



Vardhaman Shop™
100% Foreign Investment
**CITY MASTER
FRANCHISE (CMF)**

A Multi Revenue Model And Expansion Across Malaysia

BUSINESS PROPOSAL 2026

Executive Summary



HYBRID MODEL

Not just to hold what we own, a fully portfolio manager understanding local market shape through small asset portfolios



CENTRAL HQ

Act as the regional central holding body, and exclusive supplier for all COE systems in your city



PROVEN GROWTH

Increased over 14 years of history, consistent asset of regional Africa, suitable for various applications

The Master Advantage

Exclusivity, Monopoly, and
Tension-Free Operations



FOCO Model & Supply Monopoly

Franchise Owned, Company Operated

Investment & Ownership

Low overhead, low risk and a great return.

Expert Management

FOCO handles operations, staff, and daily inventory.

Supply Monopoly

Exclusive rights to supply your franchise in all city centers.





Commercial Figures

INCUBATION PERIOD	OPERATIONAL PERIOD
Space Required	2000 - 2000 sq. ft. (High Street Area)
Space Density	200 Units per 1000 sq. ft. (1000 sq. ft. per 200 Units)
Total Investment	£15,000,000 (150 Units)
Average Profit Margins	20% to 25% (10% to 15% per Unit)
Available Market	1000 (1000 Units Overall, 1000 Units per Unit)

Core Offerings



BISTRO & CAFE (DINE-IN)

- A premium 200 Sq Ft
- curated lounge serving
- Culture Curators, local/seasonal
- drinks, artisanal coffee,
- and handmade Mother's Day
- brunch items.



RETAIL CONCEPT (MSC)

- Distribution of signature
- Mother's Day products
- (JFC, the art. supply,
- packaged treats, & a curated
- MSC) curated products for the
- walk-in crowd.

Wholesale Engine

Use Customer's full purchase of the program & pay off their
As a CMC you control the distribution of your products fully

Hub/Spoke
Distribution Structure

Control from
Manufacturer/Wholesaler

Control from
Retailer/Wholesaler

Secure high margins through full supply of key partners
offer real consistent distribution



MADE FOR

The Franchise Portfolio

Brands that drive your
supply and sales network.



Brand Spotlight: Chaha House

"Golden in Cup" Experience

Established in 2014 with 100+ outlets, Chaha House offers a relaxed tea experience with a massive 100+ item menu.

Investment
77 Lakhs

Scale
300 Sq. Ft.



Mass-Market Brands



Some Bag of Pasta, Beans, Fruit Snacks,
 Beans, and Ice Cream

Item Name	Unit Price (per unit)	Quantity
One Bag of Pasta	\$1.99	100 units
One Bag of Beans	\$1.99	100 units
One Bag of Fruit Snacks	\$1.99	100 units



Favorite Brand and Flat front coffee
 Mocha, decaffeinated, frozen, for
 frozen coffee pie

Item Name	Unit Price (per unit)	Quantity
One Flat Front Coffee	\$1.99	100 units
One Mocha	\$1.99	100 units
One Flat Front Coffee	\$1.99	100 units



Training Center

FoodShare has been training the
 entry professionals in the city, across the
 country, and around the world.

Profitability Metrics



Multiple Revenue Streams or Unavailable NDI Timeline

And the ability to sell the asset or to refinance the asset



Yardhaman Shop[®]

Tea, Treats, Temptation

SECURE YOUR MONOPOLY

Become the City Master Franchisee for 2026