







Introduction

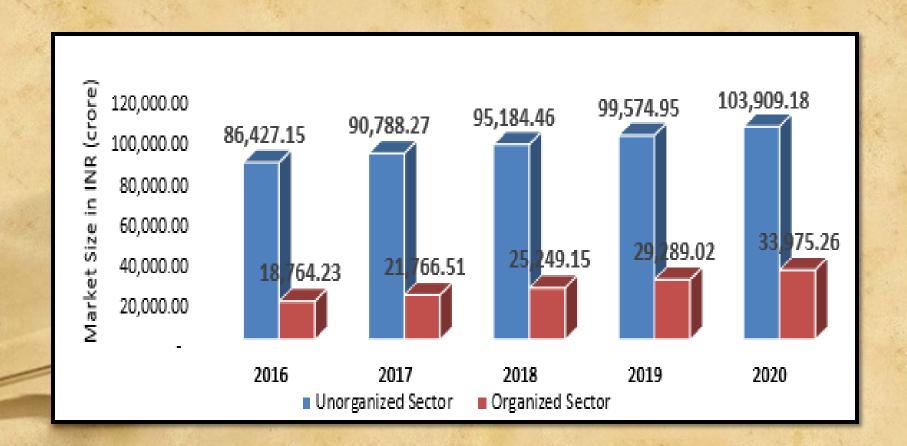
Restaurant! It is a most popular name in the present world. Many people do not have their meal in their home, they always take meal and food from restaurant. Restaurant is a public place, which opens to all for selling food and beverage to any person and peoples. We are visit restaurant and take food from restaurant. But we don't the proper meaning or definition of Restaurant.



The Indian restaurant industry is worth Rs.75, 000 crores and is growing at an annual rate of 7%. The industry is highly fragmented with 1.5 million eating outlets, of which a little more than 3,000 outlets form the organized segment. However, the organized segment is rapidly growing at an annual rate of 16%. Quick service segment is the clear winner in the eating out market with a growth rate of 21%.Organized Segment is expected to reach Rs.22,000 crore by 2017.



Organized and Unorganized Restaurant Industry Market Size in INR (Crore)



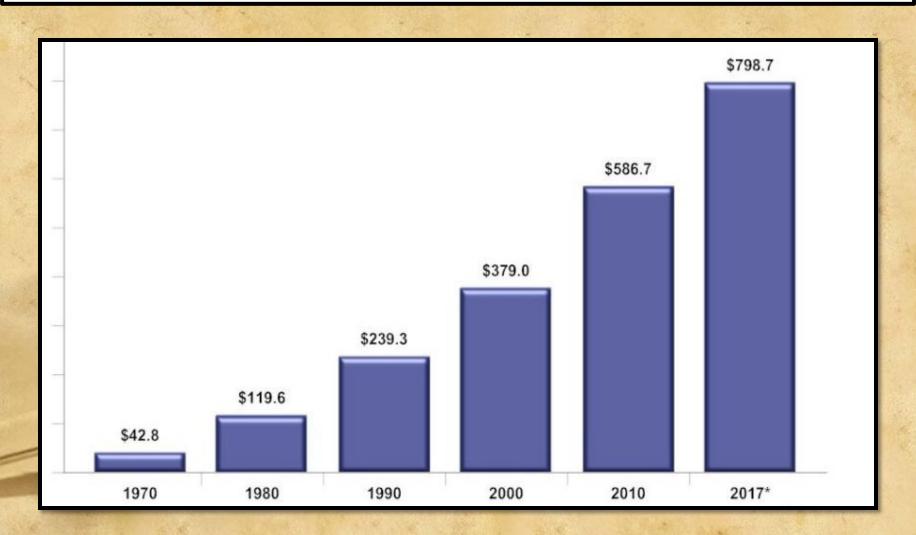


By 2020, the organized and unorganized segment of Indian restaurant industry will have the market size of INR33, 975 crores and 103,909 crores respectively.

The restaurant market in India which is mainly comprised of the unorganized and organized restaurant market. The unorganized restaurant market includes the roadside vendors, Dhabas, Chinese vans and trolleys. The organized restaurant market includes the Quick Service Restaurants (QSR), the full service restaurants, PBCL (Pubs, Bars, Clubs and Lounges) and the food courts and kiosks. The report provides the market share and company profiles of major players in major segments.



Restaurant Industry Sales in Billion





Overview of the Indian food services market. The Indian food services market was estimated at INR715 billion in 2009. Of this, the catering services and unorganized food stalls accounted for around INR260 billion. The Indian restaurant market has experienced robust growth of around 16%–17% over the past three to five years and currently accounts for a share of approximately 1.6% of the total consumer wallet.

The current size of the Indian food service industry is INR 247,680 crore and is projected to grow to INR 408,040 crore by 2018 at 11%.



The changing lifestyles with the increasing nuclear families and a rise in the urbanization in India over the past years have also supported the growth of the restaurant market in India. Additionally, the customer preference for the cuisine has seen a transition in India from consuming the traditional Indian food to trying out different cuisines such as the Chinese, Italian and Mexican. Due to the growing exposure to the international cultures and lifestyles, the Indian population has started developing their tastes and is reaching out to restaurants more often which offer different cuisines apart from Indian cuisine. This change in the taste preference of the people in India has motivated many international and Indian players to expand their reach in the Indian restaurant market.



Microbrewery

In India, the concept of microbreweries is just about a decade old. While there have been a number of commercial beer brands in the country, and their market has been very strong as well. The microbrewery market exists in several tier-1 and tier-2 city markets; including, Gurgaon (state of Haryana which borders New Delhi and Uttar Pradesh in northern India, Mumbai and Pune (state of Maharashtra) in central and western India, and Bangalore (state of Karnataka) in southern India. Microbrewery owners report they are expanding into additional tier-2 cities and new players are entering into tier-1 cities, too.



The beer market is rapidly expanding and is expected to reach \$9billion in 2018. It is the third largest market in the Indian alcoholic beverages industry. The size of the beer market has virtually doubled every five-and-a-half years. Beer market has been segmented into strong beer and mild beer on the basis of their alcohol content.

The country has 85 large breweries and a heavily centralised market, with just four large global players controlling 86 per cent of the market. India now ranks among the top five markets in Asia-Pacific in terms of volume.



Craft beers and microbreweries are niche concepts in India which have been growing for past few years and are beginning to take shape now. They are mushrooming in many parts of the country. This is an emerging trend that is certainly attracting middle class Indians, particularly in urban areas. The craft beer market in India is pegged at Rs. 280 crore and may grow to Rs. 4,400 crore by 2020.





In 2015, UK saw 80 new microbreweries opening. Germany, however, is what beer is most identified with. The country has 1000 microbreweries, of which 780 are in Bavaria region alone. There are about 95 Microbrewery/Restaurants, which will grow to 175-180 by end 2017. Geographically, the division is 51 in the North Region, 26 in the south, 18 in the west and 2 in the east region.



Few Indian Major Players are as under

- A G S Hotels & Resorts Pvt. Ltd.
- Au Bon Pain Cafe India Ltd.
- Green Dot Restaurants Pvt. Ltd.
- Hardcastle Restaurants Pvt. Ltd.
- R T C Restaurants (India) Ltd.
- Speciality Restaurants Ltd.
- Wah Restaurants Pvt. Ltd.
- Toit Brewpub
- Windmills Craftworks
- ABC India
- Brewsky
- The Biere Club
- Vapour Pub & Brewery



PROJECT AT A GLANCE						(Rs. in lacs)			
COST O	F PROJEC	CT		MEANS	IS OF FINANCE				
Particulars	Existing	Proposed	Total	Particulars	Existing	Proposed	Total		
Land & Site Development Exp.	0.00	5.00	5.00	Capital	0.00	97.99	97.99		
Buildings	0.00			Share Premium	0.00		0.00		
Plant & Machineries	0.00			Other Type Share Capital	0.00				
Motor Vehicles	0.00	10.00	10.00	Reserves & Surplus	0.00	0.00	0.00		
Office Automation Equipments	0.00	53.50	53.50	Cash Subsidy	0.00	0.00	0.00		
Technical Knowhow Fees & Exp.	0.00	15.00		Internal Cash Accruals	0.00	0.00	0.00		
Franchise & Other Deposits	0.00	0.00	0.00	Long/Medium Term Borrowings	0.00	293.97	293.97		
Preliminary& Pre-operative Exp	0.00	5.00		Debentures / Bonds	0.00	0.00	0.00		
Provision for Contingencies	0.00	17.00	17.00	Unsecured Loans/Deposits	0.00	0.00	0.00		
Margin Money - Working Capital	0.00		25.35						
TOTAL	0.00	391.96	391.96	TOTAL	0.00	391.96	391.96		



Year	Annu	alised	Book Value	Debt	Divide nd		ined ings	Payou t	Probab le Market Price		Yield Price/ Book Value
	ED0	OFDO	Dage) la aa	Per	D = 15 () la			No.of	
	EPS	CEPS	Per		Share	Per	Share			Times	
	Rs	Rs	Rs	Rs	Rs	%	Rs	%	Rs		%
1-						100.0					
2	4.45	9.24	14.45	24.00	0.00	0	4.45	0.00	4.45	1.00	0.00
						100.0					
2-3	7.57	11.73	22.02	18.00	0.00	0	7.57	0.00	7.57	1.00	0.00
						100.0					
3-4	10.63	14.25	32.65	12.00	0.00	0	10.63	0.00	10.63	1.00	0.00
						100.0					
4-5	13.57	16.72	46.22	6.00	0.00	0	13.57	0.00	13.57	1.00	0.00
						100.0					
5-6	16.37	19.12	62.59	0.00	0.00	0	16.37	0.00	16.37	1.00	0.00



Yea r	a D. S. C. R.			-	Equity as- Equity	Net	n on		Profita	bility F	Ratio		Asset s Turno ver Ratio	nt
	_	Cumula tive	Over all					GPM	PBT	PAT	Net Contri bution			
	(Number of times)			`	ber of es)	%	%	%	%	%		%		
Initi al	·			3.00	3.00									
1- 2	1.35	1.35		1.66	1.66	2.18		23.27 %	8.22%	6 2/10/		62.14 %	1.57	0.99
	1.33	1.33		1.00	1.00	2.10		26.67	0.2270	0.34 %		60.55	1.57	0.99
2-3	1.67	1.50		0.82	0.82	1.21		%	13.71%	9.26%	5	%	1.73	1.38
3-4	2.05	1.67	2.04	0.37	0.37	0.66		28.97 %	17.54%		554.2 7	60.52 %	1.75	1.88
								30.53		12.91	623.2	60.49		

20.25%

22.14%

31.58

%

9

%

%

%



1.69

2.46

0.13

0.00

4-5

5-6

2.50

3.03

1.85

2.04

0.13 0.36

0.19

0.00

R	F	E
u	_	

BEP -	Maximum	Utilisation	Year

Cash BEP (% of Installed Capacity)

Total BEP (% of Installed Capacity)

IRR, PAYBACK and FACR

Internal Rate of Return .. (In %age)

Payback Period of the Project is (In Years)

Fixed Assets Coverage Ratio (No. of times)



59.19%

63.08%

27.28%

5.998

2 Years 3

Months

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Major Queries/Questions Answered in the Report?

- 1. What is Restaurant (with Micro Brewery) Industry?
- 2. How has the Restaurant (with Micro Brewery) industry performed so far and how will it perform in the coming years?
- 3. What is the Project Feasibility of Restaurant (with Micro Brewery)?
- 4. What are the requirements of Working Capital for setting up Restaurant (with Micro Brewery)?



- 5. What is the structure of the Restaurant (with Micro Brewery) Business and who are the key/major players?
- 6. What is the total project cost for setting up Restaurant (with Micro Brewery) Business?
- 7. What are the operating costs for setting up Restaurant (with Micro Brewery) Business?
- 8. What are the machinery and equipment requirements for setting up Restaurant (with Micro Brewery) Business?



- 9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up Restaurant (with Micro Brewery)?
- 10. What are the requirements of raw material for setting up Restaurant (with Micro Brewery)?
- 11. Who are the Suppliers and Manufacturers of Raw materials for setting up Restaurant (with Micro Brewery)Business?
- 12. What is the Plant Layout for setting up Restaurant (with Micro Brewery) Business?



- 13. What is the total size of land required for setting up Restaurant (with Micro Brewery)?
- 14. What will be the income and expenditures for Restaurant (with Micro Brewery)Business?
- 15. What are the Projected Balance Sheets of Restaurant (with Micro Brewery)?
- 16. What are the requirement of utilities and overheads for setting up Restaurant (with Micro Brewery)?
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- 18. What are the Personnel (Manpower) Requirements for setting up Restaurant (with Micro Brewery) Business?
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Reasons for Buying our Report:

- This report helps you to identify a profitable project for investing or diversifying into by throwing light to crucial areas like industry size, market potential of the product and reasons for investing in the product
- This report provides vital information on the product like it's characteristics and segmentation
- This report helps you market and place the product correctly by identifying the target customer group of the product



- This report helps you understand the viability of the project by disclosing details like machinery required, project costs and snapshot of other project financials
- The report provides a glimpse of government regulations applicable on the industry
- The report provides forecasts of key parameters which helps to anticipate the industry performance and make sound business decisions



Our Approach:

- Our research reports broadly cover Indian markets, present analysis,
 outlook and forecast for a period of five years.
- The market forecasts are developed on the basis of secondary research and are cross-validated through interactions with the industry players
- We use reliable sources of information and databases. And information from such sources is processed by us and included in the report



Scope of the Report

The report titled "Market Survey cum Detailed Techno Economic Feasibility Report on Restaurant (with Micro Brewery)" provides an insight into Restaurant (with Micro Brewery) market in India with focus on uses and applications, Manufacturing Process, Process Flow Sheets, Plant Layout and Project Financials of Restaurant (with Micro Brewery) project. The report assesses the market sizing and growth of the Indian Restaurant (with Micro Brewery) Industry. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line. And before diversifying/venturing into any product, they wish to study the following aspects of the identified product:



- Good Present/Future Demand
- Export-Import Market Potential
- Raw Material & Manpower Availability
- Project Costs and Payback Period

We at NPCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in the Restaurant (with Micro Brewery) sector in India along with its business prospects. Through this report we have identified Restaurant (with Micro Brewery) project as a lucrative investment avenue.



Tags

How to Start a New Restaurant, How to Start a Restaurant Business, How to Start/Open a Restaurant Business in India, Starting a Restaurant Business in India, Start Up Your Restaurant, How to Start a Restaurant or Food Business, Starting Your Own Restaurant, Starting a Food Service Business, I Want to Open a Restaurant in India, Free Restaurant Business Plans, Business Plans for Starting Up a Restaurant, Cost of Opening Restaurant in India, Want to Open a Brewery, How to Open a Microbrewery, Starting a Brewery Business Plan, How to Start a Microbrewery, How to Start a Brewery in India, Starting Your Own Brewery, Microbrewery and Restaurant, Cost of Setting up a Microbrewery In India, How to Set up Microbrewery in India, How to Start a Profitable Brewpub Business, Brewery Investment Opportunity in India, Starting a Business in India, Brewery (Beer) Plant, Microbrewery Plant, Food Service Industry, India's Food Service Industry, Restaurants and Food Services Industry, Consumer Foodservice Industry, Restaurant Business with Micro Brewery ideas, Projects on Small Scale Industries, Small scale industries projects ideas, Restaurant Business with Micro Brewery Based Small Scale Industries Projects,



Project profile on small scale industries, How to Start Restaurant Business with Micro Brewery in India, Restaurant Business with Micro Brewery Projects, New project profile on Restaurant Business with Micro Brewery, Project Report on Restaurant Business with Micro Brewery, Detailed Project Report on Restaurant Business, Project Report on Restaurant Business, Pre-Investment Feasibility Study on Restaurant Business with Micro Brewery, Techno-Economic feasibility study on Restaurant Business with Micro Brewery, Feasibility report on Restaurant Business with Micro Brewery, Free Project Profile on Restaurant Business, Project profile on Restaurant Business, Startup Project for Restaurant Business





Niir Project Consultancy Services (NPCS) can provide Detailed Project Report on Setting Up Profitable Microbrewery, Brewpub, Craft Brewery Restaurant Business in India

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NPCS is manned by engineers, planners, specialists, financial experts, economic analysts and design specialists with extensive experience in the related industries.

Our Market Survey cum Detailed Techno Economic Feasibility Report provides an insight of market in India. The report assesses the market sizing and growth of the Industry. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line.



And before diversifying/venturing into any product, they wish to study the following aspects of the identified product:

- Good Present/Future Demand
- Export-Import Market Potential
- Raw Material & Manpower Availability
- Project Costs and Payback Period

The detailed project report covers all aspect of business, from analyzing the market, confirming availability of various necessities such as Manufacturing Plant, Detailed Project Report, Profile, Business Plan, Industry Trends, Market Research, Survey, Manufacturing Process, Machinery, Raw Materials, Feasibility Study, Investment Opportunities, Cost and Revenue, Plant Economics, Production Schedule,



Working Capital Requirement, uses and applications, Plant Layout, Project Financials, Process Flow Sheet, Cost of Project, Projected Balance Sheets, Profitability Ratios, Break Even Analysis. The DPR (Detailed Project Report) is formulated by highly accomplished and experienced consultants and the market research and analysis are supported by a panel of experts and digitalized data bank.

We at NPCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in India along with its business prospects......Read more



Contact us

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Who are we?

- One of the leading reliable names in industrial world for providing the most comprehensive technical consulting services
- We adopt a systematic approach to provide the strong fundamental support needed for the effective delivery of services to our Clients' in India & abroad



We at NPCS want to grow with you by providing solutions scale to suit your new operations and help you reduce risk and give a high return on application investments. We have successfully achieved top-notch quality standards with a high level of customer appreciation resulting in long lasting relation and large amount of referral work through technological breakthrough and innovative concepts. A large number of our Indian, Overseas and NRI Clients have appreciated our expertise for excellence which speaks volumes about our commitment and dedication to every client's success.



We bring deep, functional expertise, but are known for our holistic perspective: we capture value across boundaries and between the silos of any organization. We have proven a multiplier effect from optimizing the sum of the parts, not just the individual pieces. We actively encourage a culture of innovation, which facilitates the development of new technologies and ensures a high quality product.



What do we offer?

- Project Identification
- Detailed Project Reports/Pre-feasibility Reports
- Market Research Reports
- Business Plan
- Technology Books and Directory
- Industry Trend
- Databases on CD-ROM
- Laboratory Testing Services
- Turnkey Project Consultancy/Solutions
- Entrepreneur India (An Industrial Monthly Journal)



How are we different?

- We have two decades long experience in project consultancy and market research field
- We empower our customers with the prerequisite know-how to take sound business decisions
- We help catalyze business growth by providing distinctive and profound market analysis
- We serve a wide array of customers, from individual entrepreneurs to Corporations and Foreign Investors
- We use authentic & reliable sources to ensure business precision



Our Approach

Requirement collection

Thorough analysis of the project

Economic feasibility study of the Project

Market potential survey/research

Report Compilation



Contact us

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