

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?





YEARS OF EXPERIENCE



INTERIOR PROJECTS COMPLETED



PROVINCES



CITIES



SQFT. DESIGNED & EXECUTED



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



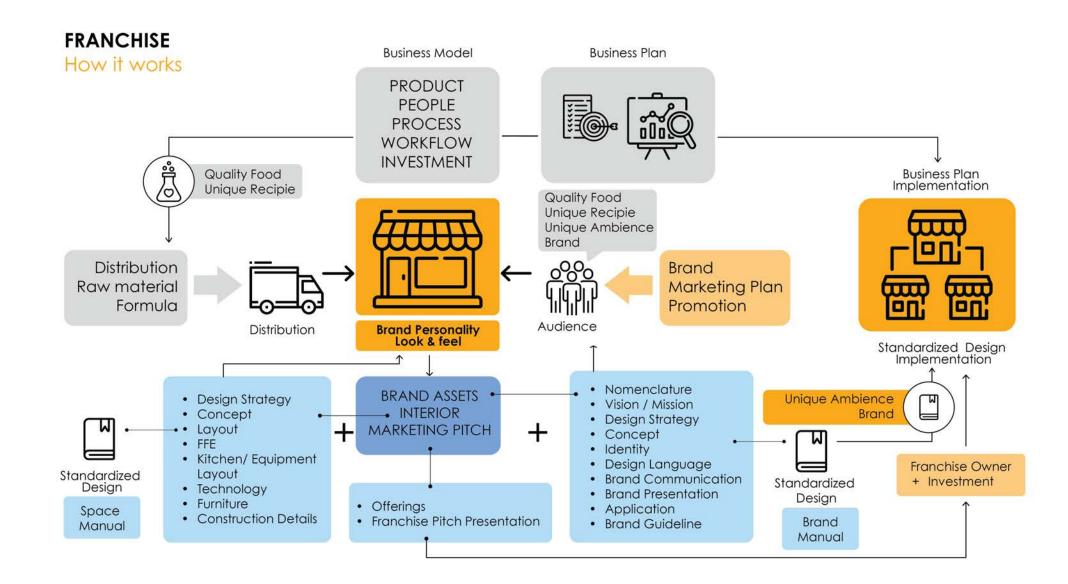
FRANCHISES ARE THE WAY OF EXPANSION AND GROWTH

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.



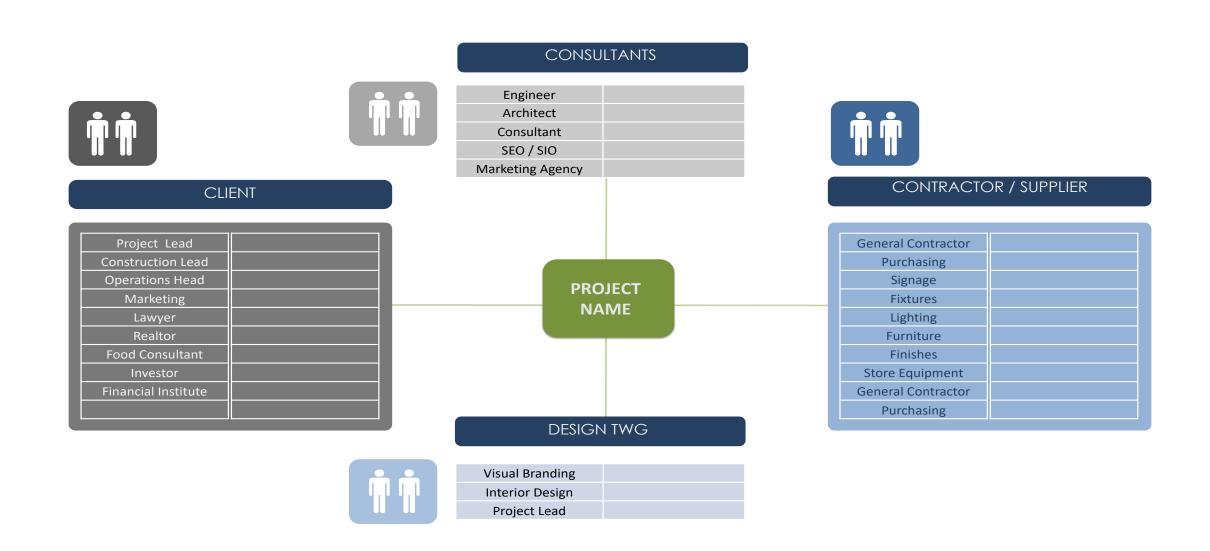


BUSINESS OVERVIEW









FRANCHISE PROCESS (D1-D5)



• On Boarding Document Client Briefing / Vision

- Existing Branding Material if established
- Equipment List
- Base Building Drawings
- LL Information (Lease info)
- Internal Kickoff Meetina

PART-1

- •On Boarding Document
- Client Briefing / Vision
- Existing Branding Material if established
- Equipment List
- Base Building Drawings
- LL Information (Lease info)
- Internal Kickoff Meeting

PART-2

- •Concept Presentation (with Branding & Logo)
- 3d / Conceptual Sketch with Brand Graphic
- Client meeting
- Layout & RCP (IFP)

- · Final Layout
- 3D view-Sketch UP
- •3D Renderinas 3DSmax (if necessary)
- Material Selection
- coordination with reps for samples
- •Final materials & fixtures
- Coordination with architects for permit drawings
- Client meeting

 Contract Drawings Set + Finishes Schedule within the same set

Client & contractor meeting for review

 Final Drawing Set with suggested changes (IFC)

• Space Manual

 Any other as per scope query/ site visits if required

Discover

Define

Design **D**3

Develop **D4**

Art work Creation for

Checklist crosscheck

all D3 list

Art work QC

Website artwork

shared if required

As per SOW

Deploy

Onboardina

- Research presentation
- Case study research
- Client briefing points in onboarding
- Internal kickoff
- Internal reference/
- info sharing through server
- Audit
- Audience study
- Service/ Product
- History study
- Expectations
- Kevwords listina
- SOW listing
- Media
- Trend
- Existing Vision
- Social Media
- Competition Brochure
- Collateral Keywords

- Nomenclature
- Design Strategy
- Benchmarking as per business module
- concept note
- Identity
- Design language
- Brandina presentation
- Application ideation

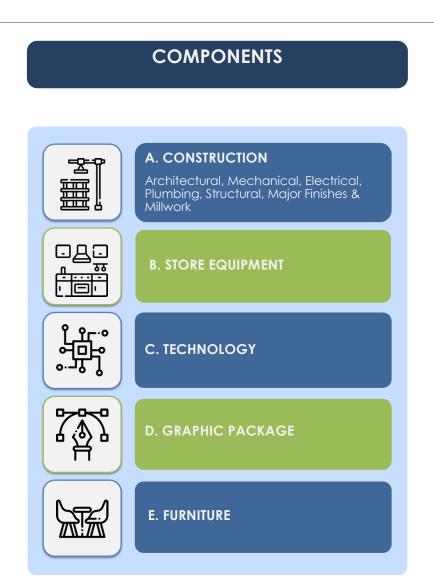
final logo

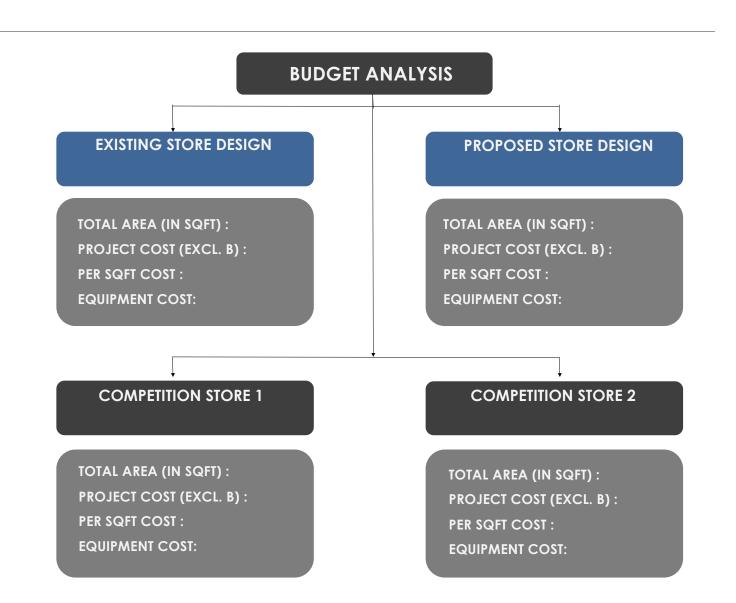
- emblem
- color palette
- brand texture
- stationery
- sticker
- apparel/uniform
- gift card
- · bag (big & small)
- box (takeaway)
- wrapping band/sleeve
- Store front
- coming soon
- space graphics
- poster/email blast design
- menu (takeaway & table)
- tv screen menu design
- · Website design

- Final branding folders upload on drive
- Like to be shared with lead/Client
- Brand Manual
- Space Manual
- Project closure update in sheet.

BUDGET ANALYSIS FOR A FRANCHISE BUSINESS







OWNER OPERATED FRANCHISE DESIGN BUILD





- SIZE OF LOCATION
- PITCHING PRESENTATION TO THE LANDLORD
- BRAND POSITIONING



- BRAND DESIGN
- CONCEPT DESIGN
- DESIGN **DEVELOPMENT**
- PFRMIT SUBMISSION
- FF&E



- MOBILIZATION & ORDERS
- SUB-CONTRACTORS
- SITE WORK & COMPLETION

Owner

Real Estate Coordination

- 1. Lease details and verification
- 2. other real estate issues
- 3. scheduling visits

Landlord Coordination

- 1. Timelines
- 2. Construction scopes
- 3. City Permits
- 4. Other communication

- •Designer coordination & permit process timeline
- Various contractors coordination & timelines
- Engineer
- General Contractor
- Subcontract or Designer

BRANDING

- Logo
- Brand graphics
- Stationary
- Other applications

INTERIOR DESIGN

- · Layout & Design approval
- from Client
- Prepare Drawing Set
- Identify Brand elements
- Permit Coordination
- Layout & RCP for engineer
- Review Engineers Drawings
- Coordinate answers to City's comments

Engineer

- Building Code Review
- Review Design & check adherence
- to OBC
- Gather data from designer
- Prepare Drawing Set
- Prepare Arch, Mech, Plumb. & Electrical Dwg Set
- Permit Application

Various contractors coordination & timelines

- 1. Engineer
- 2. General Contractor
- Subcontractor

Purchasing & storing of individual items

General contractor

Prepare Construction Timeline with all subtrades and vendor's work timeline + Inspection

Arrange for Site Super for daily site activities

- 1. Material Suppliers for order
- 2. Subtrades for construction
- 3. Millworker for shop drawings and construction
- 4. Designer for Ongoing construction queries

Permit & Inspection

- 1. Arrange for timely inspections
- As required stagewise
- 2. Coordinate with Engineer for final site review and any comments by the inspector

Signage Coordination

- 1. Review Exterior Signage
- 2. Proof read interior artwork
- 3. Coordination during install

Construction Coordination

Site Cleanup and coordinate with Brand coordinator for review with Client and Designer

Designer

Site visits during construction

Coordination with suppliers through GC during construction

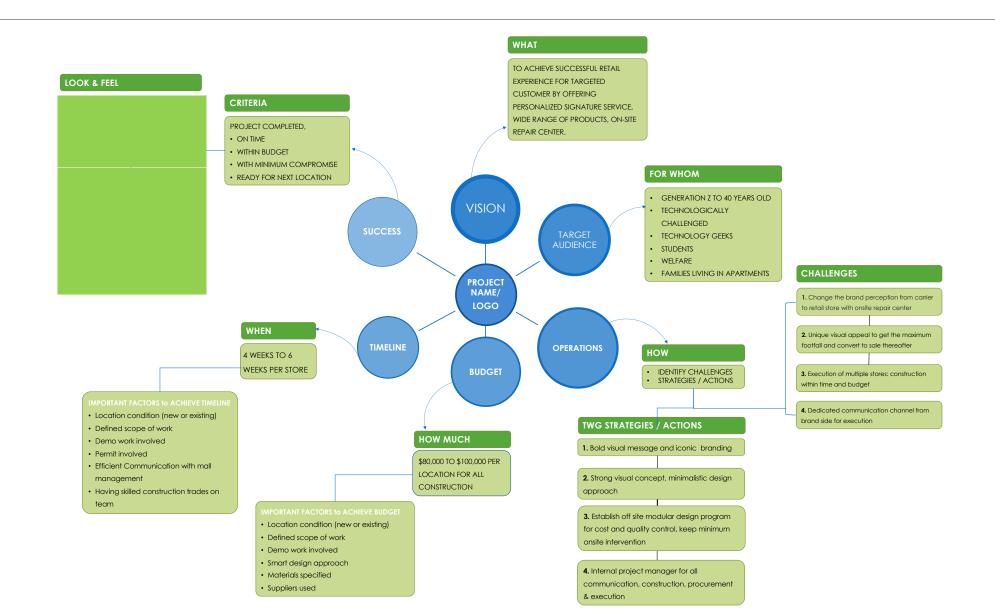
Engineer

Post Approval

Coordinate with GC for onsite construction & inspection queries Final Review of Site and Review letter



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 catgeories and all the phases of work undertaken.

INTERIOR SCOPE



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	TASK			DATES
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	1			
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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	Client Presentat	on		
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	Client Feedback			
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	Final 3d Present	ation & Approval		
Phase 3 Design Drawings + Materials 1 Contract Drawings w/ Samples 2 Final Pricing from GC 3 Handover Phase 4	Phase 2 Budget			
Design Drawings + Materials 1 Contract Drawings w/ Samples 2 Final Pricing from GC 3 Handover Phase 4	Final Layout + R	P to Engineer for Permi	t	
Design Drawings + Materials 1 Contract Drawings w/ Samples 2 Final Pricing from GC 3 Handover Phase 4				
1 Contract Drawings w/ Samples 2 Final Pricing from GC 3 Handover Phase 4	: 3			
2 Final Pricing from GC 3 Handover Phase 4	n Drawings + Ma	terials		
3 Handover Phase 4	Contract Drawin	gs w/ Samples		
Phase 4	Final Pricing froi	n GC		
	Handover			
	· -			
1 Space Manual	Space Manual			

BRANDING SCOPE



NO.	TASK	DATES				
	Phase 1 Conceptual Presentation + Pitching Presentation					
1	·					
2	Brand Conceptual & Direction					
3	Client Feedback w/ client information					
	Final Presentation w/ Logo & Application					
4	Client Approval					
Phas Brand	e 2 d 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

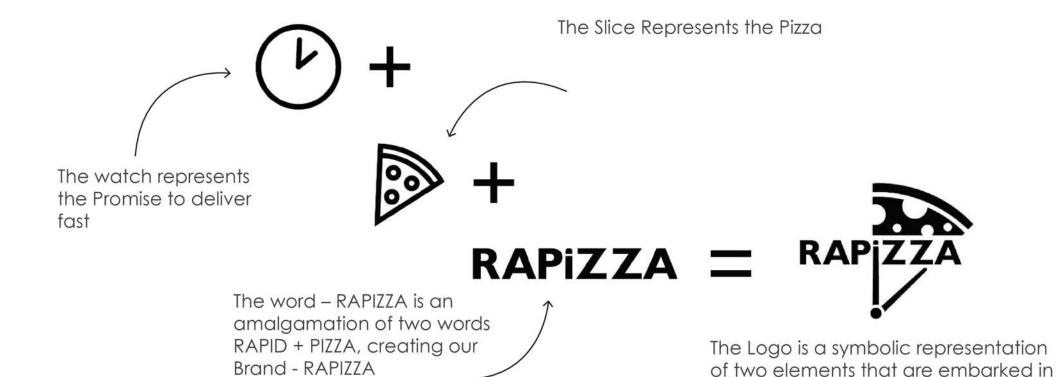


RAPIZZA is a chain of pizza places with a brand positioning that promises to deliver rapid, vivid, and fresh pizzas. It reaches out to the youth, with its trendy "fast fusion" pizzas.

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.

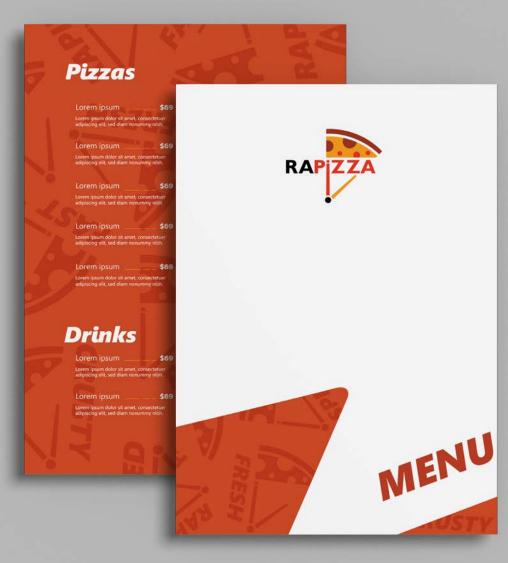


Concept note & Brand structure



form of a Promise.



























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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.



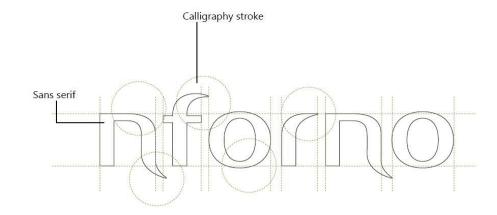


CONCEPT NOTE- NFORNO

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

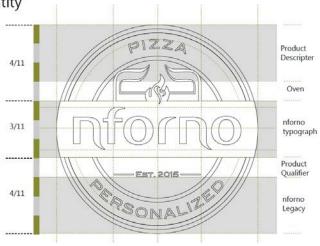
8 88 8 8 8

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 nforno which is very modern yet classical.







3D RENDERS



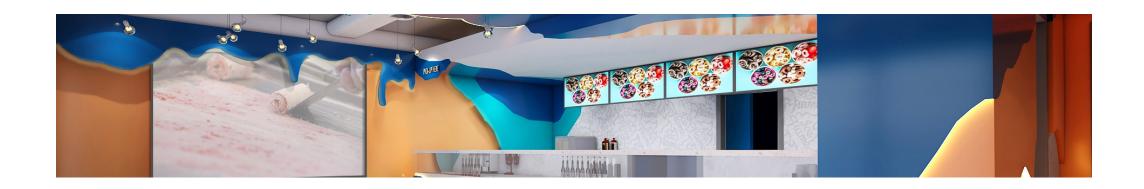




ICE FLAME GRILL & CHILL

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





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

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





Shots

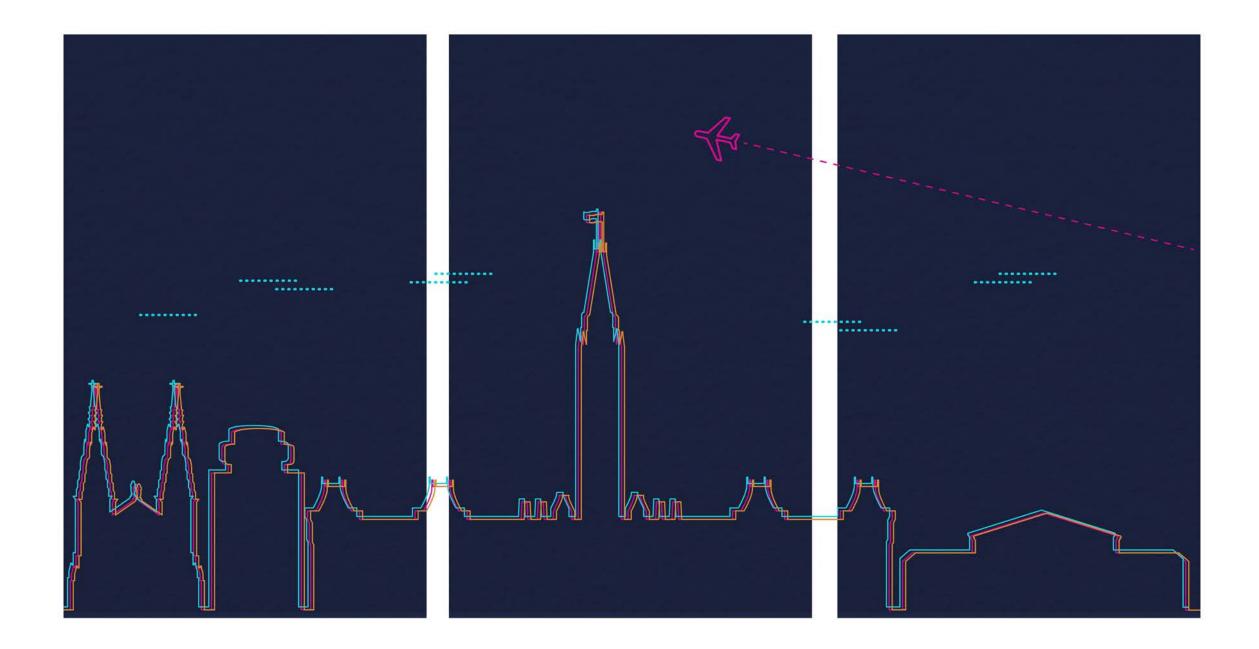
Jamun (Seasonal) \$3.99 Lemon Ginger \$2.99



Paan

Meetha Paan

\$2,99





















Ice Flame Ice Flame Ice Flame Ice Flame



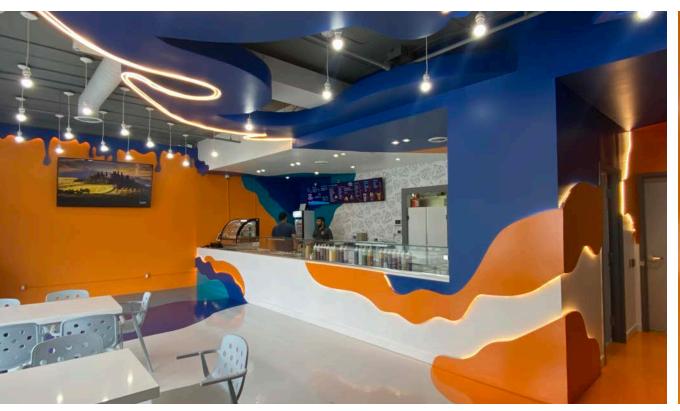
Ice Flame Ice Flame Ice Flame Ice Flame

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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.

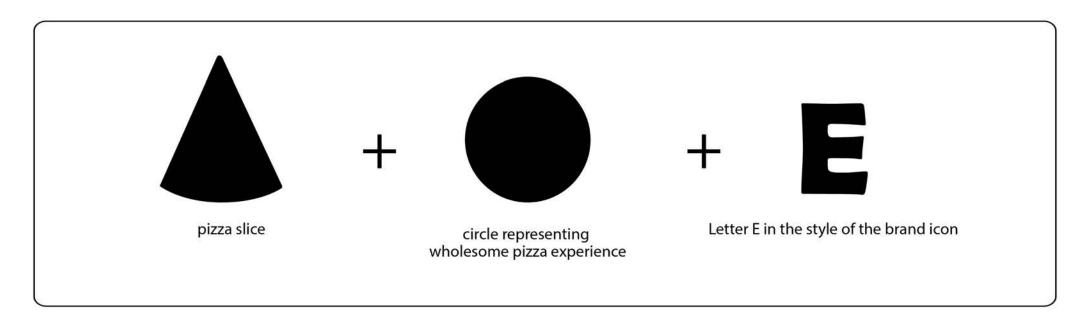
The panzerotti, which our clients strongly suggest, is our most popular dish. We prioritise giving our customers the highest-quality cuisine at competitive prices. Eatalian Pizza aims to serve the communities with tasty, delicious and finest quality of food. Our food and service goes hand in hand in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





CONCEPT NOTE- EATALIAN PIZZA









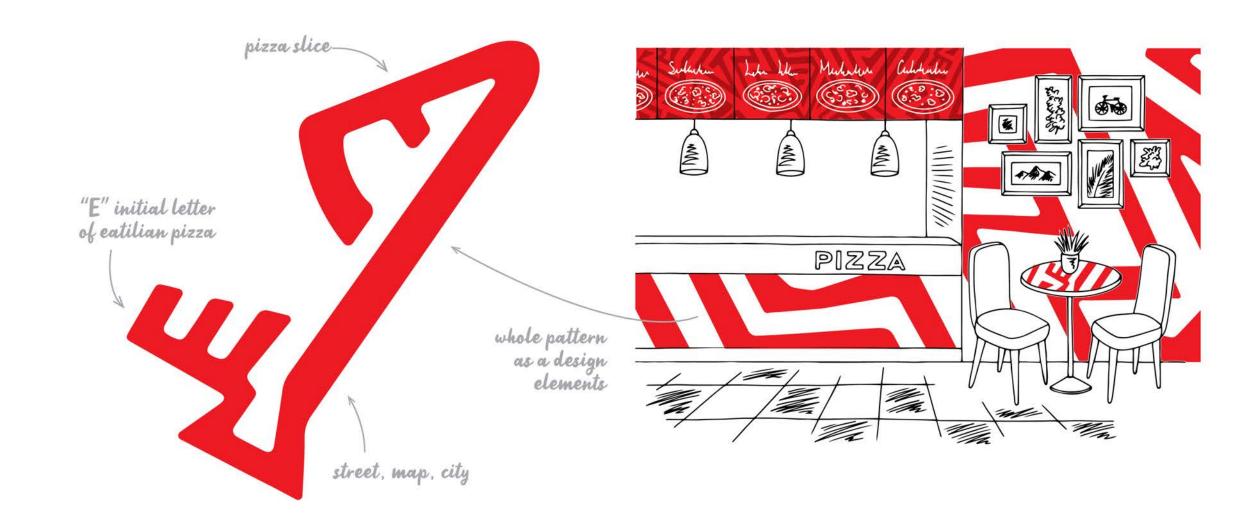


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3D RENDERS







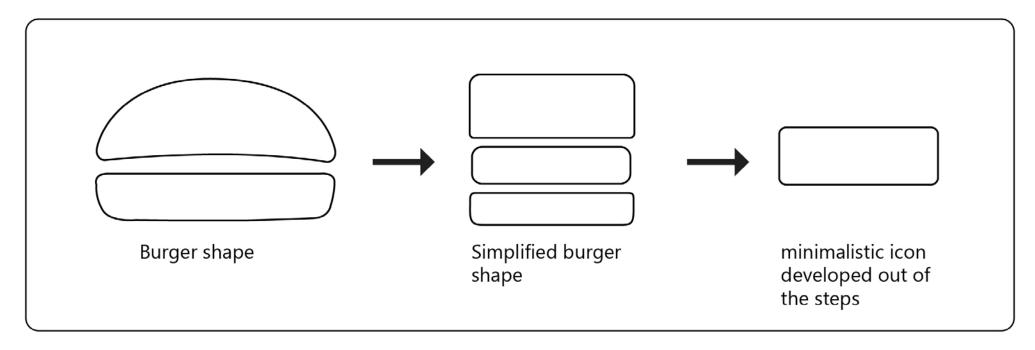
FAM BURGER

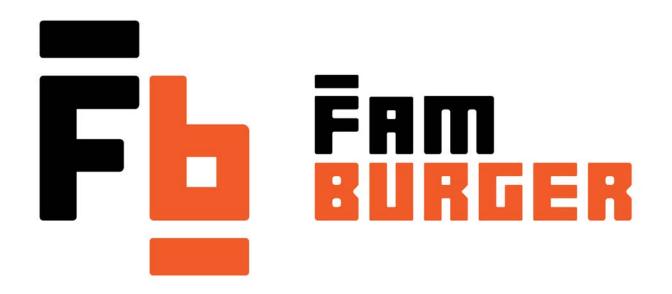
Fam Burger is a casual & family oriented restaurant where people can enjoy and have a nice time. The look & feel for this space is casual, modern & inviting. The use of branding and graphics has been done to highlight the brand and overall vibrancy of the space.

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 buger buns.









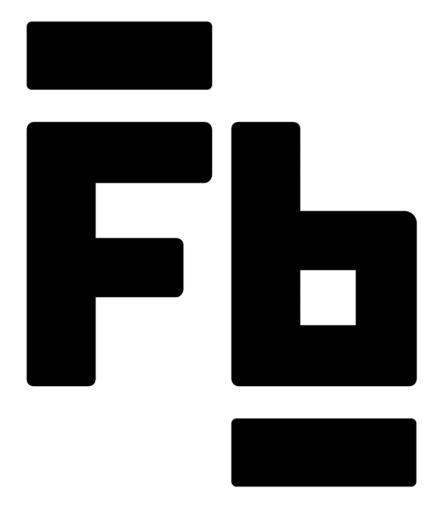
















COMBO #1

CLASSIC SINGLE

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

COMBO #2

CLASSIC DUBBLE

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

сомво #3

CLASSIC TRIPLE

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

COMBO #4

BIG BACON CHEESEBURGER

Mayo, ketchup, pickles, onlons tomatoe, lettuce, cheese

COMBO #5

GRILL CHICKEN

Mayo, tomatoe lettuce

сомво #6

SPICY CHICKEN

Spicymayo, tomatoe lettuce

COMBO #7 BREADED CHICKEN

Mayo, tomatoe lettuce

сомво #8

CHICKEN STRIPS

Mayo, ketchup, pickles, onlons tomatoe. lettuce, cheese

COMBO #9

VEG BURGER

SOFT DRINKS 21oz Sm 32oz ig

COFFEE Sm,Med, Lg

TEA

ORANGE JUICE 250 ml bottle

APPLE JUICE 250 ml bottle

WHITE MILK 250 ml bottle

CHOCOLATE

WATER

COOKIES DONUT MUFFINS

ICE CREAM 12 oz sm, 21 oz med

GARDEN SALAD CEASER SALAD

MENU CALL US ON +1 647-219-0408

\$0.0

\$0.0

50.0

\$0.0

\$0.0

\$0.0

\$0.0

50.0

MULMUR, ON, CANADA

EGG AND CHEESE MUFFIN Egg and cheese Muffin



COMBO #1

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

BREAKFAST SANDWICH

Brioche bun, egg, slice of cheddar cheese

BREAKFAST SANDWICH

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

COMBO #4 BLT ON TOAST

Toast Bacon Mayo, tomato and lettuce

COMBO #5

EGG AND CHEESE MUFFIN Egg and cheese Muffin

EGG AND CHEESE MUFFIN WITH SAUSAGE Egg and Cheese Muffin with Sausage

CHOOSE YOUR SIDE Hash Brown or Cookle or Dount

COFFEE OR TEA



1/2 LBS CHEESEBURGER

Mayo, ketchup, pickles, onions tomatoe, lettuce, cheese BIG BACON CHEESEBURGER

Mayo, ketchup, pickies, onions tomatoe, lettuce. cheese, Bacon

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

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

VEG BURGER

Mayo, ketchup, pickles, onions tornatoe, lettuce, cheese

GRILL CHICKEN Mayo, tomato lettuce

SPICY CHICKEN

Spicymayo, tomato lettuce BREADED CHICKEN



\$0.0

\$0.0

\$0.0



\$0.0

\$0.0

\$0.0

\$0.0

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\$0.0

3D RENDERS









THANK YOU

