



So you want to be a Restaurateur?

After much reflection and candid discussions with family, friends over multiple mugs of tea/coffee, you have finally decided on setting up your own restaurant. Good luck to you as you begin an exciting entrepreneurial journey!

It is a great time to be getting into the food service sector, which is expected to grow at a compound annual growth rate of 10 per cent according to a recent report by the National Restaurant Association of India. An increasing number of consumers spending on eating-out, their exposure to global cuisines and openness to experiment are some of the factors fuelling this trend. Moving ahead, here are some basic requirements we are sure you would have ticked off your checklist already: - A suitable location, adequate investment and the type of restaurant you would like to operate.

In case, you opt to open your own independent restaurant, you would have to have in place all the necessary licences and permits for your establishment in addition to a layout design, great ambience and delectable menu, processes ensuring safety, hygiene along with marketing, advertising and publicity plan to ensure good customer footfall. If however, you take up the franchise of a trusted brand, then most of these requirements are already taken care of by the franchisor. It also gives you a head start while offering the security of complete back-end support from the franchisor and an already established brand name. For instance, SUBWAY® facilitates its' franchisees to open and independently operate their own restaurants. It provides them with intensive training and 24/7 support that hones their business skills. Apart from this, the franchisees are helped in the designing process of their restaurant complete with floor plans that would best suit their location. Once the restaurant design is ready, SUBWAY® team further assists the franchisee in setting up the equipment, furniture, providing business mentorship through existing franchisees and field representatives. The franchisee also has access to SUBWAY®'s customised operational manuals and additional learning tools like regular newsletters, e-mails, DVDs and an online learning platform called the University of SUBWAY®. The restaurant chain makes sure to provide marketing and advertising support to all its franchisees which lets them run their operation without worrying too much about promotions or publicity. Currently, SUBWAY® is rapidly expanding its footprint in major metros as well as non-metro locations.

Your dream of operating and transforming a restaurant into a successful venture would no doubt require planning, time, patience and a relentless dedication. And if, supported by a team which believes in you and works equally hard to help you achieve it, the journey would undoubtedly become more fulfilling and exhilarating.

About SUBWAY® India

As one of the world's largest chain of sandwich restaurants, SUBWAY® is globally recognised for its fresh, nutritious and tasty menu. It has a dedicated team of executive chefs, baking specialists, staff nutritionists and product development team, which is continuously working towards making SUBWAY® products the best ever. The team also helps franchisees to understand food tastes and preferences of local customers, leading to creation of some customised menu items best suited for the franchisees' markets. For example, in India, SUBWAY® has introduced exclusive products such as *Chicken Tandoori* sub (submarine sandwich), *Chicken Tikka* sub and *Paneer Tikka* sub which are hugely popular with customers in the country.

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