



# BEMBOS – Internacionalización en la INDIA vía Franquicia maestra (Familia KUMAR – Dueños de la Cadena de Cine Start en Perú) – año 2006

**2023**

Prof. Andrés García Uribe



# Bembos en la India año 2006 en Bombay y Nueva Dheli (se llego a abrir hasta 5 Tiendas)





# Productos de Bembos vendidos en la India Mumbai y Nueva Dheli

50 x 51

## Value Meals

**Combo 1** Classic Veggie reg  
French Fries reg  
Soft Drink reg

Rs. **75**



**Combo 2** American Veggie reg  
French Fries reg  
Soft Drink reg

Rs. **100**

**Combo 3** Cubana Desi Rajma reg  
French Fries reg  
Soft Drink reg

Rs. **85**



**Combo 4** Crispy Chicken Classic reg  
French Fries reg  
Soft Drink reg

Rs. **80**



50x51

## Crispy Chicken Burger



**Combo Tangy**

Rs. **119**  
REG.

Rs. **129**  
LARGE



**Combo Classic**

Rs. **115**  
REG.

Rs. **125**  
LARGE

**Combo Hot Masala**

Rs. **125**  
REG.

Rs. **135**  
LARGE

**Combo Italian  
or Combo Tartar**

Rs. **129**  
REG.

Rs. **139**  
LARGE

# Claves de Éxito para Internacionalizar una Empresa Peruana – Caso BEMBOS

\* Seleccionar y no fallar en la **elección del FRANQUICIADO** →

El **KNOW WHO** es vital para el éxito del modelo de Franquicia i.

- En paralelo el **KNOW HOW (Sistema de Restaurantes Bembos)** incluye Contrato Legal de Franquicia (# de Locales aperturar en plazos 5 a 10 años, Regalias y Franchise Fee y Fees de Marketing) y Manuales de Operación, Marca, Arquitectura, Administración-RRHH, TI etc.
- **BEMBOS se asesoró** con FRANCORP INTERNACIONAL (Manual de Operaciones y adicionales) Y FRONTCONSULTING Venezuela (Contrato Legal).



# BEMBOS en las Noticias - Perú e India

India Times 2006

Lima, Feb - 2023 (ANDINA).

- La cadena peruana de hamburguesas Bembos se consolida en el mercado de la India, mientras que la cebichería Pescados Capatales evalúa su ingreso al mercado mexicano mediante el sistema de franquicias, informó hoy la Comisión de Promoción del Perú para la Exportación y el Turismo (Promperú). “Convertirse en franquicia ha favorecido considerablemente a la expansión de las empresas peruanas en el exterior, donde se vienen desempeñando de manera exitosa”, manifestó el director de Promperú Exportaciones, Juan Carlos Mathews.
- Señaló que la [cadena de hamburguesas Bembos](#) ya tiene dos restaurantes en la importante ciudad de Bombay y proyecta este año entrar a la capital de la India, Nueva Delhi.
- “Hasta antes de la crisis, Bembos también pretendía sumar 100 locales en cinco años en toda la India, sabemos que siguen en ese camino y no sería de extrañar debido al alto crecimiento de la demanda y la economía hindú”, puntualizó.
- Explicó que obviamente, el producto que Bembos vende en la India conserva la hamburguesa preparada al carbón, sin embargo, está hecha en base a carne de soya.
- “Las hamburguesas de Bembos en la India se han adaptado a las costumbres religiosas de ese país, y el concepto pegó muy bien”, comentó luego de participar en el foro “Haciendo negocios con Asia”, organizado por la Sociedad de Comercio Exterior (ComexPerú).
- Asimismo, indicó que el interés de los inversionistas extranjeros por adquirir una [franquicia peruana](#) es cada vez mayor, sobre todo de las marcas de restaurantes ya que la gastronomía es muy reconocida a nivel mundial.

Ravi Balakrishnan

**M** ANY of the world's largest restaurant brands have been pussyfooting around India for several years now. Starbucks, Burger King and Taco Bell, for instance, are proceeding with an almost unreasonable amount of caution. Which makes Bembos' strategy all the more surprising. On July 11 2006, Bembos opened its very first outlet outside the borders of its native Peru — in Mumbai, India. In less than a year, Bembos has two restaurants in Mumbai and is working on a launch in New Delhi. The chain's master franchisee in India, Lalit Kapoor explains, "An American brand coming here feels like its doing us a favour. South America on the other hand sees India as part of its step up."

Bembos has been beating the multinationals at their own game for several years now in its home country. Of course, starting off in 1988 with Peru still a closed economy was something of an advantage. Aldo Torres Cavero, chief operator and development manager, Bembos and the head of the six-member team from Peru posted in India recalls, "Bembos managed to garner leadership, and when the competition came in, it had an aggressive marketing strategy in place." It currently controls 60% of the market holding its own against the likes of McDonald's and Burger King. Plans to take the brand to India were spurred by Kapoor who has business interests in South America and has lived there for the last 30 years. It was the right time according to Cavero since "the directors and owners of the company had one vision for us from the very beginning and that is to be leaders, preferably world leaders," Kapoor adds. "The taste was better and healthier since they grill the meat and don't fry it. Considering the fact that people are very particular about their health these days, we thought it would be right for the market."

A lot of what worked for Bembos in Peru might help in India as well — a menu with many unusual burgers and a product that's significantly larger than the competition. Kapoor goes so far as to say "We are concentrating more on taste rather than on what the competition seems to be offering — small burgers at a small price. One of our burgers is equal to two from the competitors. We are giving consumers value for money and taste."

Bembos' lack of an instantly recognisable brand name has worked to its advantage according to its promoters. Kapoor says "Expectations from popular brands are always very high. We are building both our product and the brand."

**BEMBOS** South America  
Aldo Torres Cavero

## Where There's A Grill There's A Way

