



# VARDHAMAN HOSPITALITY & MANAGEMENT

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Creating connections, Serving solutions

# 2026





# VARDHAMAN HOSPITALITY & MANAGEMENT

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Your Strategic Partner in the Food Sector

*Our Core Expertise: We specialize in stabilizing struggling businesses, scaling growing brands, and optimizing large enterprises. We don't just give advice; we implement solutions.*

## ABOUT US

Vardhaman Hospitality and Management is a team of food sector experts dedicated to solving the complex challenges of the F&B industry. We understand that a Cafe faces different problems than a 5-Star Hotel. That is why we do not offer a "one size fits all" solution. We diagnose your specific business size and needs to provide a custom roadmap to profitability.



### FOR SMALL BUSINESSES

Solutions for Small Businesses

**Target:** Cafes and Small Restaurants

**The Challenge:** Limited capital, inefficient daily operations, struggle to get customers, and vendor issues.

**Our Solutions:**

- **Business Diagnosis:** We find out exactly why you are not making money (Gap Analysis).
- **SOP Development:** We create simple rules for your staff to follow.
- **Affordable Marketing:** Budget-friendly online and offline plans to get immediate customers.
- **Vendor Management:** We connect you with affordable suppliers to lower your food costs.
- **Legal Compliance:** We handle your licenses so you don't face legal trouble.

**Value Proposition:** Quick turnaround strategies that fit your budget.



### FOR MEDIUM BUSINESSES

Solutions for Medium-Sized Businesses

**Target:** Local Restaurant Chains and Multi-Outlet Brands

**The Challenge:** Scaling up without losing quality, managing staff across multiple locations, and lack of centralized systems.

**Our Solutions:**

- **Growth Frameworks:** Strategies specifically designed for opening your 2nd, 3rd, or 10th outlet.
- **ERP Integration:** Setting up software to manage billing and inventory for multiple branches from one place.
- **Standardization:** Ensuring the food tastes the same in every outlet.
- **HR Solutions:** Recruitment and retention strategies to stop staff from leaving.
- **Profitability Analysis:** Detailed financial planning to increase margins.

**Value Proposition:** We help you scale from "One Shop" to a "Brand."



### FOR LARGE ENTERPRISES

Solutions for Large Enterprises

**Target:** Hotel Chains, Large Restaurant Groups, Food Manufacturing Units.

**The Challenge:** Complex supply chains, operational inefficiencies at a large scale, and international expansion.

**Our Solutions:**

- **End-to-End Transformation:** Complete restructuring of the business model.
- **Enterprise ERP:** Advanced systems for supply chain and vendor consolidation.
- **International Expansion:** Consulting on how to take your Indian brand global.
- **Cost Optimization:** Reducing waste and costs across hundreds of outlets to save crores.
- **Leadership Development:** Training your top managers to lead effectively.

**Value Proposition:** Massive impact with measurable ROI and sustainable long-term growth.



## OUR CORE SERVICES

We offer a complete suite of services under one roof



**Operational Strategy**  
SOP creation, Staff Training, and Recipe Development.



**Technology**  
ERP Setup for Inventory, Billing, and CRM.



**Human Resources**  
Recruitment, Training, and Manpower Management.



**Marketing**  
Digital Marketing, Rebranding, and Offline Marketing



**Financial**  
Cost Control, Profit Analysis, and Vendor Negotiation.



**Legal**  
Licensing, Compliance, and Contracts.

## WHY CHOOSE VHM?

The VHM Advantage

- **Tailored Approach:** We don't use the same plan for a small café and a large restaurant.
- **Hands-On Support:** We don't just give a report and leave. We help you implement the changes.
- **Proven Track Record:** We have successfully transformed businesses across all scales.
- **One-Stop Solution:** From hiring a chef to installing software, we do it all.

## MEET OUR TEAM

The Experts behind Your Success Our team consists of industry veterans:



- **Operational Strategists:** Experts in kitchen and floor management.
- **Financial Analysts:** Experts in food cost and profit planning.
- **Marketing Gurus:** Specialists in food and hospitality marketing.
- **Culinary Directors:** Senior Chefs who develop menus and train staff.

Vardhaman Hospitality Management: Transforming Food Businesses.



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**Manpower  
Solutions**

# BUSINESS PROFILE

Comprehensive Manpower Solutions 2026

“ Finding, training, and retaining good staff is the biggest headache in the F&B industry. We take over this complete burden. ”



At VHM, we don't just supply manpower; we source, interview, groom, and train candidates so they arrive ready to work from day one.



**SPECIALIZED  
RECRUITMENT**  
for F&B Sector



**SOP-BASED  
PROFESSIONAL  
TRAINING**



**STRICT  
GROOMING  
STANDARDS**



**REDUCING  
ATTRITION &  
MAXIMIZING  
EFFICIENCY**



**END-TO-END  
STAFFING  
SOLUTIONS**



## OUR SERVICES

Comprehensive Recruitment Services

- ✓ Complete candidate sourcing
- ✓ Streamlined interview process
- ✓ Pre-employment training provided
- ✓ Accommodation during training
- ✓ 3-month replacement guarantee



## WHY CHOOSE VHM

Expertly Trained Manpower Solutions



Highly skilled staff ready to work



Professional grooming for all employees



Reliable and disciplined workforce



Ongoing training for skill enhancement



Tailored staffing solutions for your needs



## OUR COMMITMENT



**3-MONTH**

Replacement Guarantee



**REPLACEMENT WITHIN**

10 Working Days



**₹1,000**

Charge per Replacement



**MAXIMUM**

2 Replacements Allowed



**ENSURES**

Seamless Operations



Let us handle your staffing burden while you focus on your customers.

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HOSPITALITY & MANAGEMENT

Comprehensive Manpower Solutions 2026



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## STORE OPERATIONS SERVICES PROPOSAL 2026



### OUR PURPOSE

Driving profitability for individual cafes or kiosks through daily consistency, strict hygiene, and localized digital visibility.

### OUR SCOPE OF SERVICES



#### DIGITAL PROMOTION

Social media management and targeted local ad campaigns to drive store footfall.



#### ON-SITE AUDITS

Rigorous physical inspections by trainers and operations officers twice weekly.



#### CCTV OVERSIGHT

Remote kitchen monitoring to ensure hygiene and recipe adherence at all times.

### OUR CORE SERVICES



#### SOCIAL MEDIA GROWTH

- 4 static posts & 2 high-quality Reels per month.
- Highlighting daily offers and store ambiance.
- Execution of localized paid advertising campaigns.
- Direct targeting of neighborhood customers.



#### ON-SITE OPERATIONS & AUDITS

- 6 visits per month (Trainer + BD Officer).
- Sales and raw material purchase review.
- Daily operational expense deep-dive.
- On-the-spot staff training and correction.
- Comprehensive performance audit reports.



#### QUALITY & STANDARDS CONTROL

- Strict hygiene: cleanliness and staff grooming.
- Recipe adherence: exact execution for consistency.
- SOP compliance: monitoring standards.
- Food quality: continuous monitoring of raw materials and final serves.



#### STAFF TRAINING & REPORTING

- 3-hour dynamic skill-building sessions.
- Real-time course correction on the floor.
- Business analysis and fix identification.
- Digital reports shared within 24 hours.



#### REMOTE CCTV MONITORING

- Active monitoring of kitchen hygiene protocols.
- Discipline checks during peak & off-peak hours.
- Immediate flagging of critical breaches.
- Ensuring recipe adherence remotely.



#### 06 AUDIT VISITS GUARANTEED PRESENCE

VHM ensures your store receives high-frequency attention to eliminate operational leaks.



#### 18 HOURS DEDICATED ON-SITE SUPERVISION MONTHLY



#### DUAL DEPLOYMENT TRAINER + BD OFFICER PER VISIT



#### STRATEGIC SCHEDULING MORNING & EVENING SHIFT VISITS

### MONTHLY COMMERCIALS BREAKDOWN

SERVICE CATEGORY	CORE DELIVERABLES	MONTHLY COST
Digital Promotions	4 Posts, 2 Reels, Local Promotions, Ads (₹500 budget)	₹4,000
On-Site Audits	6 Visits/Month (3 hrs each), Training, Reports	₹9,000
CCTV Surveillance	Remote monitoring of kitchen operations	₹2,000
<b>TOTAL PACKAGE</b>	<b>Comprehensive Management Package</b>	<b>₹15,000</b>

### COMMERCIAL TERMS & TRANSPARENCY



**PAYMENT TERMS**  
The total monthly retainer of ₹15,000 is payable in advance at the start of each billing cycle.



**REPORTING STANDARD**  
All audit reports shared digitally with the store owner within 24 hours of visits. Critical breaches flagged immediately.



**OUR COMMITMENT**  
VHM acts as your extended arm for management, ensuring total operational peace of mind.



## READY TO SCALE?

Let VHM handle your operations while you focus on growth.



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# Premium Social Media Marketing Packages 2026



## The 100% Hands-Free Promise

The franchise owner literally does not have to lift a finger. We handle the camera, the ads, and the influencers while you focus on your business.



## Premium Shoots

On-site professional content shoots for food, ambiance, and the making process.



## Paid Ad Strategy

Total ownership of ad budgets and campaign execution for maximum reach.



## Influencer PR

Sourcing and payouts for city-wide digital PR pushes to drive footfall.

### CORE SERVICE PILLARS

1

## SILVER PACKAGE



Investment: ₹10,000 / month

### Digital Setup & Consistency

- ✓ Professional Content Shoot
- ✓ 4 Graphics + 4 Reels (Trending Audio)
- ✓ ₹2,000 Total Ad Spend Included
- ✓ 1 Influencer Collaboration (Fee Covered)
- ✓ FB & Instagram Page Management

2

## GOLD PACKAGE



Investment: ₹20,000 / month

### Aggressive Growth & Local Footfall

- ✓ Dedicated Aesthetic Monthly Shoot
- ✓ 8 Graphics + 8 High-Retention Reels
- ✓ ₹4,000 Total Ad Spend Included
- ✓ 2 Influencer Collaborations (Review Videos)
- ✓ Full Page & GMB Management

3

## PLATINUM PACKAGE



Investment: ₹30,000 / month

### Complete Digital Dominance

- ✓ Cinematic Shoots (Staff & Outlet Vibe)
- ✓ 12 Graphics + 12 High-End Reels
- ✓ ₹6,000 Total Ad Spend Included
- ✓ 3 Influencer City-Wide Digital PR Pushes
- ✓ Advanced GMB SEO & Map Ranking

### PACKAGE COMPARISON MATRIX

Feature	Silver	Gold	Platinum
Monthly Investment	₹10,000	₹20,000	₹30,000
Ad Spend Budget (Included)	₹2,000	₹4,000	₹6,000
Graphics / Reels / mo	4 / 4	8 / 8	12 / 12
Influencer PR Payouts	1	2	3
GMB Management & SEO	Page Only	Management	Advanced SEO



**₹500**  
DIRECT SPEND  
PER CAMPAIGN

## AD TRANSPARENCY GUARANTEE

VHM allocates exactly ₹500 per promised campaign directly toward ad spend, ensuring guaranteed reach without asking the client for a single extra rupee.

No hidden commissions.  
No markup on ad spends.



## DIGITAL ECOSYSTEM STRATEGY

Focused on converting digital impressions into actual walking crowd for your tea kiosk.



## HOSPITALITY & MANAGEMENT EXPERTISE

We don't just post content; we manage your digital hospitality experience. By taking 100% ownership of shoots and influencer PR, we ensure your brand quality is never compromised.

- Professional Raw Media Processing
- High-End Graphic Language
- GMB Map Ranking Strategies



## COMMERCIAL TERMS & LOGISTICS

**Shoot Logistics**  
Dates are scheduled in advance. The outlet must ensure the kitchen is prepped and signature dishes are ready for presentation during the VHM media team visit.

**Client Freedom**  
Franchise owners do not need to click photos, pay ad budgets, or negotiate with food bloggers. Package covers photography, videography, influencer payouts, and direct Meta/Google ad spend.



## Questions?

Let's build your digital dominance together.



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