

# Mexican Bakery Corner – Franchisee Business Model (Draft)

## 1. Brand Overview

**Mexican Bakery Corner** is a premium bakery and Mexican-inspired food brand offering freshly baked cakes, pastries, patties, burgers, snacks, and more. It positions itself as a local, quality-focused food brand in India. ([mexicanbakerycorner.com](http://mexicanbakerycorner.com))

## 🔗 Franchise Opportunity Summary

### ➤ Business Type

- Food & Beverage: Bakery + Quick Service Restaurant (QSR) style.
- Products include bakery items (cakes, pastries), snacks, and light meals.
- Brand with regional presence (e.g., Balasore locations listed on social). ([Instagram](#)).

### ➤ Franchise Objective

- Expand footprint through partners/entrepreneurs.
- Leverage the brand's recipes, quality standards, and market recognition.

## 📁 Franchise Structure

### 📄 Franchise Role (Maxican Bakery Corner)

*Responsibilities include:*

- Provide brand identity, menu, and product quality standards.
- Offer franchise onboarding and training.
- Support in marketing and promotional materials.
- Assist with basic operations guidance (menu, service standards).

### 📄 Franchisee Role

*Expectations of a franchise partner:*

- Invest capital to set up the outlet (location, interiors, equipment).
- Follow brand SOPs (standard operating procedures).
- Run day-to-day operations: staff management, sales, inventory, customer service.
- Local marketing and promotions.

## 💰 Investment & Fees (Estimate Based on Typical Indian Bakery/QSR Models)

⊖ **Exact figures from Maxican Bakery Corner are not publicly listed**, so these are industry-aligned estimates.

<b>Expense</b>	<b>Estimate (INR)</b>
Franchise/Brand Fee:	₹50,000 – ₹1,00,000
Setup & Interiors:	₹1,00,000 – ₹2,00,000
Bakery Equipment:	₹2,50,000 – ₹4,00,000
Marketing & Launch:	₹50,000 – ₹1,00,000
Working Capital (3 months):	₹30,000 – ₹1,00,000
<b>Total Estimated Investment:</b>	<b>₹4,80,000 – ₹9,00,000</b>

## Revenue & Fees

### Revenue Streams

- **In-store sales:** Cakes, bakery items, snacks, beverages.
- **Delivery & Online orders:** Partner with Zomato/Swiggy.
- **Catering & events:** Custom cakes, orders for events.

## Training & Support

*Franchisees can expect:*

- **Initial training** – Food preparation, service, quality control.
- **Operations manual** – Recipes, SOPs, hygiene standards.
- **Marketing support** – Brand assets for social media & local promotions.
- **Ongoing guidance** – Operational support, albeit possibly limited without formal FDD.

*These elements are generally standard in franchise models and implied by the brand's "partner" language.*

## Location & Real Estate

## ► Franchise outlets typically require:

- **Commercial space** in high-footfall areas.
- Store size: Minimum **200 sq ft** (depending on demand & service style).
- Visibility near colleges, malls, or busy market streets.

## ► Brand Marketing & Growth Strategy

*Franchise growth leverages:*

- Social media engagement (e.g., Instagram presence).([Instagram](#))
- Local promotions on launch.
- Food delivery partnerships.
- Seasonal offers (festive cakes, combos).

## ► Ideal Franchisee Profile

*A strong candidate would have:*

- Some experience in F&B or retail business (beneficial but not mandatory).
- Capital to invest according to the brand's requirements.
- Commitment to quality control and customer service.
- Ability to operate/oversee daily outlet operations.

## ► Next Steps to Franchise

*To proceed as a franchise partner:*

1. **Contact the brand directly:** Via contact form or phone (+91-9692126780 listed on site) to request franchise details. ([maxicanbakerycorner.com](#))
2. **Submit inquiry form** (if available through the brand's partner page).
3. **Discuss terms:** Clarify fees, royalty, territory rights, and support.
4. **Sign Agreement:** Finalize legal franchise contract.
5. **Implement Setup:** Secure space, train, and launch.

## ► Key Risks & Considerations

- Franchise data (fees, royalties) must be confirmed directly with Mexican Bakery Corner.
- Location, market competition, and changing food trends affect profitability.
- Ensure legal review of franchise agreement before signing.