

FRANCHISE PORTFOLIO





DESIGN TWG

Design TWG is a group of passionate interior designers and brand designers. We give value to the social and cultural aspirations of hospitality projects with a realistic concept i.e. Budget and time sensitivity.

Our Story

We have evolved from a small design practice to an institution. We deliver good design with:

- 1) Creativity
- 2) Realistic budgeting & timeline
- 3) Honest Process and Execution &
- 4) We become a partner/solid team-player to see our clients through the complex process of turning their vision into reality.

We apply a customized approach to all our work, which helps us transform unique brand challenges into remarkable spaces.



WHO WE ARE?

12+

YEARS OF
EXPERIENCE

600+

INTERIOR
PROJECTS
COMPLETED

3+

PROVINCES

20+

CITIES

Above
Million

SQFT. DESIGNED
& EXECUTED

15+

EXPERT TEAM
2 LOCATIONS
TORONTO, CANADA
& PUNE, INDIA

HEMEN MODI, FOUNDER & PRINCIPAL DESIGNER



Hemen Modi's versatile experience in Design, as well as the Construction industry, has defined the character of TWG, offering highly rationalistic solutions for space design and project management. He is the member of Interior Designers of Canada (IDC) and Association of Interior Designers of Ontario (ARIDO). Work span: design, strategy, execution and management. Past experience with core design firms Elephant Design and Nimlok, India and Taylor, Canada; a background in construction industry. Education from School of Interior Design, CEPT University, India He is the man behind 'Together We Grow', the principle that lays the foundation of TWG, an Award Winning Design Firm. With an Instinctive eye for Aesthetics and detail, & Hemen has built a reputation as a creative designer and a design strategist over two decades of his design practice in Toronto. His flair for innovation, along with a subversive creative appeal, has won him a following among his customers and fellow designers alike. With an undaunted belief in his mantra, 'Design for the real world with Substance', Hemen passionately carries the TWG baton forward.

DESIGN TWG CORE MEMBERS



SHANTANU BISWAS
CREATIVE DESIGN HEAD



RISHMA PARIKH
OPERATIONS & BUSINESS HEAD



ANJU PANDYA
BUSINESS MANAGER

AWARDS



NEWH TOP ID 2023-TORONTO
CHAPTER



IES ILLUMINATION SECTION
AWARDS 2022 FOR INTERIOR
LIGHTING



IES ILLUMINATION SECTION
AWARDS 2021 FOR INTERIOR
LIGHTING



BEST BUSINESS-CBRB 2023



NEWH TOP ID 2020-TORONTO
CHAPTER



NEWH TOP ID 2018-TORONTO
CHAPTER



NEWH TOP ID-2017 TORONTO
CHAPTER

PROJECT EXPERIENCES



OUR OFFERINGS

HOSPITALITY	COMMERCIAL	HEALTHCARE	RESIDENTIAL	STRATEGY & BRANDING	Exhibition
Restaurants	Retail	Clinics	Residential Interiors	100+ Projects	5,000 + Sq. Ft
Banquet halls	Salons & Spa	Retirement homes	Residential Exteriors	Land Development	360 Services
Hotels	Workspaces				
233,000 + Sq. Ft	41,000 + Sq. Ft	28,000 + Sq. Ft	10,000 + Sq. Ft	50 + Acres	10+ Projects

FRANCHISE

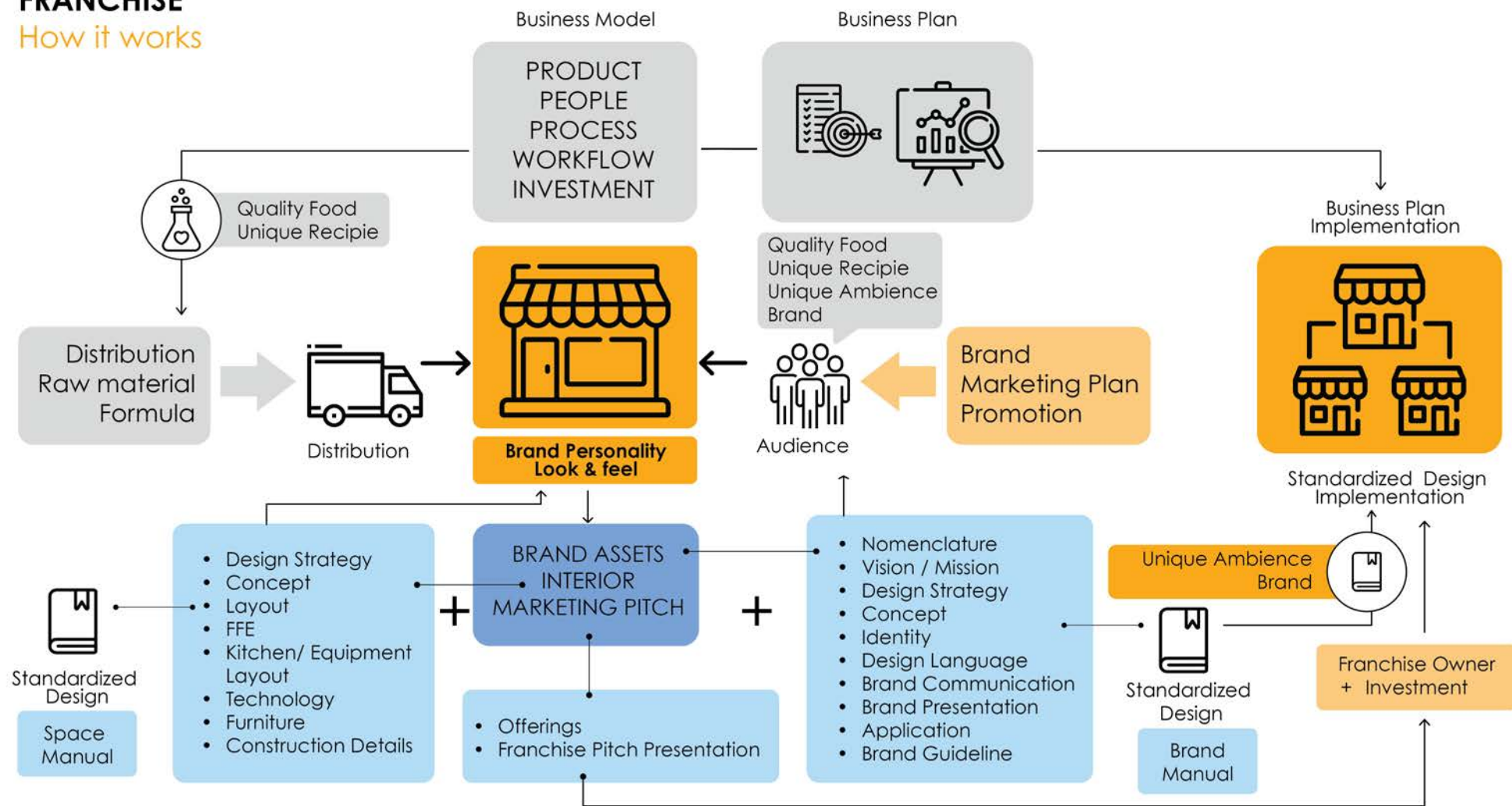
FRANCHISES ARE THE WAY OF EXPANSION AND GROWTH

With the growth of many multinational hospitality brands through franchising, many partners and clients are considering converting their businesses into a franchise and allowing freedom for business operations. We strive to assist our clients in reaching new heights in business by assisting them in achieving real growth through their visual identity and brand strategy. We believe in establishing a core team before establishing your dream project.

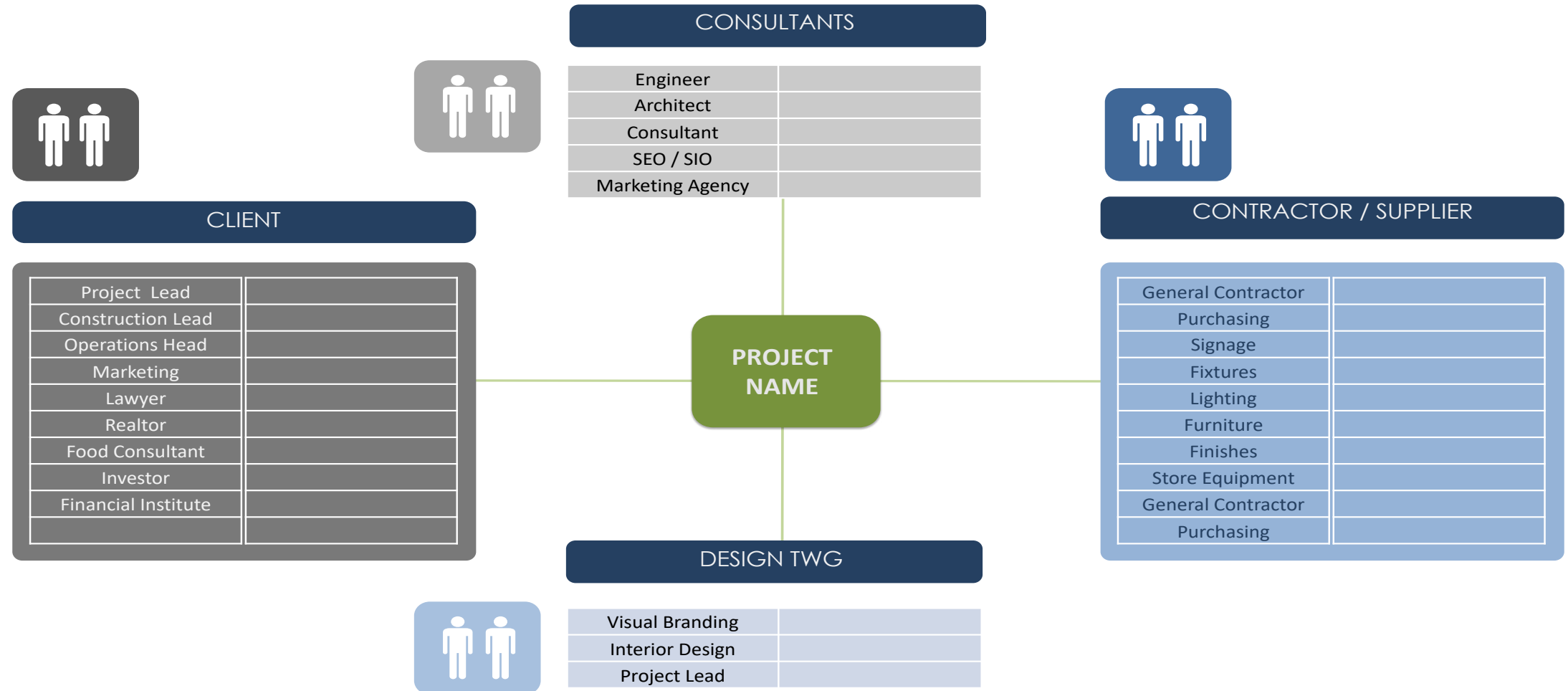


BUSINESS OVERVIEW

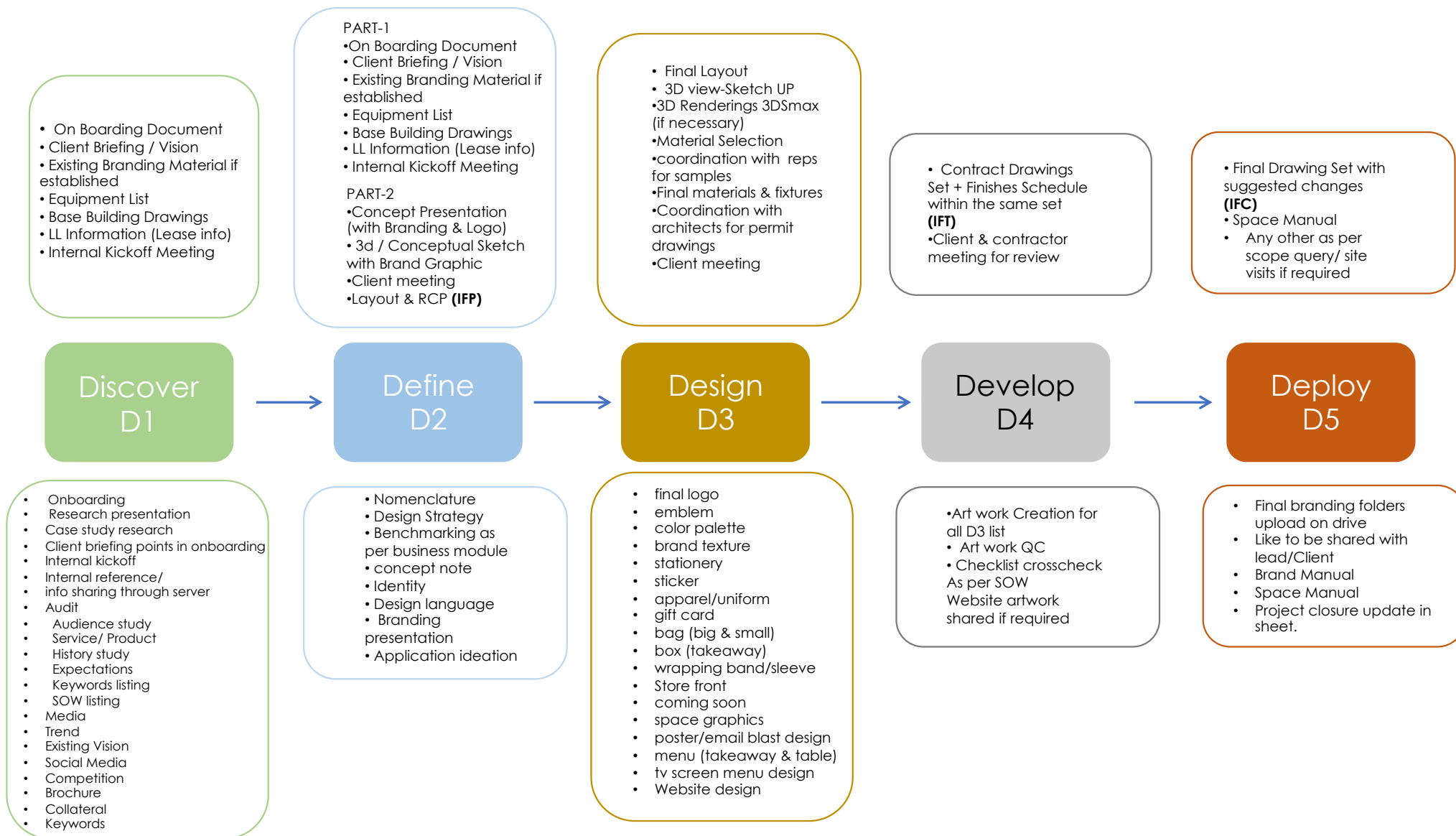
FRANCHISE How it works



CORE TEAM FOR A FRANCHISE BUSINESS

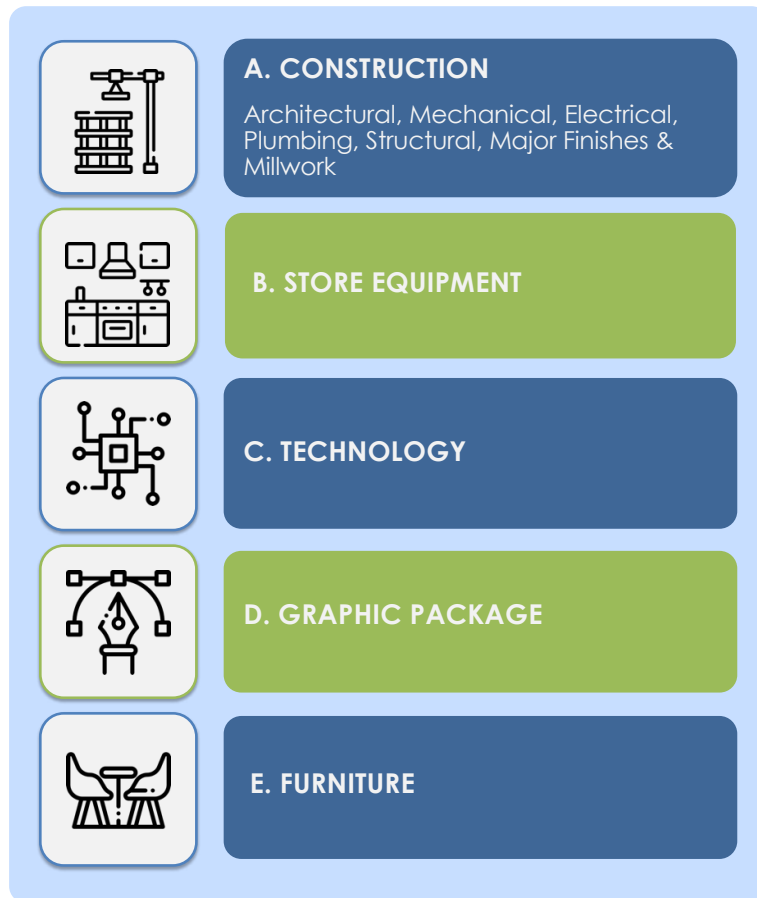


FRANCHISE PROCESS (D1-D5)



BUDGET ANALYSIS FOR A FRANCHISE BUSINESS

COMPONENTS



BUDGET ANALYSIS

EXISTING STORE DESIGN

TOTAL AREA (IN SQFT) :
PROJECT COST (EXCL. B) :
PER SQFT COST :
EQUIPMENT COST:

PROPOSED STORE DESIGN

TOTAL AREA (IN SQFT) :
PROJECT COST (EXCL. B) :
PER SQFT COST :
EQUIPMENT COST:

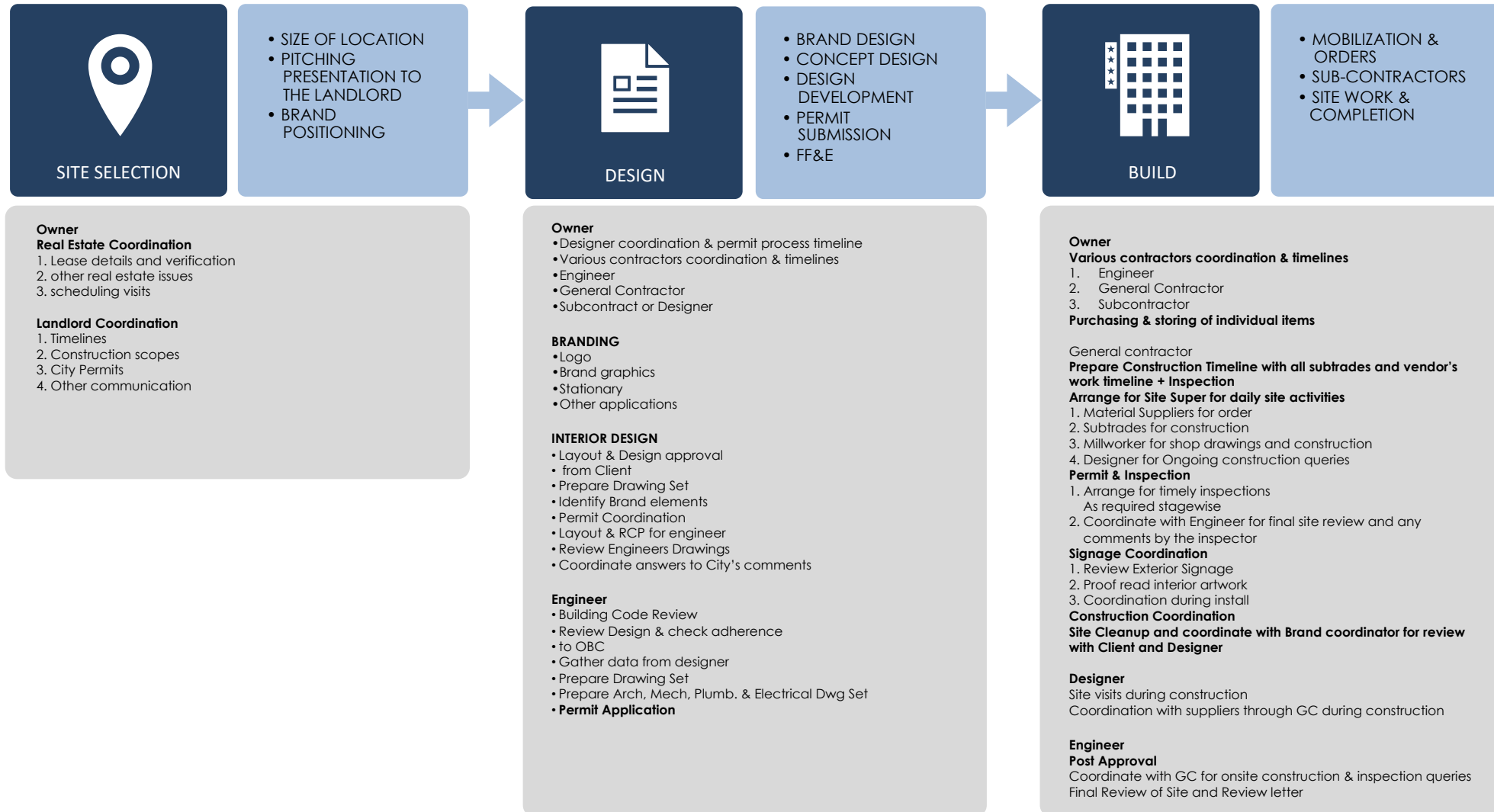
COMPETITION STORE 1

TOTAL AREA (IN SQFT) :
PROJECT COST (EXCL. B) :
PER SQFT COST :
EQUIPMENT COST:

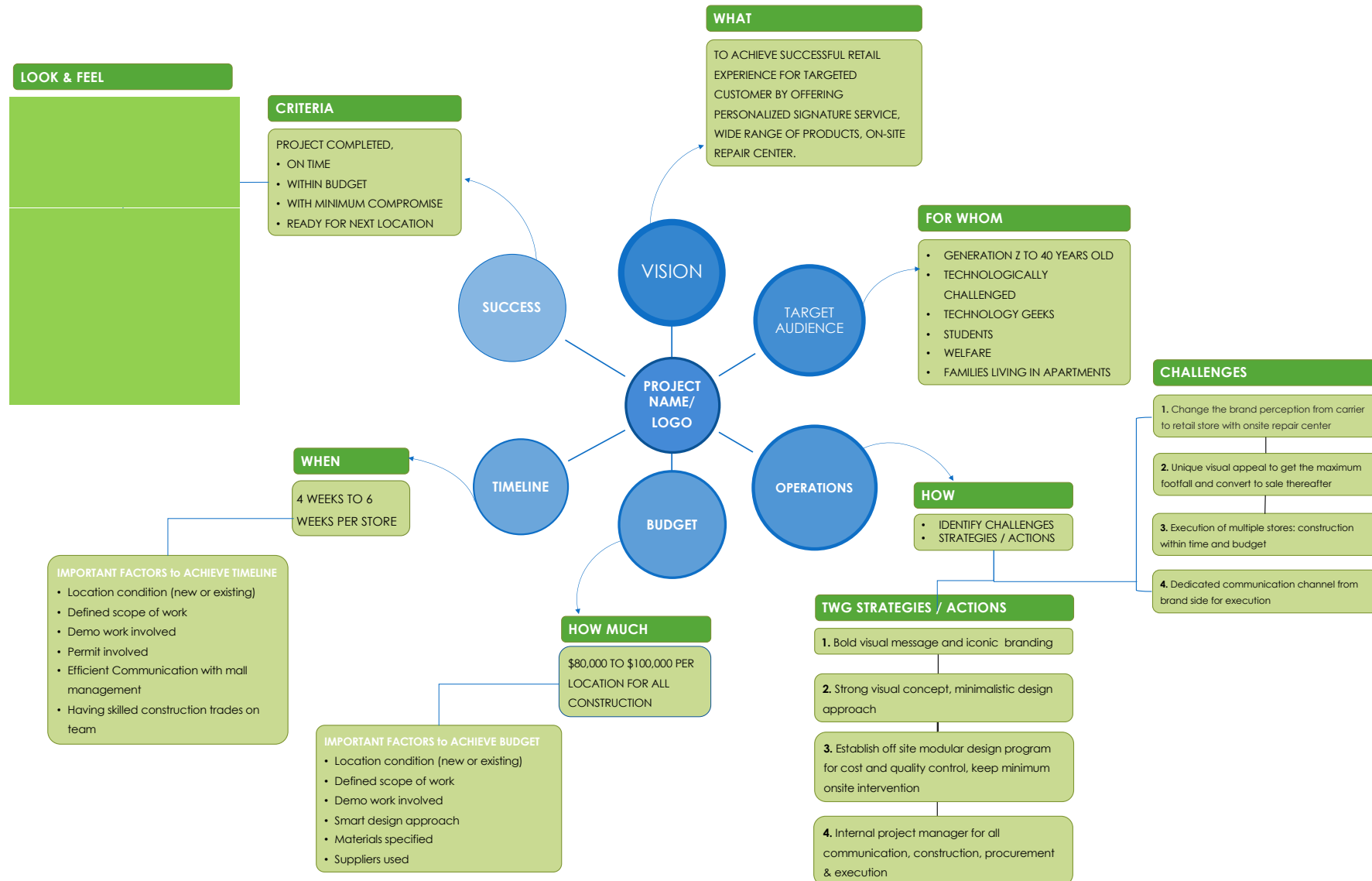
COMPETITION STORE 2

TOTAL AREA (IN SQFT) :
PROJECT COST (EXCL. B) :
PER SQFT COST :
EQUIPMENT COST:

OWNER OPERATED FRANCHISE DESIGN BUILD



STRATEGY MAPPING FOR A FRANCHISE BUSINESS



DESIGN TWG SCOPE OF WORK

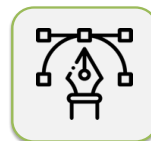
We are a professional team of experts who will help you design the franchise business. Our scope of work is divided into two categories and all the phases of work undertaken.

INTERIOR SCOPE



NO.	TASK	DATES
Phase 1 Conceptual Presentation		
1	Client Meeting	
2	Client Feedback	
3	Final Concept Presentation & Approval	
4	Phase 1 Budget	
Phase 2 3d Design Presentation w/ FFE		
1	Client Presentation	
2	Client Feedback	
3	Final 3d Presentation & Approval	
4	Phase 2 Budget	
5	Final Layout + RCP to Engineer for Permit	
Phase 3 Design Drawings + Materials		
1	Contract Drawings w/ Samples	
2	Final Pricing from GC	
3	Handover	
Phase 4 Space Manual		
1	Space Manual	

BRANDING SCOPE



NO.	TASK	DATES
Phase 1 Conceptual Presentation + Pitching Presentation		
1	Brand Conceptual & Direction	
2	Client Feedback w/ client information	
3	Final Presentation w/ Logo & Application	
4	Client Approval	
Phase 2 Brand Applications		
1	Brand Applications w/ Pitching Presentation	
2	Website Design Direction	
3	Space Graphic Design + Brand Textures	
Phase 3 Brand Manual		
1	Brand Manual w/ All Applications	
2	Client Feedback	
Phase 4 Final Files		
1	Final Open Source Working Files	
2	Front Signage Shop Drawing Approval	

PROJECTS

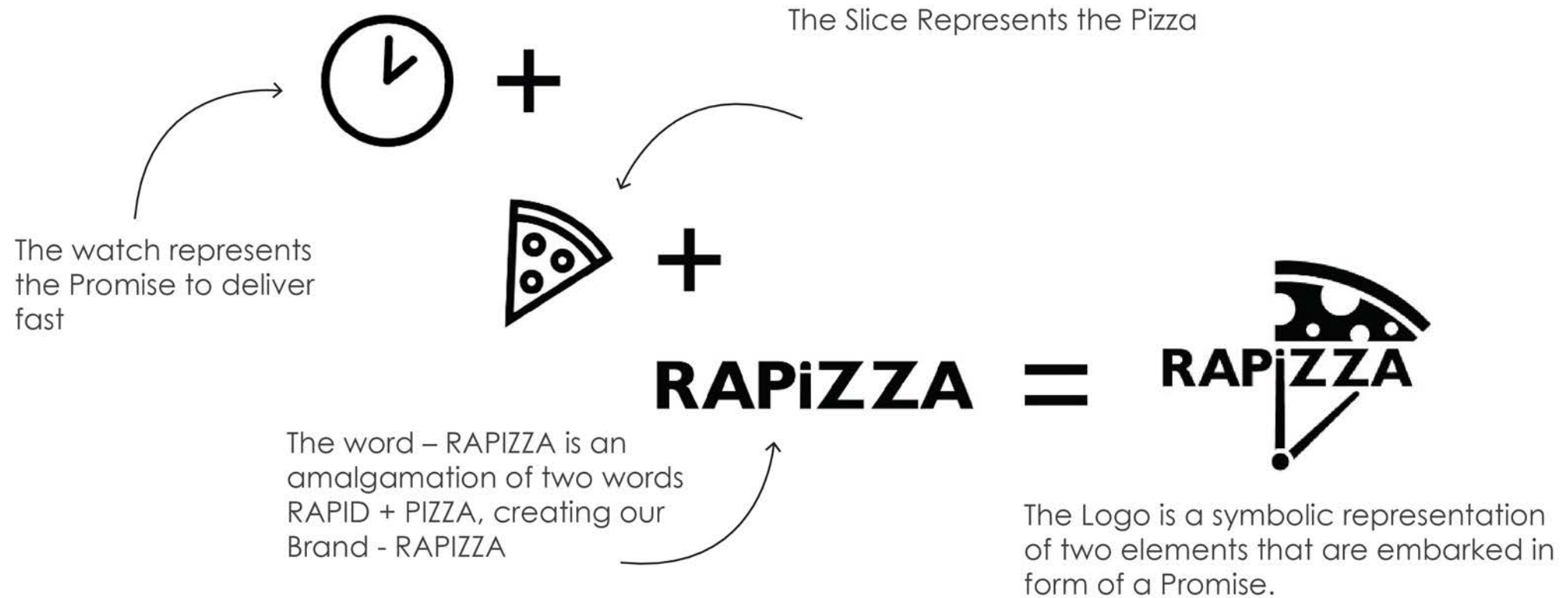
RAPIZZA

RAPiZZA is a chain of pizza places with a brand positioning that promises to deliver rapid, vivid, and fresh pizzas. It reaches out to the youth, with its trendy “fast fusion” pizzas.

The colors chosen for this project are Fiery red, Radiant Gold Yellow, Rusty Brown, and Smoky Black. The design of the whole place has been designed keeping in mind efficiency and speed, so everything has been planned where there is a smooth transition from the ordering to receiving the final order is done.



Concept note & Brand structure









RAPiZZA





3D RENDERS

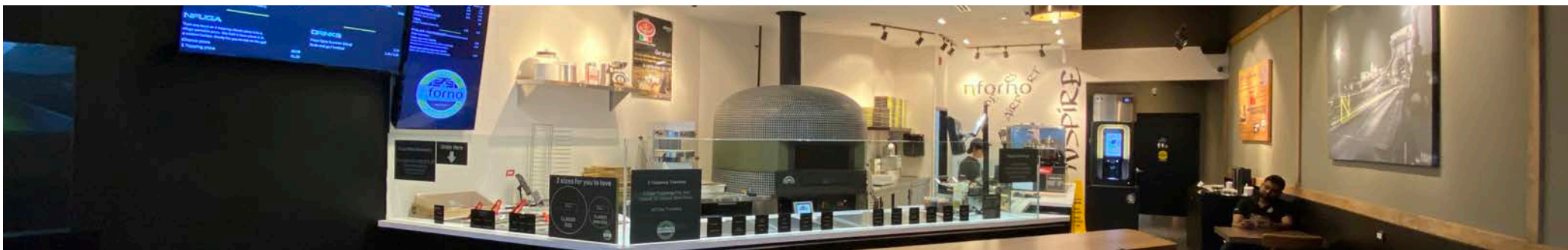




NFORNO

Inspired by Naples, Nforno is a fast-food pizza chain with a take on serving Neapolitan pizzas.

They have created a customized revolutionary concept where guests are allowed to customize their own pizzas and allows them to serve the pizza in 90 seconds, because of their unique ovens which makes the pizza to perfection. Our mandate was to design the space as a pizza place. Their core business being a pizza place and side dishes, the client wished for the space to be an upscale yet clean design for the space.



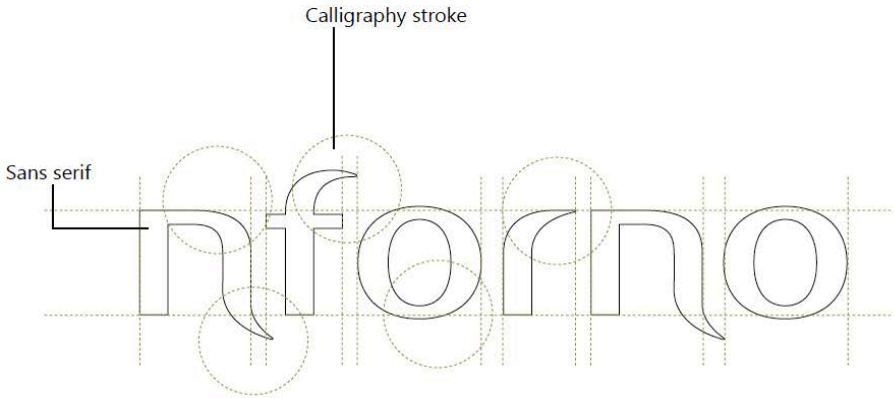


CONCEPT NOTE- NFORNO

01 02 03 04 05

nforo typography uses a very unique modern Sans serif font with calligraphy strokes, It is a fusion of fonts apt for today's modern culture.

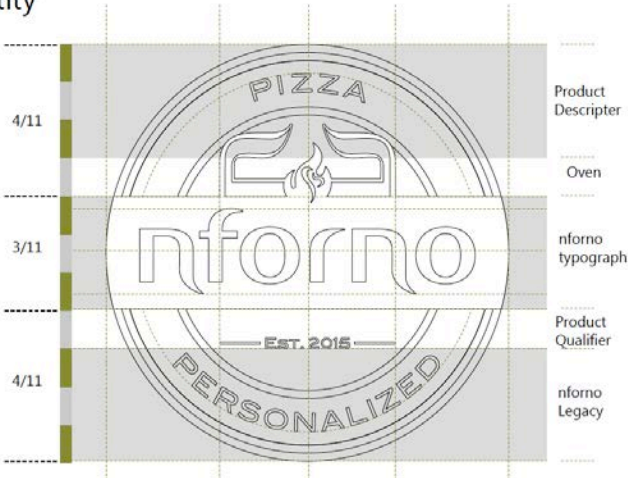
Note: Use of N as icon will increase its symbolic value & builds relations between our audience & our brand



Parts of Visual Identity

Design Matrix

A unique representation of nforo which is very modern yet classical.





FORNO

YYZ

R



R

FORNO

3D RENDERS





ICE FLAME GRILL & CHILL

Ice flame is a dessert company that is the manifestation of our lifetime passion for dessert. We sprinkle our customers with imagination and promise to inspire with a wide variety of ice cream flavors to satisfy their cravings.

As they say that ice cream makes a bad day good and a good day great. We try to craft different flavors with additional toppings on them. Our menu extends to delicious ice cream rolls in different flavors, falooda in different exotic flavors, shakes that taste heavenly, pan of different flavors to tantalize your tongue, juices that are enticing by their sight and marvelous by their taste, different shots.





CONCEPT NOTE- ICE FLAME



Ice cream cup

+

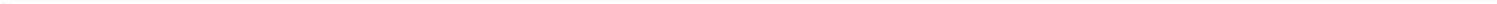


Fire representing the flame aspect

+



spiral roll depicting the
concept of ice cream role







+1-289-752-0453

5 Ardglen Dr, Brampton, ON L6W 1V1, Canada

www.iceflame.ca



Ice Cream Rolls

Premium \$7.49

Chocolate Overload
Swiss Chocolate
Strawberry Nutella
Nuella Banana Delight
Strawberry Blast
Mango Magic
Pinacolada
Oreo Origin
Crunchy Kitkat
Rainbow M&M
Saffron Almond
Parkside Pistachio



Flame Special \$8.49

Crispy Rocher
Black Forest
Chocolate Caramel
Coffee Oreo
Lovely Dates
Rose Pistachio
Mawa Kulfi
Rajbhog
Gulab Jamun
Paan Dilbahar
Rasmalai
Cashew & Figs (Kaju Anjeer)
Chocolate Walnut Brownie
Rosepetal Jam (Kaju Gulkand)

Shakes

Rose	\$6.49
Kesar Elaichi	\$6.49
Mawa Badam	\$6.49
Butterscotch	\$6.49
Pista	\$6.49
Cold Coco	\$6.49
Cold Coffee	\$6.49
Oreo	\$6.49
Paan	\$6.99
Ferrero Rocher	\$6.99
Brownie	\$6.99



Falooda with Rabdi

Rose
Mawa Badam
Kesar Elaichi
Pistachio
Mango
Rabdi



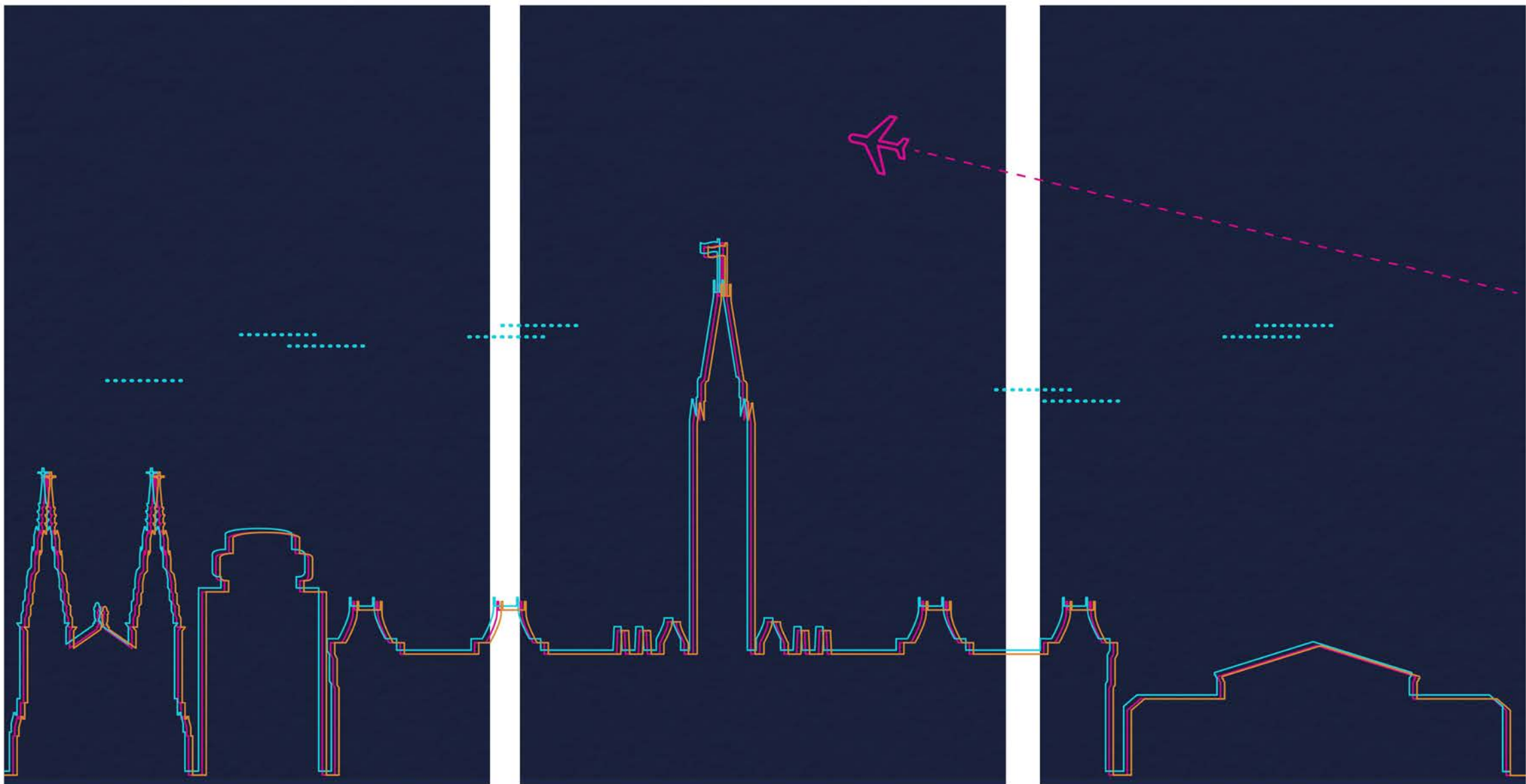
Shots

Jamun (Seasonal)	\$3.99
Lemon Ginger	\$2.99



Paan

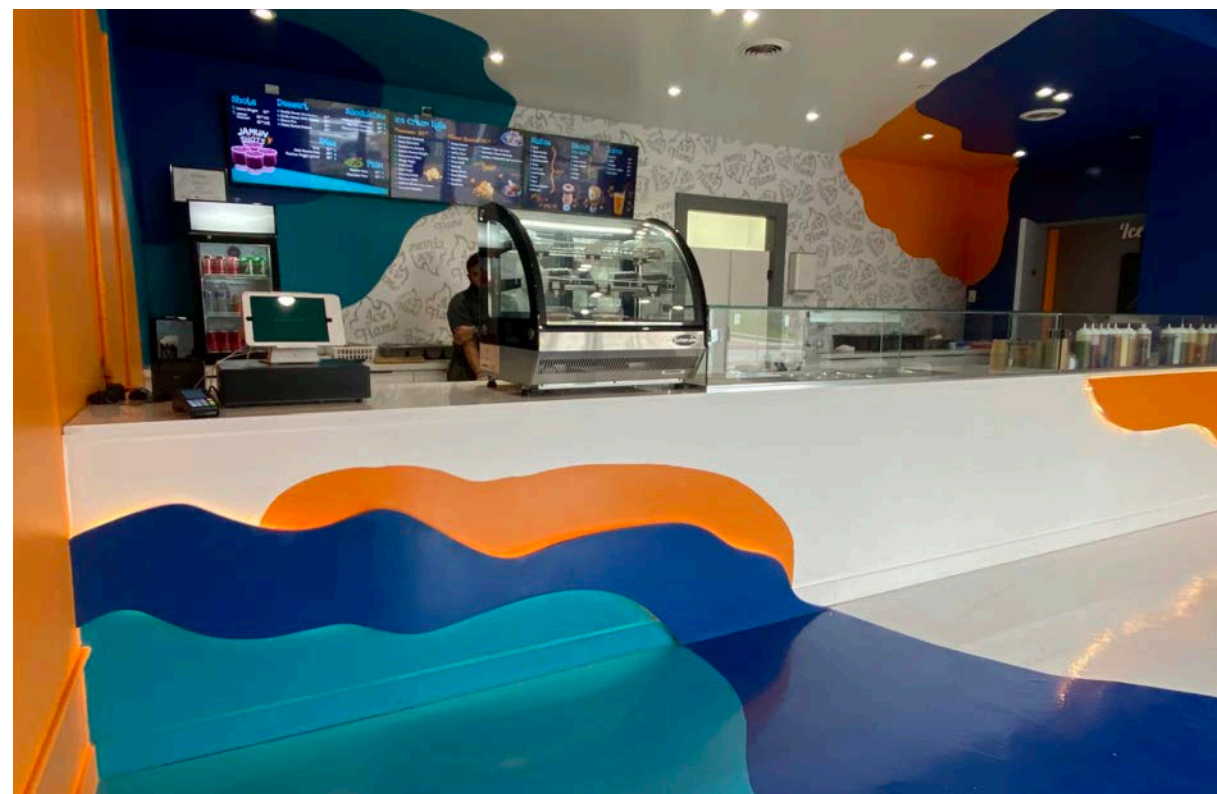
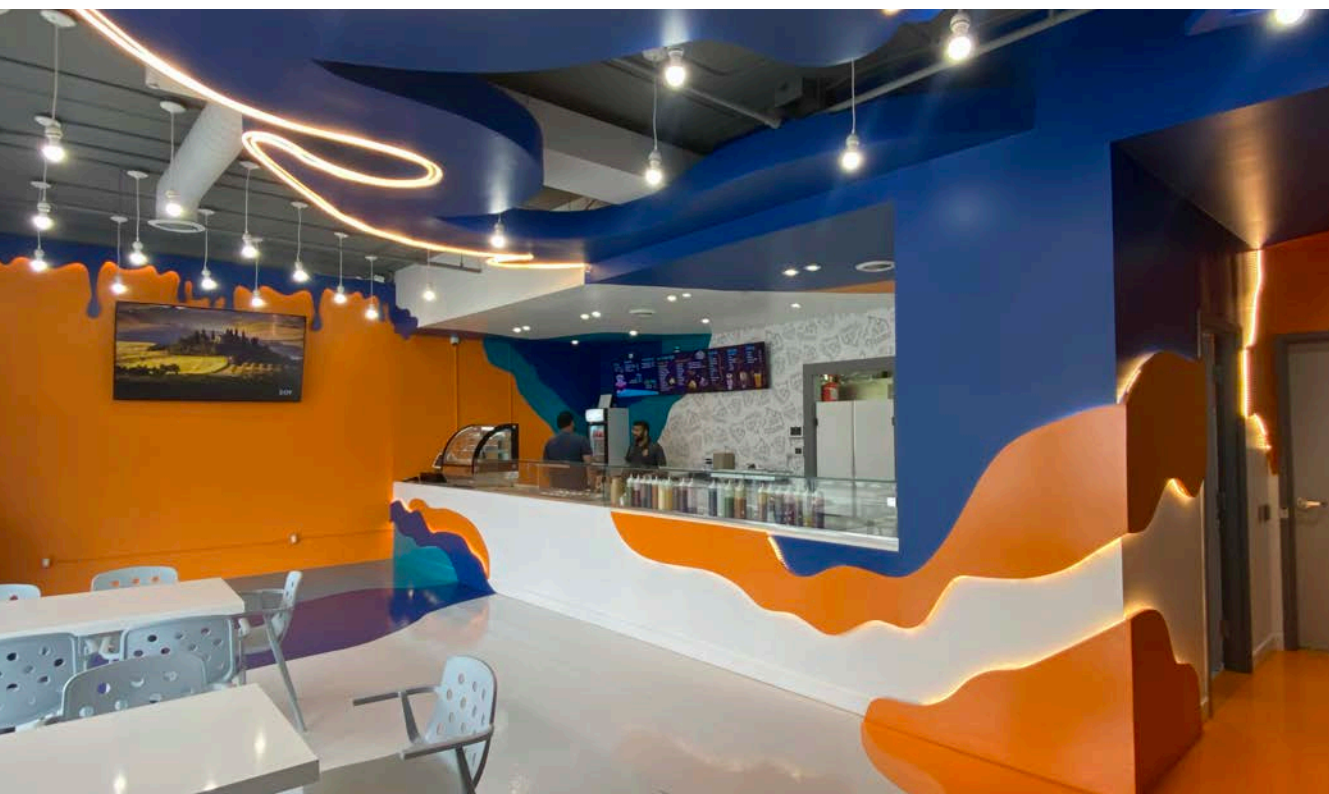
Meetha Paan	\$2.99
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3D RENDERS





EATALIAN PIZZA

In Mount Forest, Ontario, there is a pizza joint called Eatalian Pizza. We provide our customers with real Italian-style pizza and wings.

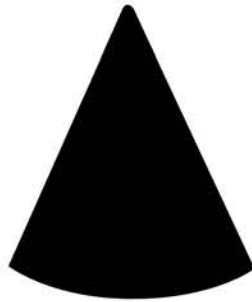
The panzerotti, which our clients strongly suggest, is our most popular dish. We prioritise giving our customers the highest-quality cuisine at competitive prices. Eatalian Pizza aims to serve the communities with tasty, delicious and finest quality of food. Our food and service goes hand in hand in delivering the best.



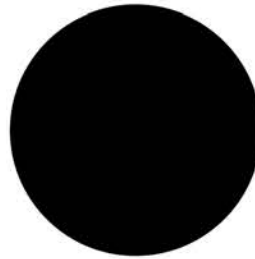


EATALIAN
PIZZA

CONCEPT NOTE- EATALIAN PIZZA



pizza slice



circle representing
wholesome pizza experience



Letter E in the style of the brand icon

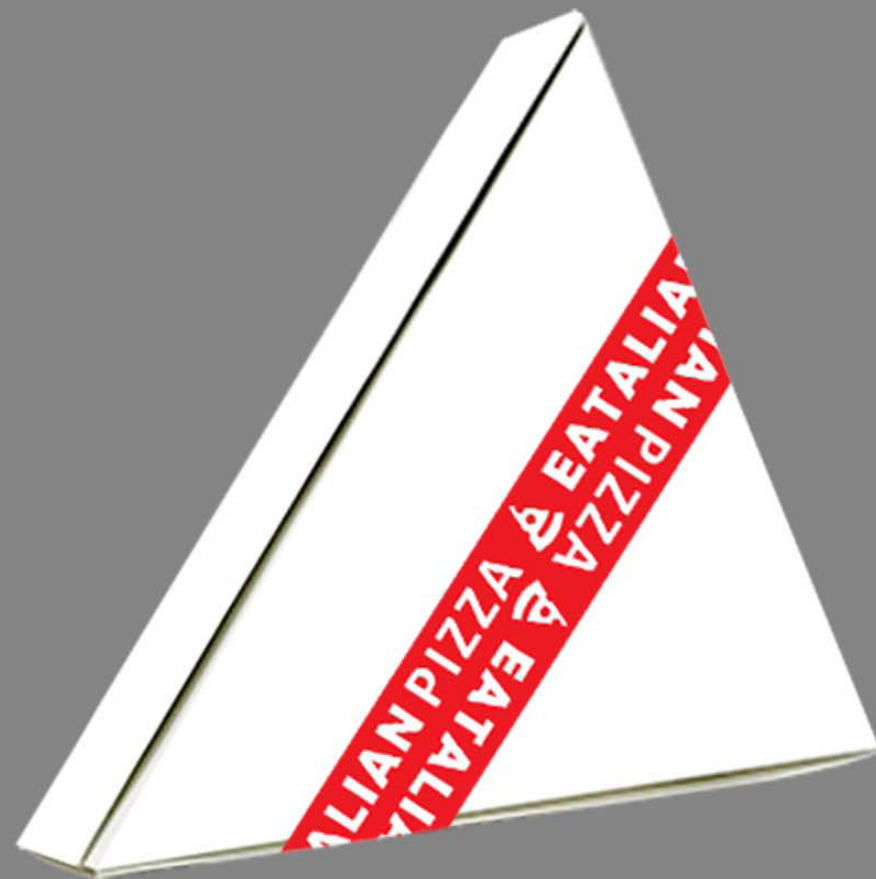


**EATALIAN
PIZZA**



LIAN PIZZA & EATALIA
LIAN PIZZA & EATALIA

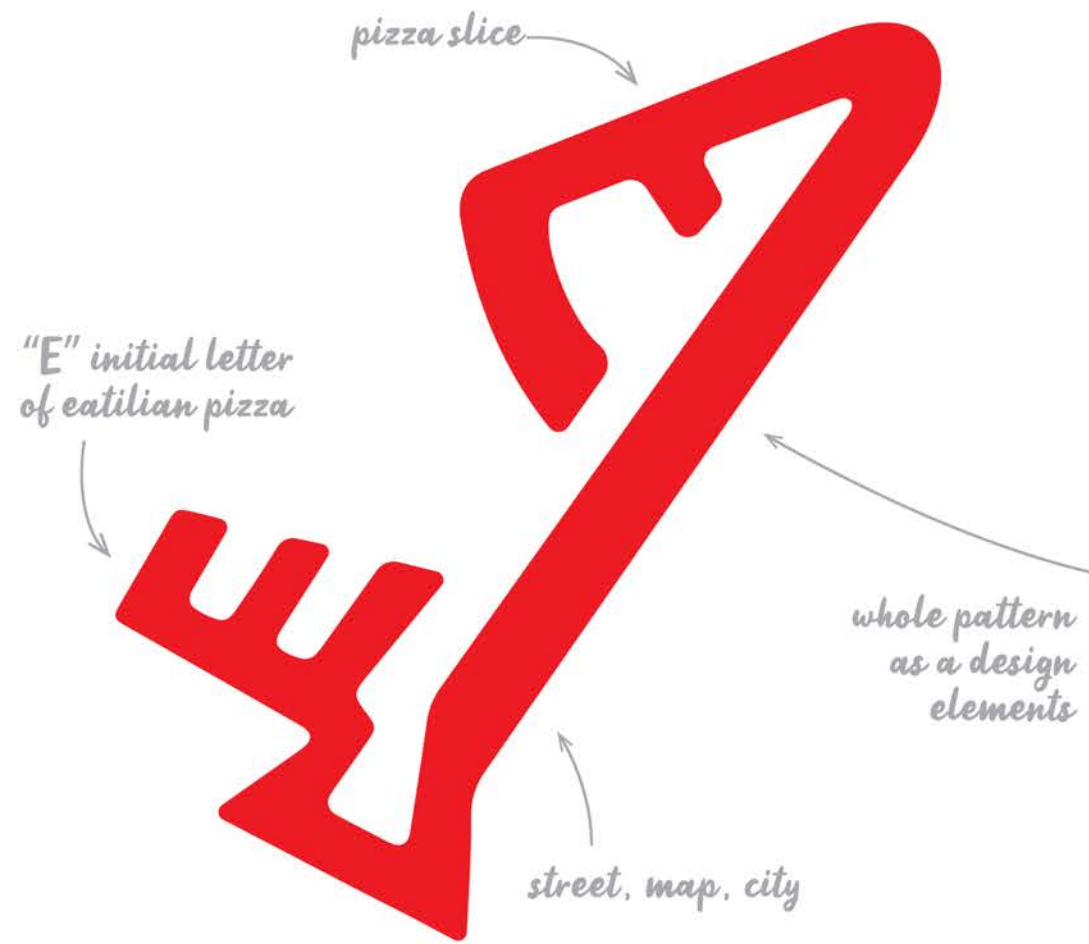
LIAN PIZZA & EATALIA
LIAN PIZZA & EATALIA





**EATALIAN
PIZZA**





3D RENDERS



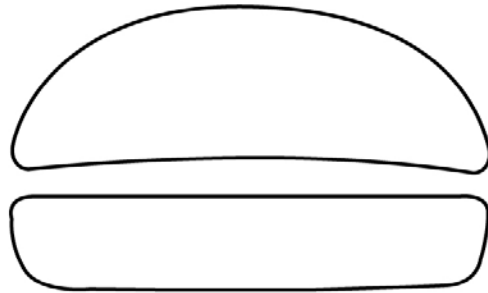
FAM BURGER

Fam Burger is a casual & family oriented restaurant where people can enjoy and have a nice time. The look & feel for this space is casual, modern & inviting. The use of branding and graphics has been done to highlight the brand and overall vibrancy of the space.

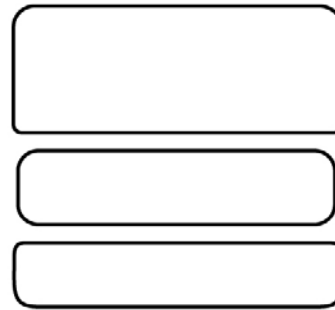
Fam Burger's brand identity embodies a contemporary, hip attitude. Family is referred to as Fam in slang or Gen-Z jargon. We combined a contemporary flair with colours that are distinctive to the branding of fast food. The logo shape is inspired by the burger and burger buns.



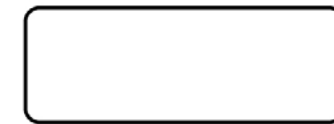
CONCEPT NOTE- FAM BURGER



Burger shape



Simplified burger
shape



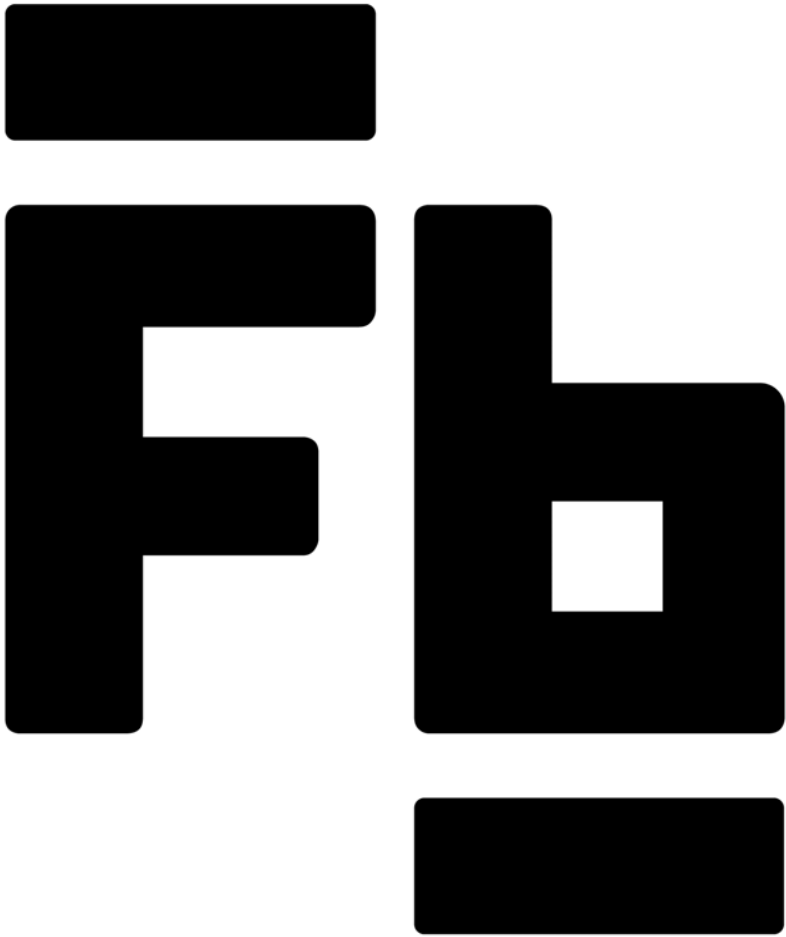
minimalistic icon
developed out of
the steps



FAM
BURGER







FAMS COMBO DEALS



COMBO #1

CLASSIC SINGLE

Mayo, ketchup, pickles, onions tomatoe, lettuce, cheese

\$0.0

COMBO #2

CLASSIC DUBBLE

Mayo, ketchup, pickles, onions tomatoe, lettuce, cheese

\$0.0

COMBO #3

CLASSIC TRIPLE

Mayo, ketchup, pickles, onions, tomatoe, lettuce, cheese, Bacon

\$0.0

COMBO #4

BIG BACON CHEESEBURGER

Mayo, ketchup, pickles, onions tomatoe, lettuce, cheese

\$0.0

COMBO #5

GRILL CHICKEN

Mayo, tomatoe lettuce

\$0.0

COMBO #6

SPICY CHICKEN

Spicymayo, tomatoe lettuce

\$0.0

COMBO #7

BREADED CHICKEN

Mayo, tomatoe lettuce

\$0.0

COMBO #8

CHICKEN STRIPS

Mayo, ketchup, pickles, onions tomatoe, lettuce, cheese

\$0.0

COMBO #9

VEG BURGER

\$0.0

DRINKS

SOFT DRINKS

21oz 5m 32oz 1g

COFFEE

Sm, Med, Lg

TEA

12oz

ORANGE JUICE

250 ml bottle

APPLE JUICE

250 ml bottle

WHITE MILK

250 ml bottle

CHOCOLATE

250 ml bottle

WATER

500 ml bottle

DESERT



COOKIES

12 oz sm, 21 oz med

DONUT

12 oz sm, 21 oz med

MUFFINS

12 oz sm, 21 oz med

ICE CREAM

12 oz sm, 21 oz med

SIDE SALADS

GARDEN SALAD

12 oz sm, 21 oz med

CEASER SALAD

12 oz sm, 21 oz med



MENU

CALL US ON
+1 647-219-0408

936588 AIRPORT ROAD
MULMUR, ON, CANADA

BREAKFAST



BAGAL

Plan, sasame seed, everything, blue berry, butter Cream cheese extra

\$0.0

HASH BROWNS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonum.

\$0.0

BREAKFAST SANDWICH

Brioche bun, egg, slice of cheddar cheese, bacon, sausage

\$0.0

BLT ON TOAST

Toast Bacon Mayo, tomatoe and lettuce

\$0.0

EGG AND CHEESE MUFFIN

Egg and cheese Muffin

\$0.0

EGG AND CHEESE MUFFIN WITH SAUSAGE

Egg and Cheese Muffin with Sausage

\$0.0

COOKIES

Chocolate chip, dubble chocolate

\$0.0

MUFFIN

Carrot, Choclade, blue berry, lemon

\$0.0



FAMS BREAKFAST COMBO



COMBO #1

BAGAL

Plan, sasame seed, everything, blue berry, butter Cream cheese extra

\$0.0

COMBO #2

BREAKFAST SANDWICH

Brioche bun, egg, slice of cheddar cheese

\$0.0

COMBO #3

BREAKFAST SANDWICH

Brioche bun, egg, slice of cheddar cheese, bacon, sausage

\$0.0

COMBO #4

BLT ON TOAST

Toast Bacon Mayo, tomatoe and lettuce

\$0.0

COMBO #5

EGG AND CHEESE MUFFIN

Egg and cheese Muffin

\$0.0

COMBO #6

EGG AND CHEESE MUFFIN WITH SAUSAGE

Egg and Cheese Muffin with Sausage

\$0.0

CHOOSE YOUR SIDE

Hash Brown or Cookie or Dount

\$0.0

COFFEE OR TEA



BURGER



1/4 LBS CHEESEBURGER

Mayo, ketchup, pickles, onions tomatoe, lettuce, cheese

\$0.0

1/2 LBS CHEESEBURGER

Mayo, ketchup, pickles, onions tomatoe, lettuce, cheese

\$0.0

BIG BACON CHEESEBURGER

Mayo, ketchup, pickles, onions tomatoe, lettuce, cheese, Bacon

\$0.0

MINI BACONCHEESEBURGER

Mayo, ketchup, pickles, onions tomatoe, lettuce, cheese, Bacon

\$0.0

MINI CHEESEBURGER

Mayo, ketchup, pickles, onions tomatoe, lettuce, cheese

\$0.0

VEG BURGER

Mayo, ketchup, pickles, onions tomatoe, lettuce, cheese

\$0.0

CHICKEN SANDWICHES

GRILL CHICKEN

Mayo, tomatoe lettuce

SPICY CHICKEN

Spicymayo, tomatoe lettuce

BREADED CHICKEN

Mayo, tomatoe lettuce

SPECIALTY ITEMS



FRIES

4oz sm 8oz lg

\$0.0

ONION RING

4oz sm 8oz lg

\$0.0

CHICKEN NUGGETS

5 pack sm 10 pack lg
sweet and sour, barbecue, sracha mayo packets

\$0.0

CHICKEN STRIPS

3 pack or 6 pack

\$0.0

MINI MEALS OR KIDS MEAL



MINI NUGGETS MEAL

5 nuggets with fries and drink apple juice or orange juice sweet and sour, barbecue, sracha mayo packets

\$0.0

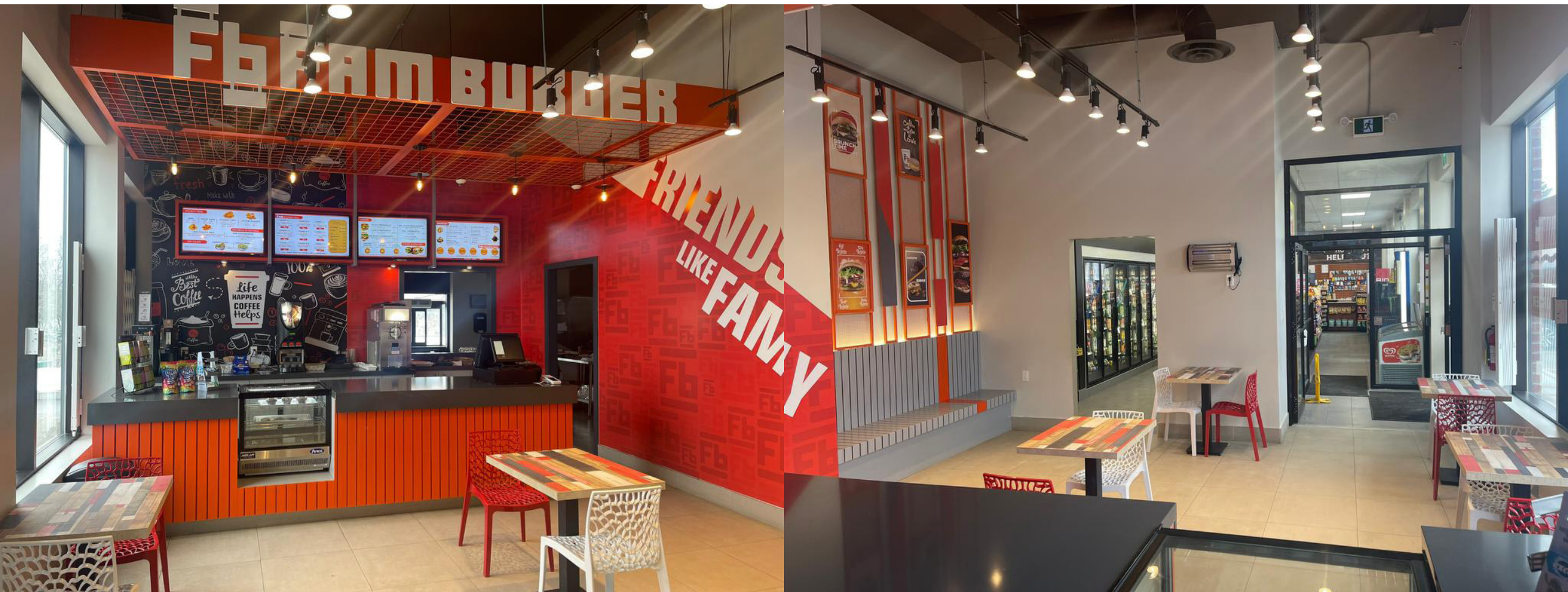
MINI CHEESEBURGER

with fries and drink
Mayo, ketchup, pickles, onion tomatoe, lettuce, cheese

\$0.0

3D RENDERS





THANK YOU

