



naan  
staaap



FRANCHISE GUIDE | 2024



## REASONS TO



### DID YOU KNOW...

Chai Tea popularity has changed by 23% over the past year. On average, Chai Tea is consumed 1.62 times every year. Market adoption for Chai Tea in restaurants is 9.27% and it is on 0.11% of recipes.

## LET US TELL YOU A STORY...

Naan Staap is a Pakistani theme-based café located in the heart of East London. As the name suggests the café is all about Stuffed Naan, Cakes, Cookies and Desi Karak Chaah (Chai). We believe in serving fresh food therefore all our food is freshly baked inside our kitchen once we receive an order.

This unique café has authentic Pakistani-origin Naan Breads stuffed with different fillings. Whether you like Chicken, Lamb or prefer Vegetarian we've got it all. We even stuff our Naan breads with Nutella and Chocolates. Amazing isn't it?

If you're not in a mood for our fluffy soft Naan Breads we offer stuffing inside Paratha Flat Bread as well. Freshly made in our kitchen, these crispy Parathas are treat for the Paratha lovers.

Since Naan Staap is an eastern café we offer Karak Chaah (Chai) and other desi drinks. 'Chaah' means love in Urdu Language. We love our Karak Chai so much that we prefer calling it Karak Chaah. Freshly made in our kitchen in traditional way, our Karak Chaah will take you to eastern bliss.

**BORN  
2018**

**TRAINED THE  
TRADITIONAL  
WAY.**

**SERVING  
FROM 4TH  
GENERATION  
RECIPIES.**

**GROWING  
FAST.**



REASONS TO 

naan  
staap  #2

DID YOU KNOW...

Theoretical G.P..% in our stores is

**70%**

## SO, LET'S RUN THE NUMBERS...

Turnkey  
Operation  
From £175k

ROI Under  
2 Years

Indicative  
Gross Profit  
of 68-70%

Royalty fee  
5%  
Marketing  
1%

Initial  
Franchise  
Fee Only  
£20,000

Indicative  
Annual  
Turnover  
£700,000+



## ABOUT THE **FOUNDER**

I belong to a Pakistani family based in Lahore. I have been raised most of my life in Pakistan but have spent my childhood in the UK. Being raised in a business environment I have always been keen to start a business that represents Pakistani culture and authenticity in the UK. After finishing my Bachelors I joined the family business and took my early training from there. With the experience I learned over the period of 10 years I planned to start something unique for the UK market.

Living most of my childhood in the UK and visiting the country quite often I did realise that there was a lack of proper desi touch to the Pakistani food being served here. I observed back in Pakistan there are unique concepts being introduced in the market with a mix of hip hop, modern environment and proper traditional culture which was not happening in the UK. There was a lack of representation regarding fusion of east and west which the UK market was missing. Also a basic product 'Naan' that always accompanies Pakistani food was being neglected in the market and was not being considered as an important food. Thus the idea for Naan Staap came in, where the vision was to make a Pakistani theme based cafe/restaurant which would be focusing the potential of this product like it has never been done before. The culture of Chai and Paratha has been there in Pakistan since the beginning of the time and therefore we had to introduce the proper creamy chai with our parathas in the market. The combination of Chai and Paratha/Naan is so distinguish that one has to try to understand how amazing it is.

*See you soon  
Zehraib*



## REASONS TO

naan  
staap  #3

### DID YOU KNOW...

Chai Tea consumption yearly growth rate

# 23%

### WHAT MAKES US DIFFERENT?

Naan Staap's mission is to provide authentic taste in a way that has never been introduced in the market. With the vision to introduce the colorful and fun side of Pakistani culture and the fusion of east and west, Naan staap aims to spread throughout the UK market where people crave such experience from back Home.





## REASONS TO



#4

### DID YOU KNOW...

We're a premium chai tea and naan/ flat bread brand like no other in the UK. We make our own food and drink in our dedicated production facility and use quality ingredients rather than artificial substitutes

Naan Staap is all about the writing that you find in some of our store 'Naan Meri Jaan' which translates to Naan my Love.



## REASONS TO



### DID YOU KNOW...

The global flatbread market size was valued at \$38.8 billion in 2018, and is estimated to reach \$62.8 billion by 2026 a CAGR of 6.2%

Ref - Allied Market reaserch

# INTERNATIONAL MASTER LICENSES

For partners taking a whole country or region...

You identify an opportunity in your country

You can open your own Naan Staap stores

As well as making profit from your own franchisees

Typical ROI within 5 store openings

## Master Franchise

You have identified a country or region that you would like to operate the Naan Staap Brand from. The next step is to meet with us to discuss next steps. As you will be owning your very own Naan Staap organization in your country, we will only be looking for partners who share our own values and integrity in business.

## How this works

Once an agreement has been made and you have paid the Master Franchise fee and signed the agreement we get to work. We invite you and your team to the UK to train with us in all aspects of running a Naan Staap Franchise. We then start the process of organising equipment and product, importing & sourcing for you. For your first shop opening we will also take the lead on design, build and provide a trainer for the opening.

## Fee's

We charge a one off Master Franchise fee per country or region. The cost of this fee varies on size and location but start from £200,000.

You then have two options for growth within your country

- Open your own shops
- Find Franchisees using our tried and tested model

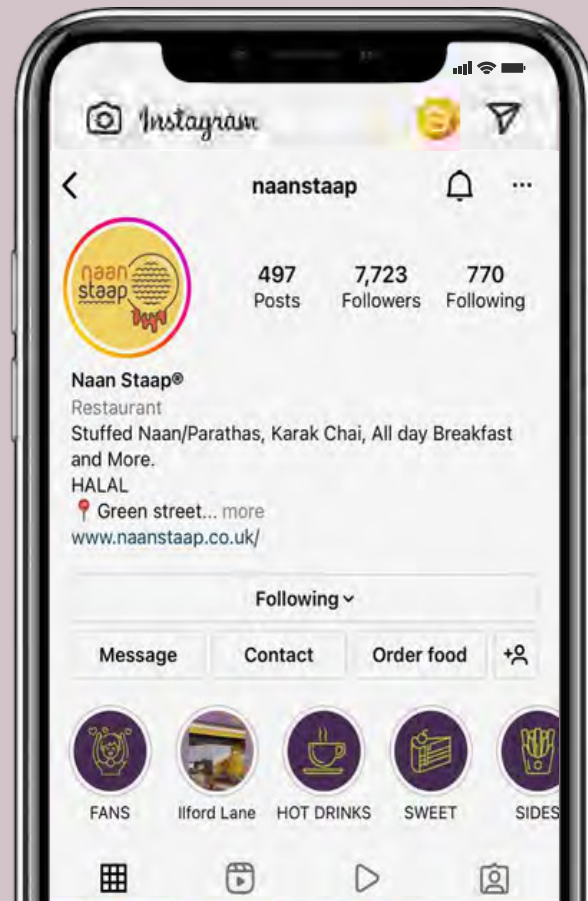
Ongoing fees per shop:

The fee for your own or franchised shops are 1.5% Royalty of gross sales & 20% of the UK Franchise fee



# SOCIAL MEDIA AND BRAND POSITIONING

Naan Staap retains a strong brand image that resonates with all ages. Strong imagery and social interaction help create local communities of Naan staap customers.



Don't just take our word for it, log on to our social networks and see how we are capturing the imagination of customers with our unique brand and product...



# SOCIAL MEDIA AND CUSTOMER FEEDBACK



**Reviews from the web**

Just Eat	Facebook	Uber Eats
5/6	4.6/5	4.3/5
284 votes	19 votes	124 reviews

**Abhishek Bhattacharjee**  
Local Guide · 63 reviews · 66 photos  
★★★★★ 9 months ago  
Went for Tyyabs restaurant but suddenly my wife saw this one. Went curiously went there and saw a variety of naans in the menu. We have ordered chicken tikka naan, Alu paratha, chana masala and masala tea. All the food was delicious. Highly recommend this place and I will surely visit again.

**Hassan Naseem**  
Local Guide · 95 reviews · 80 photos  
★★★★★ 4 months ago  
Really good selection of Naans, Palak Paneer is my favourite but many other good choices for Chicken/Lamb/Veg and sweet lovers and the karak chai is also amazing

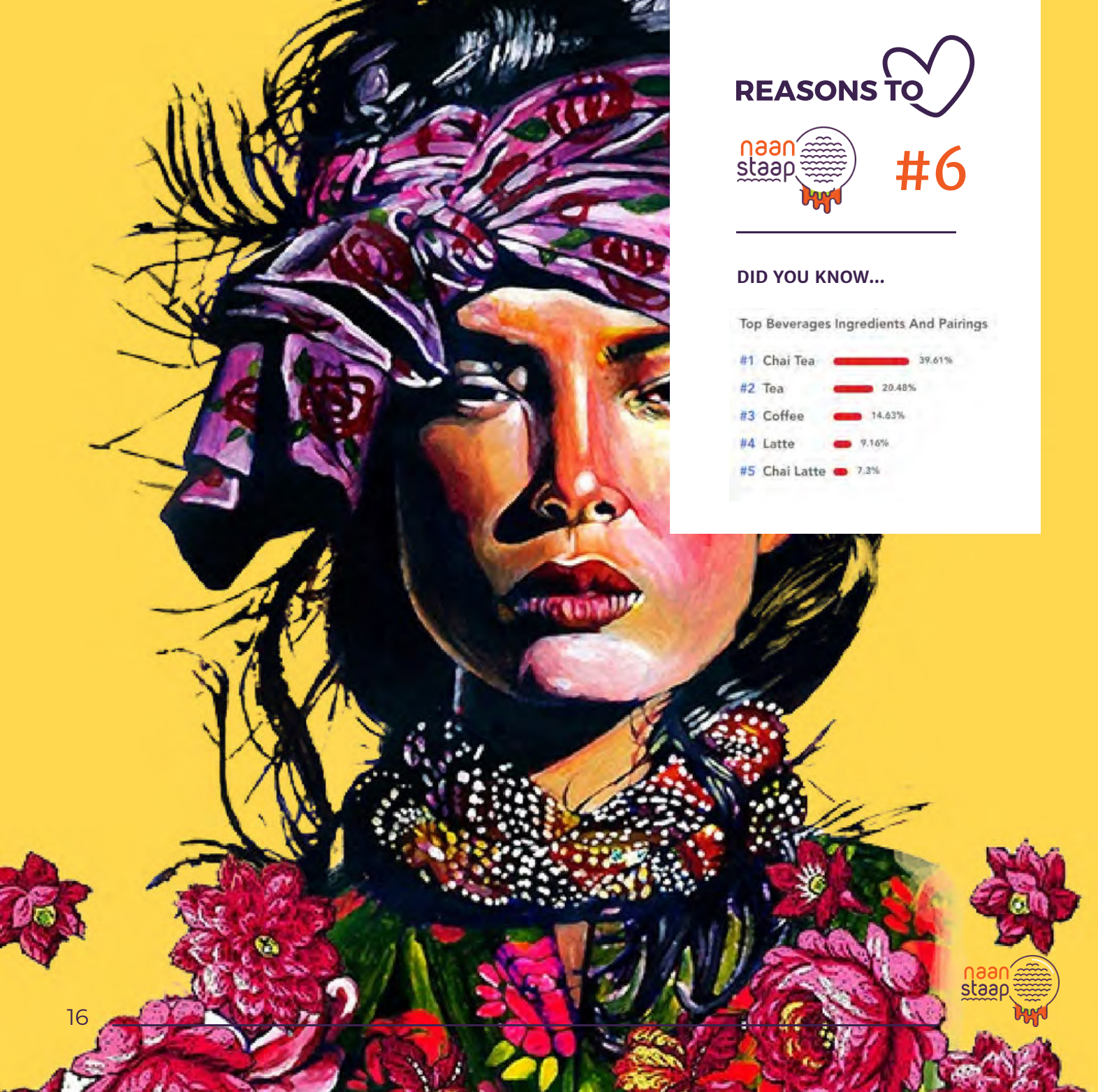
**Mariya Amiwala**  
8 reviews · 16 photos  
★★★★★ 9 months ago  
Love this place so much! Their Karak chai is absolutely amazing! We get it all the time when we host parties and it never disappoints. Their bun kababs we also catered at home for a house warming party and guests were so impressed!  
Everything is always nice and fresh and I love the aloo masala naans. Reasonably priced and great for the family!

**waqas ali**  
Local Guide · 217 reviews · 3,031 photos  
★★★★★ 6 months ago  
Good' ambience, fast service, excellent food and a very 'desi' presentation order aaloo paratha, gajar halwa and a karak chai. Will definitely be back again. Highly recommended.

**Naan Staap®**  
32 Plashet Grove, London  
4.3 ★★★★★ 751 reviews  
Reviews aren't verified.











## REASONS TO

naan  
staap  #6

### DID YOU KNOW...

#### Top Beverages Ingredients And Pairings

#1 Chai Tea		39.61%
#2 Tea		20.48%
#3 Coffee		14.63%
#4 Latte		9.16%
#5 Chai Latte		7.3%

# THE SKY IS THE LIMIT

We recognize that franchisees have different needs.

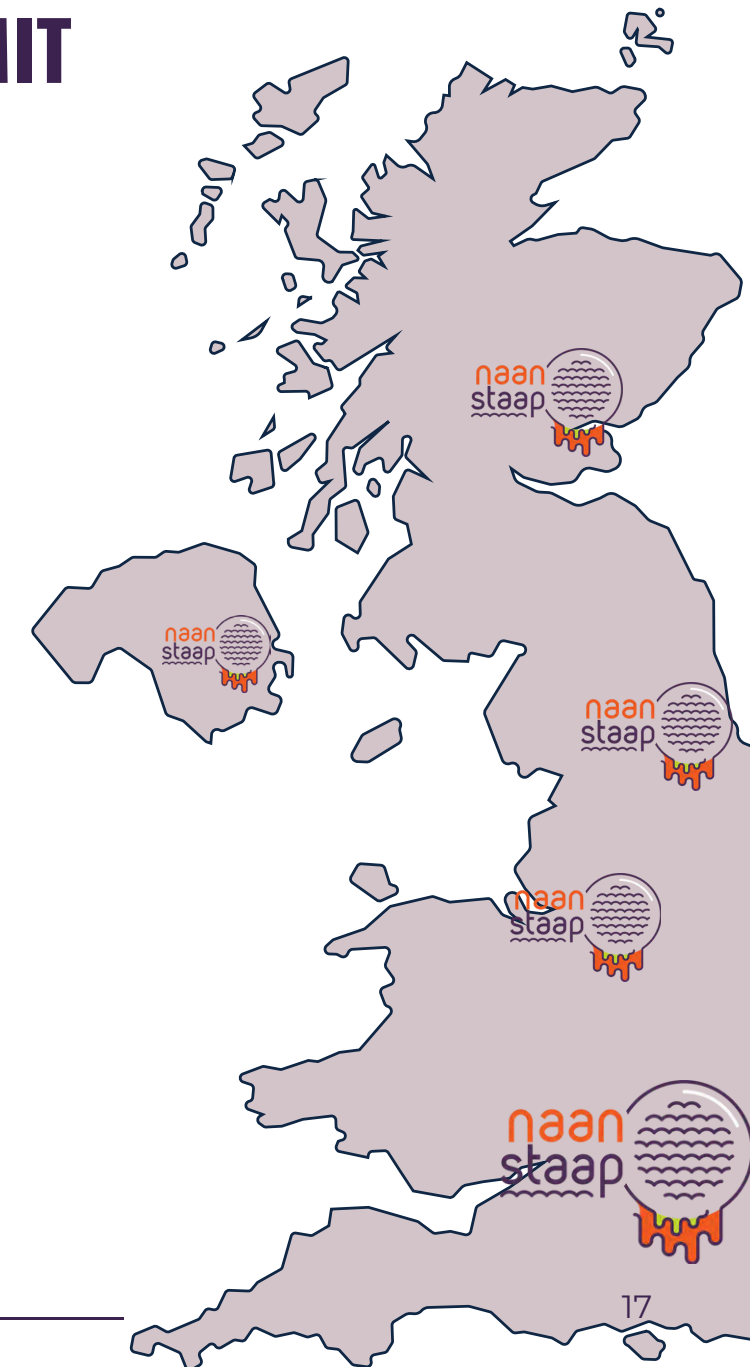
Franchisees will look for different businesses to suit their investment plans and aspirations. With a proven Naan Staap model, we are set up for all types of entrepreneurs.

Flexible on any scale, whether a kiosk or small cafe.

We will help you realise your ambition with our dedicated franchise team. Our model enables you to create multiple Naan Staap sites in expanding territory.

Major multi-site investors will benefit from economies of scale and enjoy improved royalty incentives.

When you franchise with us you're joining one of the **fastest growing** food & beverage sectors in the UK





## REASONS TO



### DID YOU KNOW...

We already have a delivery infrastructure with delivery partners and experience between 12%-20% delivery sales.

## STORE FORMATS

### high street cafe



**Our flexible retail format offers opportunities for varied sizes including café environment, service station, town & city centre & suburban.**

### REQUIREMENTS...

Size: 800ft - 1500ft  
Water and Drainage  
Power: 180amp



## REASONS TO



### DID YOU KNOW...

Turnkey Cafes can be laid down from only £150,000 & complete in under 6 weeks.

Delivering operational excellence across all our formats...

# FREQUENTLY ASKED QUESTIONS...

## Process & next steps...

At NAAN STAAP we make the joining process very personal. Our dedicated Franchise Manager will guide you through a smooth and efficient process. We will have you ready to launch in a jiffy.

### Step 1:

If the phone interview is successful; you will complete a detailed application form.

### Step 2:

If online application review is successful, you will meet with a member of our franchise team via zoom and, also sign an NDA and receive our Financial Information Pack.

### Step 3:

After reviewing the Financial Information pack you will be invited to meet with the franchisor and discuss a town or territory.

### Step 4:

Once agreeing a deal in principle we will issue a Heads of Terms.

### Step 5:

Once the Heads of Terms has been signed, and a deposit received, you will then receive the franchise agreement.

### Step 6:

Begin the site selection process.

## What do I get for my franchisee fee?

An exclusive agreement for an initial period of 5 years, this is then renewable for a further 5 year period in line with the franchise agreement.

- Assistance with site design and set up with our design and build partner at ASKB Shop fitting.
- Full training on all operational aspects of the business.
- All required manuals and handbooks.
- We will provide pre-opening corporate location-based training, lasting up to 10 days. This includes both classroom and on-the-job instruction and covering the Naan staap brand and culture, products, operational procedures and much more.
- Our Franchise trainer will also spend up to 3 days assisting you and your staff prior to Grand Opening.
- Assistance with your store opening.

**UNLIKE OTHER BRANDS WE  
WILL ASSIST IN SITE SELECTION**

# FREQUENTLY ASKED QUESTIONS... ”

## What do I get in return for my management Service fee?

- Visits from head office.
- Ongoing operational assistance including operational store surveys, periodic refresher training as well as training on any new product launches and support. With business development plans.
- Access to relevant metrics and reports.
- Local marketing advice and strategy development using our experience in marketing.
- Franchise seminars, performance conference calls and training meetings.
- Access to Naan Staap central supply chain distribution and discounts.

## Can you review my business plan?

We can review your business plan after the franchise agreement has been signed.



