

HOP N BOP

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FRANCHISE MODEL



About Hop N Bop

Hop n Bop are suburb's newest monstrous little geeks and they are here to introduce the city to the first suburban soft play area and activity centre, complete with ball pools, slides, trampolines, wall toys, soft bridges and for the first time in the city – a water bed! Hop n Bop is where you can bring your kids when they are full of beans, peppy, animated and bouncy with excitement – it is a dreamworld for kids and their excess energy! Hop n Bop is a new 2,000 sq ft soft play area and activity centre located in the heart of the city, on bustling Linking Road, Bandra. It comprises two play zones – Little Monsters (for kids 6 months to 3 years of age) and Big Monsters (for kids above 3 years and up to 8 years). The sprawling premises of Hop n Bop also include a "Tell Me More" reception area, "I Need a Wee" washroom, a "Supplies!" pantry, a "No Homework" classroom and Hop n Bop's "I Am Hungry" café that will dish out scrumptious, healthy bites for those serious after-play hunger pangs.



[More Information](#)



Management

Ekta Gautam Kamra
(Founder)

Target Audience

Parents of children aged between

6 months to 8 years of age





Financials

Initial One Time Cost - INR 6,00,000/-

Set-Up - INR 75,000 + Travel

Staff Training - INR 75,000 + Travel

Equipment Cost - INR 60,00,000 (As per 1000 sq. ft.) including lights, Flooring, Furniture, Kitchen equipment, and Computers (from Powai)

Business Consultation - INR 50,000

Interiors - INR 30,00,000 (If we do it)

Technology - INR 5,00,000 (Software, computers, etc.)

Revenue **6% per month** for the first 3 years

This royalty fee will enable the franchisor to provide marketing services, staff training, business consulting services, and assistance with equipment sourcing as when required, as per the discretion of the franchisor.

Note: the cost of the equipment, the salaries of the staff, rent and maintenance will be borne by the franchisee. GST is extra. The franchise agreement can be renewed on mutual grounds.



Exclusivity

To avoid competition amongst franchisees two branches owned by different franchisees cannot be in the same vicinity.

Research & Market Analysis

According to **Anna Freud (1989)**, play therapy helps children develop a secret world, using imagination and fantasy, and which is free from external demands. With parents working long hours, it is imperative for young children to interact with other children outside of school to further develop their social development, which cannot be achieved alone at home with a nanny. Furthermore, apart from social development, children at Hop n Bop would improve their fine motor skills, and their physical health.

Currently, Hop n Bop operates out of two branches in Mumbai. One is near Powai and the other is in Bandra.



Tertiary factors

Regulation

There are certain mandatory licences enforced by the government, which the franchisee needs to apply for before the commencement of the franchise indoor play area.

Staff Training

The franchisee will take the recommendation of the guidelines set by the franchiser that need to be adhered to while recruiting staff.

Marketing

Implementation of marketing and marketing related costs will be borne by the franchiser and will be provided to the franchisee. “True North Digital Agency”, will be handling all marketing related tasks.

Note: This does not include sales.

Marketing Cost - Rs. 50000/- for launch and marketing of everyday business





THANK YOU

