



Himalaya Cafe

By Prathyusha Bhumireddy



- Himalaya Wellness Company formerly Himalaya Drug Company is an **Indian Multinational pharmaceuticals company**
- It produces health care products under the name Himalaya Herbal Healthcare whose products include ayurvedic ingredients
- Himalaya Herbal Healthcare has a very wide range of products, which include "pharmaceuticals, personal care, baby care, well-being, nutrition and animal health products
- They have expanded **its portfolio from pharmaceuticals to personal care, well-being and animal health**, evolving into a 'head-to-heel' herbal healthcare company.
- Himalaya's Research center has converted **Ayurveda's herbal tradition into a complete range of proprietary formulations dedicated to healthy living and longevity.**
- They utilize the talents of each member of the Himalaya family and the local communities, to drive our seed-to-shelf policy and to rigorously adopt eco-friendly practices to support the environment we inhabit.

Brand Description



Brand

Himalaya

Value

Healthy lives
Priorities wellness
Proximity

Personality

Authenticity
Personal care
Healthy life
Confident

Voice

Assuring
Trustworthy
Confident
Cheerful

Position

Most trusted brand in herbal & personal care
Mass Market
Affordable to everyone

Target

Targets over health caution people

Brand Positioning

Direct competitor Starbucks:- Target audience

Age:- 18+ years Upper middle class & above

who:- Students, family, office gathering, couples, friends, single persons

Characteristics:- employees , casual shopping people , business persons, university professors

Direct competitor Boba :-

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Brand Positioning

Why is your brand diversifying (Expanding) into your assigned Typology (CAFE)

Because it can be bring into market for new audience with new product
and selling already existing product to the new customers in different way as Himalayan essential doesn't have
cafes and this would be some thing new experience for people
Creating a line extension at a different offering
To bring the wellness industry to the F&B industry

Who is the Target Audience for your Typology

All kind of people above 18+
Gym Persons
People with health care interest

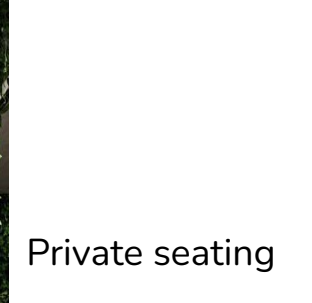
Brand Expanding



Bill Counter



outside View seating

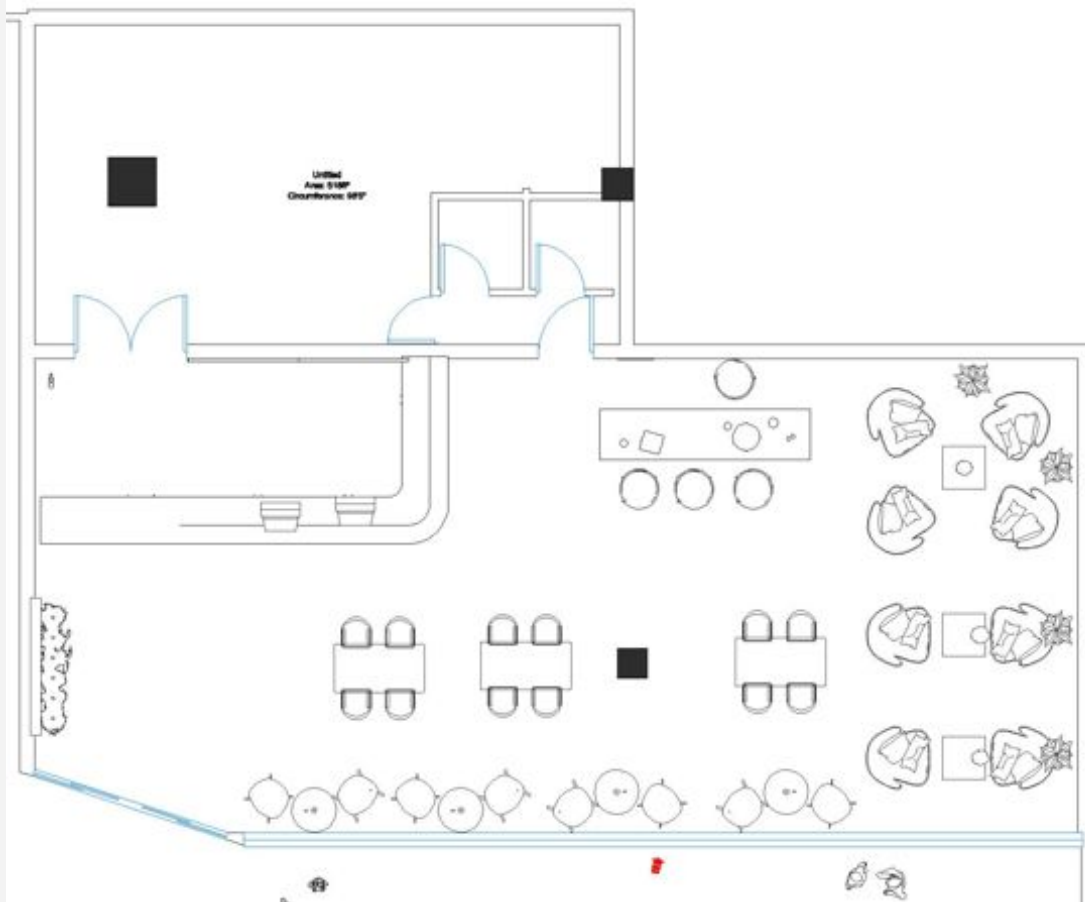


Private seating



Logo and entrance

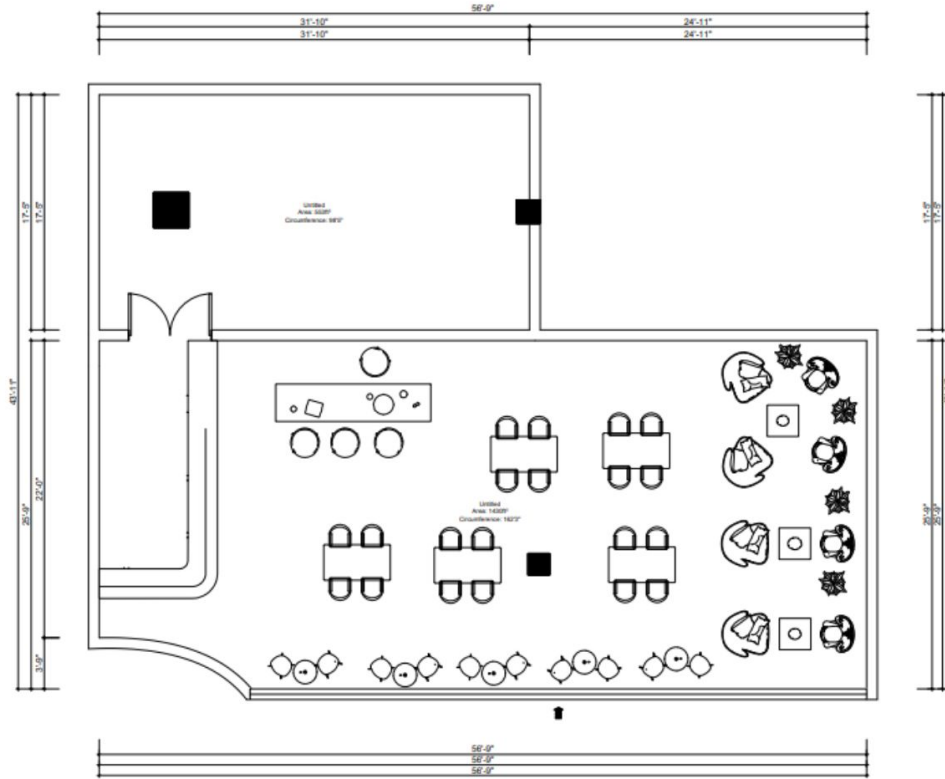
Mood Board



Layout Option 1



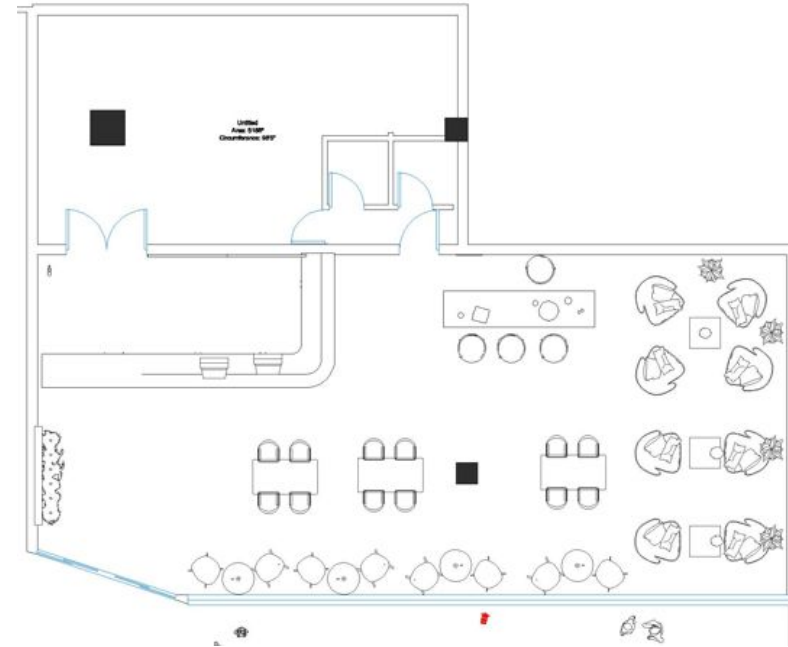
Layout Option 1



Layout Option 2

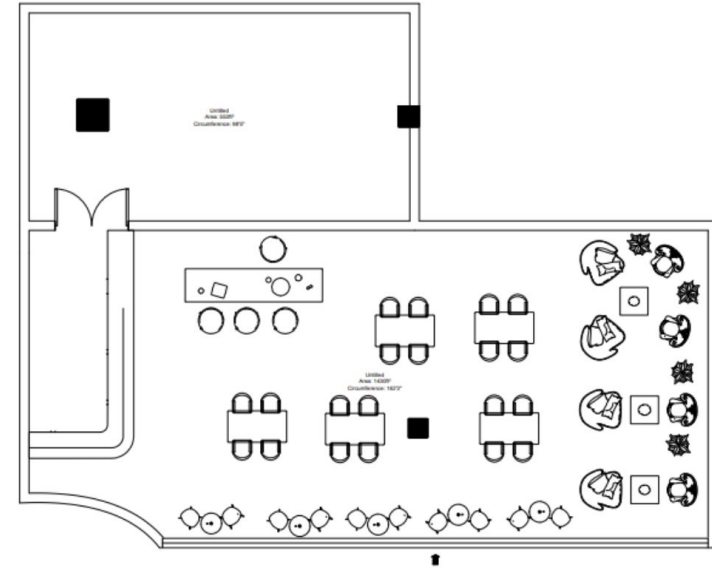
Strength	Spacious Seating
	Cluttered free
	Directly from kitchen door to counter
	Counter near to door
Weakness	Washroom accessibility will be bit difficult
Opportunities	<p>Spacious Space at the entrance so we can design</p> <p>Can attract the customer buy facing the counter to entrance</p>

Threats



Swot Analysis 1

Strength	<p>Spacious Seating</p> <p>Cluttered free</p> <p>Directly from kitchen door to counter</p> <p>Counter near to door</p>
Weakness	<p>Counter is disturbing the entrance</p> <p>So much of negative space is left out</p> <p>Narrow entrance</p>
Opportunities	<p>More Seating can be arranged</p> <p>More space left wall opposite to entrance so nice decor can be done</p>
Threats	<p>Entrance might become crowded</p> <p>and pleasant ambiance won't be there</p>



Swot Analysis 2



3D Renders



COOHOM

3D Renders



COOHOM

3D Renders



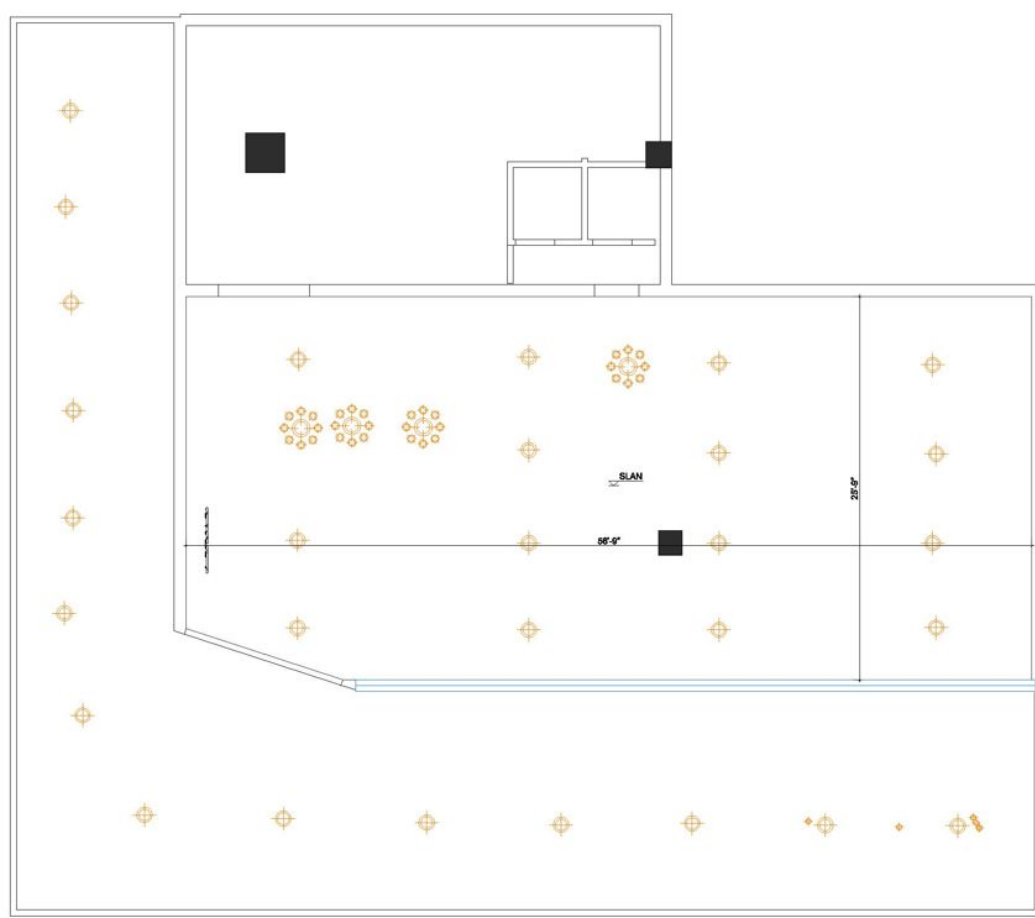
3D Renders



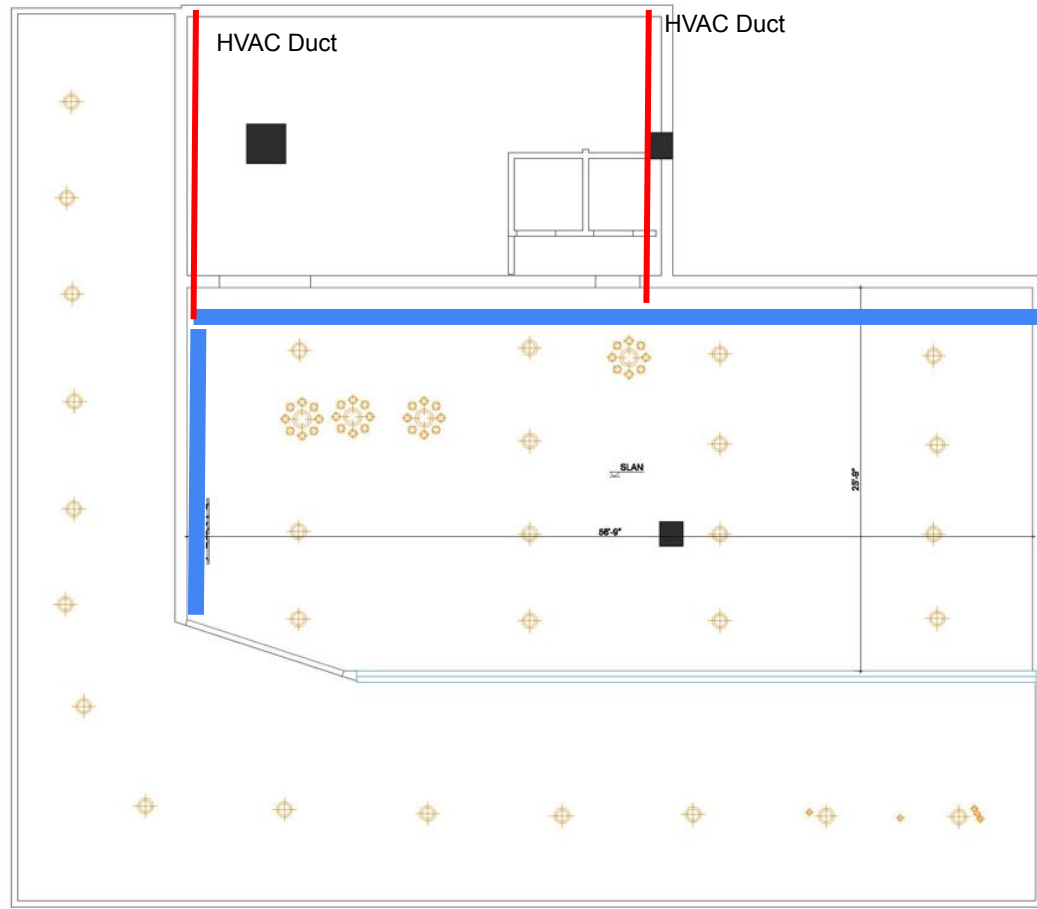
3D Renders









3D Renders









Ceiling plan




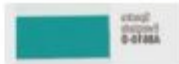


Description	Specification	size	Color code	Supplier	Image	Unit price	No of Units
Entrance glass	Transparent 30mm Toughened Glass		Transparent	Saint Gobain Novelty interiors		250/sq feet	
Arch base	Mdf Sheets 17 Mm	8*4	brown	Blue leaves farms private limited		52/sq feet	1 full sheet 8*4
Arch finish	0.8Mm	8*4	Peach color	Blue leaves farms private limited		1000 per sheet	2 sheet
Arch gold color pipes	Gold Stainless Steel	6 feet	Gold color	Amazon		1379 per piece 6 feet	6 pieces
Arch Decor items	Money plant creepers for decoration	7 ft	green	amazon		7 ft each contains 6 strings Rs 379	4 quantities
	Electomania Artificial Succulent Plants		green	amazon		2 pieces 459 rs	8 pieces

Annexure BOQ and Callout list

	Vintage Peonies Artificial Flowers		multicolor	amazon			3500
Counter table	Made up of teak wood and polish	22*10	Walnut color	Shiva timber depo			
Counter table 2 base	Mdf	11*4	brown	Blue leaves farms private limited		52/sq feet	1 full sheet 8*4
Counter table 2 finish	Deco paint	11*4	green				
2 Apple Imacs	8 core cpu 256 gb		White	Apple store			130000?- 1 piece
Wooden chairs				Shiva timber depo			3000 per piece 8 pieces
Wooden chair				Shiva timber depo			18000 per set 4 sets Including tables




Annexure BOQ and Callout list

Wooden 2 seating				Shiva timber depo		2 chairs and center table 10000 Rs 4 sets
Plant holder				Local steel maker shop		13 feet height
flooring	Terrazo flooring			Kajaria		
Wall Paint	A8210-D			Asian paint		








Annexure BOQ and Callout list

S.No	Description	Estimated Quantity	Units	Rate	Amount
1	Plastering of existing walls with cement and it includes curing , scaffolding.	1444	sqft		250000
2	Applying wall putty for all the walls after plastering the walls 28000 rs per 40 kgs so 120 kgs for 4 walls and rest labor charges	1444	sqft		100000
3	Applying Asian water based primer two coatings and then white color and bluish green color includes Labour charges	1444	sqft		70000
4	Fixing Aluminum channels for ceiling and then laying off sheets and then applying 2 coats of pop including Labour charges				150000
5	ApplyingAsian white color and then doing brown wooden strips paint				25000
6	Laying sand leveling the floor and then applying the cement layer then laying the white				200000
7	Installing aluminum channels to fix the window glass and main door entrance includes labor with colored glass				140000
8	Installing teak wood base chanel for kitchen and washroom door and then fixing of door with teak wood including labor for polishing the door				50000
9	Installation of steel with wooden blocks for plants including labor and work material	5feet *14 feet	4 pieces		200000


Annexure BOQ and Callout list

10	<p>Tables 4 pieces set made of Table top/ Extension leaf: Particleboard, Ash veneer, Acrylic paint, Ash veneer Underframe: Solid beech, Solid spruce, Adhesive, Ash veneer, Acrylic paint Leg: Plywood, Ash veneer, Acrylic paint Chair Seat shell/ Leg frame/ Handle: Wood Plastic Composite Feet: Synthetic rubber IKEA</p>		4 sets	47790/-	200000
11	<p>Set Size : 2 Color : White Primary Material : Solid Wood Color Shade : White Net Quantity : 2 N Dimensions : Dining Chair : 47 cm x 52 cm x 81.5 cm HomeCenter</p>		5 pieces* 2	6000	30000
12	<p>Assembly Type : DIY (Do It Yourself) Type : Side Tables Finish : PU Paint Shape : Round Country of Origin : China Net Quantity : 1 N Amazon</p>		5 pieces	1500	7500
13	<p>Bamboo cane chair Material Rattan Chair with seating cushion Amazon</p>		8 pieces	3999	32000

Annexure BOQ and Callout list

14	MATERIAL- Cane is a non-hollow stem of tall grass. This chair is made of premium quality selected cane, the cane used is super dried and treated for termite for sturdiness and longevity.Rattan, wiker, bamboo, cane Amazon		4 pieces	1900	7600
15	TIED RIBBONS Decorative Glass Vase Gold, 28.8 m x 6.3 cm x 7.6 cm Amazon		4 pieces	300	1200
16	Material::: Ceramic, Made In India, Handmade Pottery Size- 4x5 Inches, Color - white, Finish - Matte Amazon		7 pieces	460	3220
17	Table Counter main 1 made up of teak wood and then walnut color polish including labor		Single piece 22.6 feet * 9.6feet		50000
18	Table counter 2 small one made up of teak wood and chair panels are made up of teak wood then stitched with soft foam and the table are deco painted Include all cost		Single piece 11.6*8.2		45000
19	68.29-centimetre (27-inch) 5K Retina display. 12MP Ultra Wide camera with Centre Stage. Studio-quality mics. Six-speaker sound system with Spatial Audio Standard glass has an industry-leading anti-reflective coating for viewing comfort and readability.		2 systems	160000	320000
20	Photo frames from amazon Material : High Quality Synthetic Wood, unbreakable PlexiGlass and Mdf Back; Color : black		1 set	1549	1549

Annexure BOQ and Callout list

21	Grass ,back wooden base steel pipes flowers deco paint everything artificial from amazon			7000	7000

Annexure BOQ and Callout list