interest in our company and products.

Cravingz is a chain of India's first self service non-fat frozen yogurt & bubble tea temptations that not only delight your taste buds but also boost your health.

There are several reasons why Cravingz yogurt and bubble tea has become very popular. The taste of our yogurt is one of the best that is available in the market today. Currently, with over 100 flavors and 250 toppings, Cravingz continues its innovation by constantly creating new and unique flavors to set them apart from the competition. Moreover, there are substantial health benefits of eating frozen yogurt rather than ice cream and other desserts. For more information on our products, please visit our website www.cravingz.in.

Among the specialty beverages offered by Cravingz are the **Bubble Tea** and a range of cool fruity drinks that can be boosted with healthy green tea, tapioca pearls and unique crystal jelly. You're sure to fall in love with these energizing beverages, especially with the added goodness of tea – nature's wonder drug that slows ageing, boosts immunity and aids in weight reduction.

The self service frozen yogurt concept has really become a hit in major cities across the world. If you are interested in a great business opportunity with Cravingz, please take a moment of your time to call one of our friendly sales associates. They will be happy to assist you with any information you need in order to open a Cravingz store in your area. To learn more about Cravingz, please visit our Cravingz website, www.cravingz.in. We hope to see you become a part of the Cravingz family.





Why Cravingz?

Cravingz is a fun interactive self-service frozen yogurt and bubble tea place where every customer has the freedom to create their own sweet treat! At Cravingz, we provide an array of frozen yogurt flavors, toppings, healthy teas and crystals so that customers can use their own creativity and experiment with numerous flavor combinations of their choice.

Benefits of Joining Cravingz

Trade Name Identification

Your fees include the right to use CRAVINGZ trademark, logo, trade secrets, recipes, operating systems, training procedures and all other aspects of our store system.

Location Analysis

We will provide you with a comprehensive site analysis on your location.

Training

We provide comprehensive training at our facilities. At our training we not only teach you how to make yogurt and use our machines, but we provide guidance in financial and staff management issues in order to fully prepare you for the operation of your store.

Marketing

Branding will be undertaken by the corporate office and local advertising is up to the franchisees. You will be given guidance and support to advertise locally.

Sourcing


We will provide specific materials, and supplies at discounted prices.

On-going Help and Support

You will have the benefit of a trouble-shooting service from our company. Our field staff will also take the time to visit your store and follow-up with the owners in order to make sure that the store is running properly and efficiently.

Design

We strive to provide enticing and modernized interior designs for your store in order to attract people of all ages.





Bubble Tea

Introduced first time in India



Bubble Tea



Pearl Tea




Snow Bubble



Exotic Bubble

Benefits of Bubble Tea

- Slows ageing
 - Boots Immunity
 - Aids in Weight reduction
 - Helps fight chronic diseases
 - Increases mental alertness
- 

Frequently Asked Questions

Q: What services come with Franchise?

A: First off, you are investing and purchasing a recognized brand name. Cravingz is first of its kind frozen yogurt and bubble tea company that has had the capability to spread world-wide. We also provide internet website/advertising so that our franchisees do not have to create their own website. We also have a project team that will take each of our franchisees through the process of opening their store. We do initial store design layouts and we work directly with the contractor and architects of the franchisee. We also follow up with permits and inspections that are necessary to open a store/kiosk.

Q: Can we use our own contractors and architects, or do we have to use the ones that company assigns?

A: You can use your own contractors and architects as long as they are licensed and capable of doing the job that we expect them to do. We are able to provide references and recommendations for contractors and architects that we have worked with.

Q: Does it have to be strictly frozen yogurt and bubble tea in our store or can we add in other items?

A: You can add in other items as long as the landlord and our project management team approves the items that the franchisees would like to add.

