



NEENO'S LAND

FRANCHISE BUSINESS PLAN

Conquer the Play Zone & Party Hub Industry

Number #1 Entertainment Destination For Families Any Time, Any Day, Any Age

**MODERATE INVESTMENT
OPPORTUNITY**

**MULTIPLE REVENUE
SOURCES**

**INCREDIBLE RETURNS
ON INVESTMENT**

01

ABOUT NEENO'S LAND

India's First Ever Family Amusement Centre,
Featuring Soft Play Zone, Game Arcade, Cafe
& Party Space All in One Place.



Great Fun For All

Welcome to **Neeno's Land** of fun and frolic!! It is a one-stop-destination for you and your little bundles of joy to celebrate your happiness, special days and moments with excitement, joy and activities

We offer a lively ambience for children of varying ages where they can improvise, grow and augment their brain function and social talent in multiple ways. In addition at **Cafe Neeno's** we help you de-stress by devotedly taking care of your loved-ones while you can enjoy your uninterrupted and stress-free adult time with your friends and relatives.



Neeno's Land Zone Division



Neeno's Soft Play Zone



Neeno's Food Cafe



Neeno's Gaming Arcade



Neeno's Celebration Zone

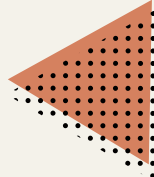
Neeno's Land Company Profile

INDIA'S FIRST EVER FAMILY AMUSEMENT CENTRE, FEATURING SOFT PLAY ZONE, GAME ARCADE, CAFE & PARTY SPACE ALL IN ONE PLACE

Company Name:	Neeno's Land
Brand Website:	www.neenosland.com
Industry:	Family/Indoor Entertainment Centres
Founder:	Harshu Sethi
Founding Date:	25th August, 2019
Headquarter:	Noida
Registered Address:	887 2nd Floor, Niti Khand I, Indirapuram, Uttar Pradesh 201014



Problem



With so many Restaurants and Game Centres around, there was still a void for a place where kids and adults can enjoy together.

<https://www.tripadvisor.in> > ... > KidZania Delhi NCR

Boring place for parents - KidZania Delhi NCR - TripAdvisor

I am giving 3 only for kids activities lots of learning activities for small kids but very boring for parents.limited food options but very expensive.

★★★★★ Rating: 3 · Review by tabeerk

TINGALAND

4.4 ★★★★★ (872) · Children's amusement center

Noida, Uttar Pradesh

🗣️ "Fun for the kids... a bore for accompanying adults!"

Solution



The idea behind the inception of Neeno's Land was to solve this very problem, which existed but was overlooked. We designed *Neeno's Land*- the first ever **family entertainment zone** where we serve uniquely to offer the best partying experience to kids and adults simultaneously.

Neeno's Land Standouts

JOY HUB FOR FAMILIES SINCE 2019

30-35

Party Bookings
Every Month

96%

Happy Clients and
Excited Kids

800+

Game Options
In Arcade

4.7 ★★★★★

Rating

800+

CAFE VISITS PER MONTH

22K+

Customers

12

Brand
Collaborations

60+

Soft Play
Game Options

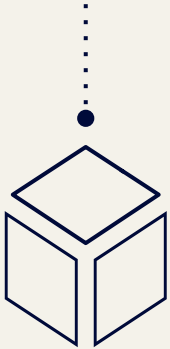
400+

WALK-INS PER MONTH

Our Secret to Success

1

Superior Customer Service: high-quality hourly care and service.



2

Convenience: offer clients a wide range of services in one environment.



3

Reputation: credibility, integrity, and 100% dedication.



4

Environment: provide a clean, upscale, enjoyable environment conducive to giving professional trusting service.



Our Offerings



WALK-INS | KID'S ZONE



Arcade Games



Cafe



Toys / Gifts



Candy Corner



Birthday Parties



Anniversary Parties



Kitty Parties



Theme Parties



Our USP

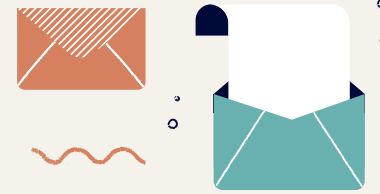
- Playzone :** Playzone area with cafe & party space, satisfying both the kids & adults!
- Comfort :** Comfortable seating area for adults, while the kids have fun.
- Cafe :** A cafe which serves delicious foods that you would expect from your favourite restaurant.
- Day Care :** Daycare centre facility where children can have access to 200+ game options and meet other kids. It's good for the growing kids, and great for the busy. working parents.

Our Expansion plans



Toys & Merchandise

In our near future plan we are coming up with Neeno's Land signature line of Toys / Games / Gifts / Merchandise Store .



Entering into Virtual World

In our far future plan we are coming with Neeno's Video Games, Animation series, E-Learning Industry & Skill Development Programs for kids.

PS : We are ready to enter in cloud kitchen services for online food delivery services

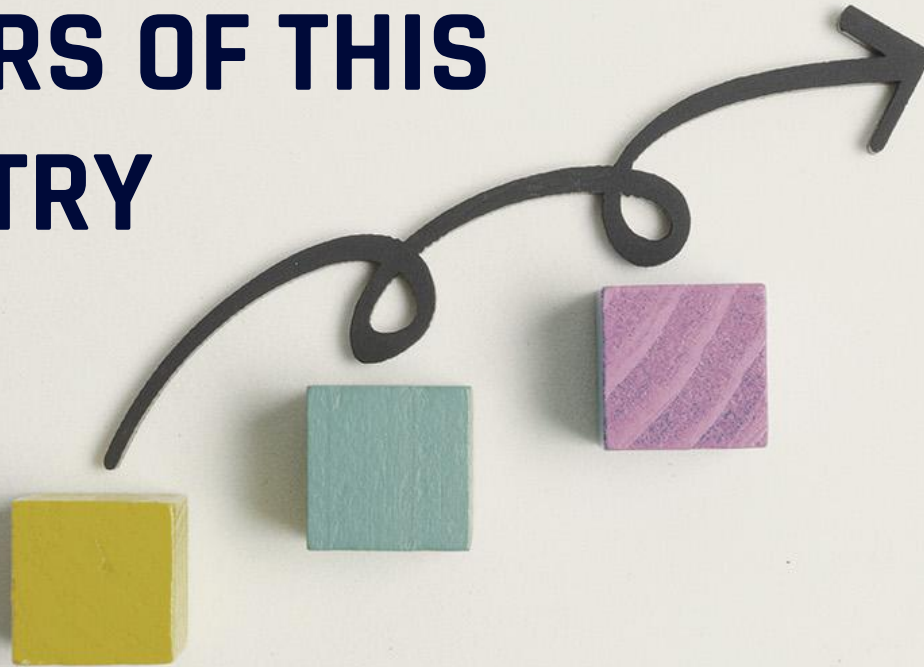


02

Industry Analysis

Industry insight to help you understand the
skyrocket growth of Kids Entertainment Industry

THE GROWTH FACTORS OF THIS INDUSTRY



\$69.55 Bn

Valuation by 2030



BOOMING MARKET, BOOMING OPPORTUNITY

Neeno's Land Market Analysis & Industry Growth Rate

The global family/indoor entertainment centers market size was valued at \$25.14 billion in 2020, and is projected to reach **\$69.55 billion by 2030**, growing at a **CAGR of 10.9% from 2021 to 2030**.

Fastest Growing Industry

1.

Ever growing customer base and lifestyle (we make both kids and adults happy)

2.

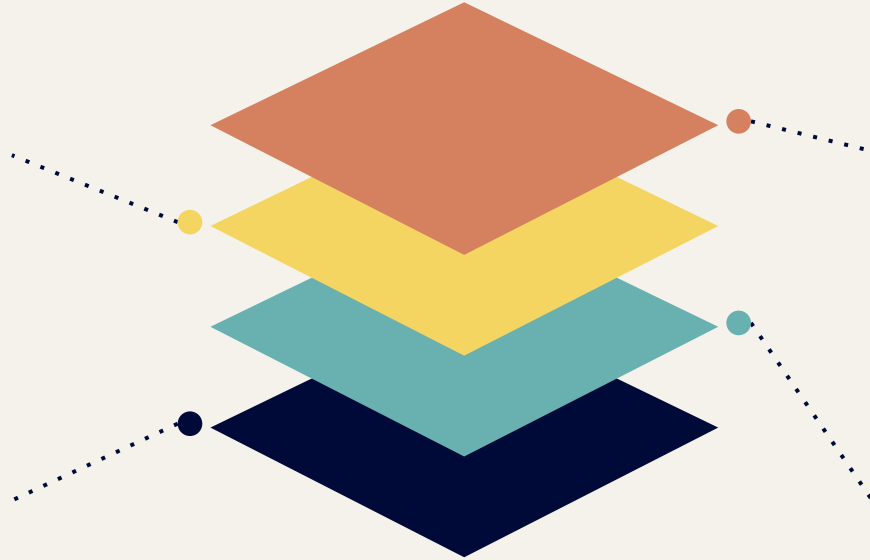
Fast growing industry in India with limited competitions at this stage

3.

Large customer base- kids and adults and their changing lifestyle

4.



You have the opportunity to become the owner of a high growth market segment



Why Invest in this Industry



Continuous launch of new entertainment centers in Indian Cities that are kids friendly and are further supporting family activities with inclusion of food & beverage options is an opportunistic factor for the growth of the market.





Children's entertainment centers are recreational facilities that facilitate the entertainment of individuals with physical games. Physical games include individuals playing with each other or providing entertainment with help of devices such as video games and soft play zones.

A children's entertainment center is usually referred to as small amusement park that serve local communities at a large scale. Also, these centers are designed to engage the entire family, generally at a significantly less amount per-person. Currently, these centers offer variety in amusement options such as gaming consoles, arcades, children's rides, video games, indoor playground systems, skill-based machine games, soft play areas, redemption machines, and games based on virtual and augmented reality.



Neeno's land children's entertainment area is also capable and are preferable to host private celebrations such as corporate events, birthday parties, and even personal accomplishment celebrations.

Key Market Segments

Visitors Demographic

- Families with Children (0-8)
- Families with Children (9-12)
- Teenagers (12-18)
- Young Adults (18-24)
- Adults (Ages 24+)

Activity Area Demographic

- Arcade Studios
- AR and VR Gaming Zones
- Physical Play Activities
- Skill/Competition Games
- Soft Play Zone
- Cafe/Restaurant
- Celebration Area

Revenue Demographic

- Entry Fees & Ticket Sales
- Food & Beverages
- Merchandising
- Advertisement
- Card Membership
- Day Care Centre
- Parties/Celebration



03

Benefits of Owning Neeno's Land Franchise

Neeno's Land franchise gives you the benefit of being your own boss without the risk of starting your own independent business.



01

Business Assistance

Access to a deep reservoir of business assistance to guide you through the process of owning and operating business.

02

Brand Recognition

A big benefit that franchisees receive when opening a Neeno's Land franchise is brand recognition.

03

Buying Power

As network of franchisee we provide a lower cost of goods lowers the overall operation costs of the franchise.

04

Built in Customer Base

Neeno's strong presence in industry can help with instant brand recognition and a loyal customer base.

05


Lower Risk

Neeno's Land as an established corporations have tested and proven the business model of the franchise in multiple markets.

06

Profit

Neeno's Land is a recognizable brands that bring customers in droves. This popularity results in higher profits.



Support We Promise to Provide

01

Operations
Support

02

Training
Support

03

Marketing
Support

04

Tech & ERP
Support



Roles & Responsibility of Franchisor & Franchisee



Franchisor Role

- Infrastructure setup and technical support
- Guidance on Recruitment + Initial Staff training
- Marketing & leads



Franchisee Role

Expenses incurred by the Franchise include

- Rent,
- Staff Salaries
- Electricity
- Inventory Management



04

Operating plan

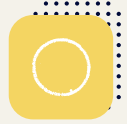
Here's an overview of our operational support we are going to provide for smooth business management

The 3 Level Support



Pre Launch

Support in finding location, vendors and complete setup management



Launch

Ensuring robust Launch with strong press coverage & Marketing



Post Launch

Providing support with all post launch activities including business development, Operation, Marketing & Tech Support



Branding & Marketing Support

**Digital
Presence**



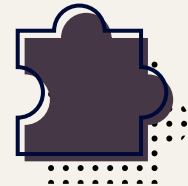
**Reputation
Management**



**Lead
Generation**



**Analysis
Report**



Tech Support

ERP

A powerful ERP to help you manage everything at one place which includes :

- CRM for Lead Management
- Inventory Management
- Daily Business Management

Tracking Management

Track users, walk-ins, employees everything with our tracking management integration tool

Website

A Responsive Website Page with Location Fencing for better local search results.



06

Financial plan

Here's an overview of Neeno's Land Franchise setup cost and revenue projection that you can generate as the owner.

Neeno's Land Franchise Setup Cost

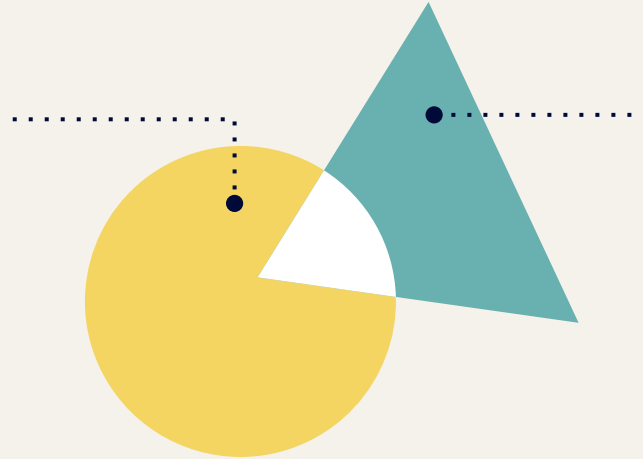
Setups	Details	Cost
Cafe	Interiors With AC Setup	50 Lacs
Kitchen	Full Setup With Appliances	20 Lacs
Play Zone	Soft Play Area + Gaming Arcade	45 Lacs

Set-Up Cost

Marketing

10 Lacs

Print Media + Board + Local
Marketing

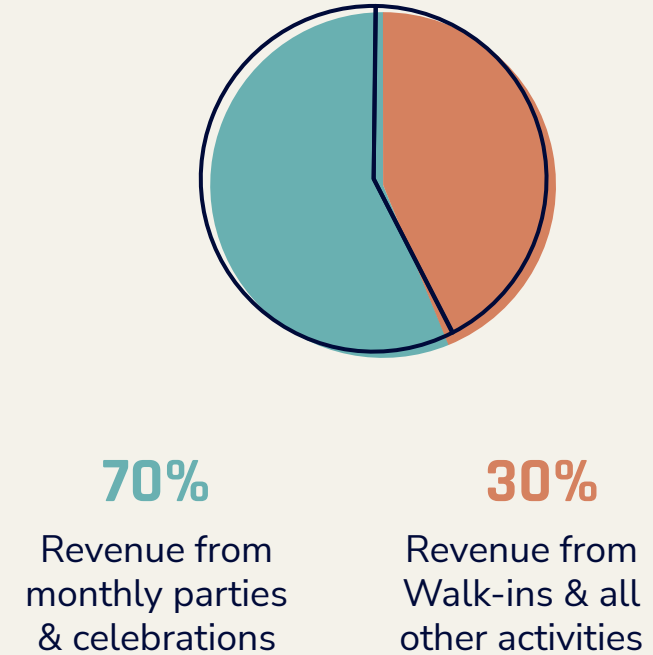
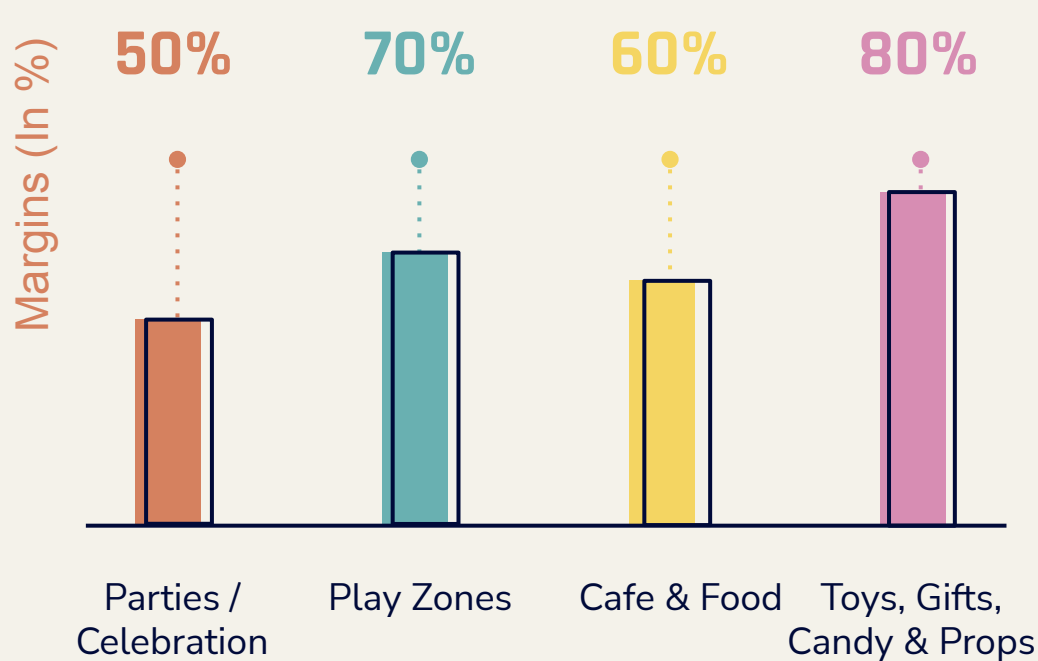


Royalty

5 Lacs

One time charge for
acquiring Neeno's Land
Franchise plus **10%
Royalty Charge** on total
revenue generated.

Understanding The ROI



Neeno's Land : 3 Year Projections (INR)

Source	0-6 Months (Per Month Revenue)	6-12 Months (Per Month Revenue)	2nd Year (Per Month Revenue)	3rd Year (Per Month Revenue)
Walk in sale	50000	80,000	120,000	150,000
No. of Walk-ins	100	160	240	300
Cafe Sale	40,000	80,000	120,000	150,000
No. of Cafe Orders	62	123	185	231
Party Sale	560,000	962,000	1,280,000	1,440,000
No. of Parties	16	26	32	36
Expected Net Sales / Revenue	650,000	1,122,000	1,520,000	1,740,000

Neeno's Land : 3 Year Projections (INR)

Expenses	0-6 Months (Per Month Revenue)	6-12 Months (Per Month Revenue)	2nd Year (Per Month Revenue)	3rd Year (Per Month Revenue)
Food Cost	169,000	291,720	395,200	452,400
Packaging / Disposables	26,000	44,880	60,800	69,600
Staff Salary	100,000	120,000	150,000	170,000
Rental	200,000	200,000	200,000	200,000
Misc. Expenses	560,000	962,000	1,280,000	1,440,000
Royalty	52,000	89,760	121,600	139,200
Advertisements	13,000	22,440	30,400	34,800
Total Expenses	640,000	868,800	1,098,000	1,246,000
Expected Net Profit	10,000	253,200	422,000	494,000

OUR PILLARS



Harshu Sethi

Founder & Managing
Director



Priyanka Pathak

Director & CEO



Saumya Pandey

Partner & Marketing
Head



Kamal Pathak

Partner &
Operations Head



Mrs. Harshu Sethi is a true perfectionist with a beautiful heart of a mother, a daughter, and a sharp mind of an entrepreneur – the lady who owns her success and is yet to achieve more!

Her dreams became a reality when she laid the foundation for **“NEENO’S LAND”** With Neeno's Land, she has embarked on a mission to reinstate the true quintessence of fun and enjoyment for people of all ages.

A true example of women's power, Mrs. Harshu Sethi is currently the Director of AM Reality Solution & Balaji Educations, and also the Founder and Managing Director of Balaji Funzone Pvt. Ltd.

Her intellectual wisdom and inspiring service have led her to bag many commendable awards i.e. **"Best Captivating Creation Award"** in 2021 by Mukta Godse and Rahul De and the **"Best Women Entrepreneur Award"** by Malika Arora Khan in 2019.

Harshu Sethi
Founder & Managing Director



Priyanka Pathak epitomizes the power of a strong woman who believed in herself and endorsed her principals with pride. Her spiritual beliefs encouraged her to spread the goodness of education, love and happiness amongst young children. Her zeal to nurture beautiful minds led her to kick-start her journey 10 year ago in 2013 as a founder of a play school & day care. This evolution transitioned into a dream to achieve greater heights in the business world.

Today she is Director of Kids Kare and CEO at Balaji Funzone pvt ltd.

Her efforts are acknowledged through awards of **'Best Counsellor and Mentor'** awards from **The Crazy Tales and Vocal4Local 2021**. She proudly announce to be honoured with the award of being Star Numerologist and Astrologer.

Priyanka Pathak
Director & CEO



Saumya Pandey is a creative entrepreneur and innovative strategist, who grew up studying the people and the potentials behind even the smallest of insights.

As an investor and a visionary, Saumya has always been looking at the future, and working hard towards shaping solutions and systems that would help her stand atop in the ever-evolving economical landscape.

Besides being a partner of Neeno's Land, Saumya is also the founder of a tech and marketing firm- **Fictivebox Media**. She has also raised **seed funding of worth INR 11 Crore** for her **edTech product idea**, which is under development. Her personal passion project is **ColdCramps**, a support campaign for homeless women which she started in 2017 to provide menstrual hygiene care packages to homeless women.

Saumya Pandey
Partner & Marketing Head

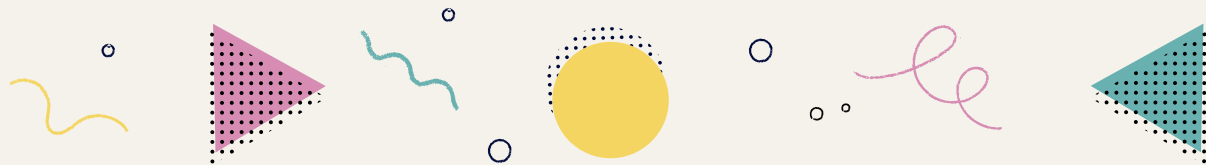


Kamal Pathak is a born leader and a dynamic personality. Having 8 years of hard-earned experience in the hotel & hospitality sector, he is an expert in managing complex operations smoothly.

In 2020, his dedicated management skills enabled him to take & lead a responsible position of **'Head- Training & Development Operations and Franchise Expansion'** at Neeno's Land.

His creative ideas and disciplined approach reflect his ability to shine in tough situations. He competitively overcome every challenge and strive hard to attain perfection in every given task. He believes in realizing goals and each achievement adds a new feather to his shining cap.

Kamal Pathak
Partner & Operations Head



Thanks!

Do you have any questions?

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