

Work Management: Yewale Amruttya Franchise

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Abstract- Yewale chaha is a Pune based start-up with brand name YEWALE AMRUTTULY. After owning the hearts of chai lover in Pune,they are expanding their business to Mumbai the shop sells around 4000 cups of tea daily with each cup priced at a humble RS 10/-The performance and success of this franchise lead us to learn more management skills which is clarified in this research paper.

I. INTRODUCTION

Yewale belong to Askarwadi, a small village situated in purander tehsil of pune district. They owned two buffaloes, He was passionate about making tea. Yewale chaha truly came into 1983. That year they purchase their own shop in Salisbury Park. In 2001, at the peak of the business shri Dashrath Bhairu Yewale left this world, hard work and honesty as his legacy for his family. Changing time and market demand had forced them to shift from core product to secondary product. With the good quantity product and a good quality they built good image in the market. Yewale chaha becomes punekars favorite tea brand and have the outlet all around the city.

II. ELABORATIVE APPROACH



Diagram 1



Diagram 2

Yewale amruttya truly came into being in 1983 with changing times, baked delicacies such as khari, biscuits, nan khatai and cream rolls also became famous.

Yewale chai was 1st founded in 1983 in pune ,after tremendous success it has over 30 branche in pune some branches are located in Bharti Vidhyapeeth, Shivaji Nagar, Pimpri, kondhwa the franchise is planning to open its outlets in Mumbai recently it has 2 new outlets in Nagpur also at sitabuldi and tiranga square and are having good amount of profit from all the shops over there.

III. FINDINGS

- Yewale tea franchise cost :

The yewale tea franchise cost is around 1,300,000 INR will be required.

Investment amount: 1,200,000 INR

Franchise fee: 300,000 INR

Rental paid for 300sq.ft area Rs 2, 00,000

Salaries paid to 3 employees (Rs.10, 000*3) =
Rs.30.000

Miscellaneous expenses incurred for the month = Rs.5,
000

- Is Yewale tea franchise profitable?

The tea franchise market is developing at a quick pace and the profitable key factors behind that business. Organization prefers younger's over experience the business person to dispense the establishment. So on the off chance that you are youngsters and start to business in tea franchise; this will be the best alternative.

CONCLUSION

Yewale amruttulya paved way for an idea of setting up a tea stall which is later became punekar's favourite tea destination. Yewale chai store has proven to be one of the most successful and profitable business for an individual. The chai store is an perfect example that shows detailed planning, proper management and quality service can turn any business into a profitable one. The company has huge strides in business but has always been in touch with their roots.

REFERENCES

- [1] WWW.Yewaleamruttulya.com
- [2] www.steptowardbusiness.com
- [3] <https://wwwfranchisekaro.com>

APPENDIX

Diagram 1
Diagram 2

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