



**BECOME  
A FRANCHISE**





Grocery4U Retail Pvt. Ltd . is a retail company established to cater to your daily essential needs in the most hassel free manner. The company's foray into Indian retail market happened with the launch of the brand 'grocery4u' (Convenience Store Chain) .

We are a team of experts who are veteran consultants with a rich and vast experience from different Retail brands .

Company has launched this new retail concept keeping in mind the existing & emerging needs of consumers on the go by offering a fresh, fast & inspirational way to shop their day to day requirements in the most convenient manner  
Our vision is to develop an iconic retail brand which will deliver a superlative retail experience and accentuate all the senses of the potential target market segment to the hilt.

#### Retail Presence & Product Mix

##### **Target Retail Presence:**

- Business Parks
- Modern Neighborhood Markets •Modern Hospitals
- Educational Institutions
- Travel Points (Metro, Airports)

##### **Product Mix:**

Grocery	Stationery
Books and Magazines	Journey Solution
Tobacco	Electronics
Confectionery	Dairy and Bakery
Ready to eat	Fruits and Vegetable
Personal Care	Frozen Foods and Ice Cream



**Contact :- 7827719099**





# YOUR SUCCESS PARTNER

COMPANYS RETAIL STRATEGY OF CREATING USP'S IN THE FOLLOWING 3 CORE AREA'S

# CONCEPT PRODUCT MIX LOCATION

## Concept

An institutional shopping environment for shopping day to day requirements by transforming the monotonous and stressful retail store environments of the existing

unorganised retailers ( Kirana Stores)  
Organised Big Box Ratailers



**Contact :- 7827719099**



## Product Mix

An innovative product mix focussing primarily on the needs of the young nuclear families who are always time pressed and find it increasingly difficult to choose between local kirana and big box retailers .

While the local kirana stores does not offer them their choice of varied products under one roof ,The big box retailers offer them the same but in the most inconvenient and stressful manner ( long driving distances, parking problems, lack of public transportation and long irritating queues at the cash tills )

The above mentioned makes it extremely stressful for the consumes who are always time pressed but income rich .

On top of the same ,it is really distressing for the consumers if they forget to purchase anything or simply wants to replace their purchases.

The entire process of seeking the above makes them to go through the long ,painful and complicated process again .

These factors have made the so called ' EVERYDAY LOW PRICING ' strategy followed by the Big Box retailers redundant and outdated and modern consumers are increasingly less price sensitive.





## Location

Abundance of poorly designed shopping complexes and markets coupled with inadequate infrastructure, poor tenant mix sky -rocketing rentals makes it extremely challenging for any retail company in the indian market .

The key to overcome this challenge is to take leadership by exploring the emerging modern markets and household complexes and be present in these locations for initial 2-3 years .

The lower footfalls in the above scenario can be countered by being present in a small format store along with strong focus on the delivery model and having a vast range of product mix .







 **Grocery 4U Retail Pvt.Ltd**

**Contact :- 7827719099**





# INCRECIBLE PRICE

VERY AMAZING DISCOUNTS!!!!



Contact :- 7827719099



Grocery 4U



# Grocery 4U



**Grocery 4u Super Market Brand. Brand has started its journey with expert brand consultancy from retail veterans .Grocery4u allows you to walk away from the drudgery of grocery shopping and welcome an easy relaxed way of browsing and shopping for groceries. Discover new products and shop for all your food and grocery needs from**

**Contact :- 7827719099**

**Grocery 4U**



# Grocery 4U

## OUR PRODUCTS:

Starting from the seeding of food at the farm to its consumption from the plate, Grocery4u acts as a catalyst for each of its stakeholders. From sourcing, processing, retailing to final act of consumption – Taking another leap ahead, Grocery4u Direct makes your grocery shopping even simpler by bringing it to your door step. No more hassles of sweating it out in crowded markets & grocery shops & supermarkets - now shop in comfort of your home; office or on the move & select from a wide range of 858+ products. One could easily locate Grocery4u stores in all the major localities, residential areas, high streets, offices, and metro stations, nearby airports Railway station, instuational, Bus stops, Highway and petrol pump . To ensure unmatched shopping experience and availability of every daily need item under one roof, we have partnered with the leading brands in FMCG segment & Journey solution.



## Why Grocery4u?

100% Quality Products.

Free Home Delivery.

Cash On delivery.

Organic Foods. E-Billing.

Customer Care Service.

**Contact :- 7827719099**

 Grocery 4U





# CREATING A BUSINESS PLAN FOR YOUR



**FRANCHISE**

Contact :- 7827719099





## Why Grocery4u?

Grocery4u is the fastest growing chain of grocery market in India providing our customers lovers an interesting mix of traditional, modern and fusion retail shopping blends. Priced affordably,

Grocery4u franchise program is unique as it goes beyond the prevalent notions of franchising. What we look is not a franchisee but a partner. And our relationship with our partner would be that of equals. We realize that in the growth of partner lies our own growth. With this in mind, we would

endeavour to provide as much assistance as possible to our partners in establishing, running and maintaining his/her business. In short, we intend

to enter into a symbiotic relationship with the individuals who can adopt our philosophy and replicate our business.

## Getting Started

Grocery4u offers you the opportunity to own a successful franchise. Your hard work and dedication will be rewarded by using our proven formula for the establishment and day-to-day operation of retail store, and participating in our proven marketing programs. Grocery4u offers you the opportunity to be in business for yourself, not by yourself. Our role is providing you entire set up, show you how to do it, and then provide ongoing support to ensure that the business works efficiently

## Establishment of Grocery4u Franchise:-

The establishment of your Grocery4u begins with the selection of location.

We help you by providing best location the minimum rental.

We plan the layout of store including signage, fixtures & fittings, grocery rack, freeze, A.C, POS Machine, staff dress, and the stock.

Every item is carefully selected to minimize set-up costs yet offer clients the highest standard of presentation.

We help you by providing advertisement and marketing store to boost up the sales of retail stores..





# YOUR SUCCESS PARTNER



 Grocery 4U



Contact :- 7827719099

 Grocery 4U





## GROCERY4U Franchise Scope & Selection: -

Step-By-Step Appointment Policy –

### Step 1 :

Identification of the prospect

Through reference / personal contacts / marketing / advertising / Franchise.

### Step 2:

First round of discussion, Provide basic information about our company to the applicant and discuss terms & condition. Refer channel manual.

### Step 3:

Describe the complete project to the franchise and invite him for the final round of discussion

### Step 4:

Filling of application form by the applicant. (Franchisee)

### Step 5:

Collection of application forms with the above document.

A) Demand draft or Cheque for the Franchise Fee & Software fee & Security deposit amount as per the set guidelines.

B) Address & Identity proof: Voters cards or Adhaar Card and Pan Card.

C) Agreement or premises ownership agreement, with bank statement.

### Step 6:

Scrutiny / Verification of the documents and Inspection of store location.

### Step 7:

Approval from Franchise Head / ZCM, RM / REGIONAL HEAD, GM.

### Step 8:

Email communication from the desk of GM for the activation of the code.

### Step 9:

On and off the field training by Channel Dept, operations, IT, CSS, Accounts, Sales. Certificate of training to the franchisee duly signed by FH.

### Step 10:

Welcome, Handing over the welcome kit in Regional office.

**Contact :- 7827719099**







Grocery at home

# Your daily needs

Go to Shop

Flat 60% off on all Order



Grocery

20 Items Available



Foods & Drinks

7 Items Available



Office Elements

8 Items Available



Home Appliance

6 Items Available



Beauty Products

8 Items Available



Home Furnishings

7 Items Available



Hento Deals Security



KuREWO Aluminum



Heavy Duty Anti



Hento Deals Security



BUTLY Anti-Theft



CoPro Hero Session

# SAVE MORE EARN MORE





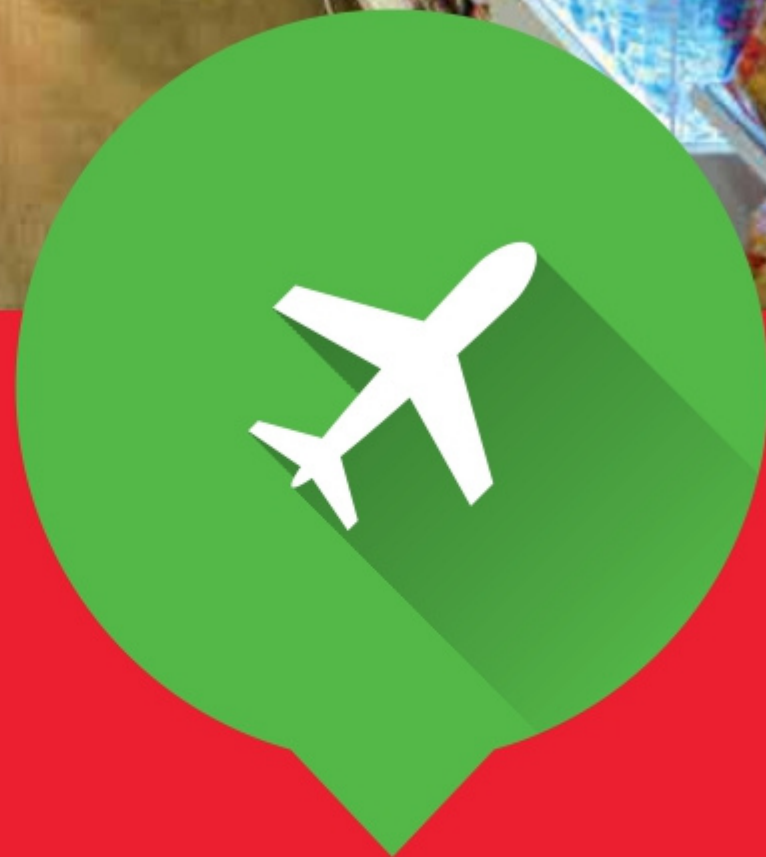
# Grocery 4U



Franchise  
Batao.com



## AIRPORT STORES



Contact :- 7827719099





## 1. Franchise FOFO MODEL- Outlet Stores

### Franchise Owned Franchise Operated

FOFO Model Requirement: - Smart Market Franchise		
	Bear By Franchise	
1	Area/Size	100 Sqft To 10000 Sqft
2	Franchise Fee	Rs. 2,75,000/- Till 1000 SFT
3	Software Fee	Rs. 50,000/ Per Logins
4	Products Cost (Minimum Order)	Rs. 2000/- Per Sft Approximate*
5	Interior according to company layout	Rs 1200 - Per Sft Approximate*
6	2 Security Deposit Undated Cheque	Rs. 5,00,000/- Each
7	Franchise Fee (1100 Sft To 20000 SFT)	Rs.350 Per Sft.

GROCERY4U FOFO MODEL - Smart Market Franchise		
1	Products	Grocery, Bakery , Stationery, Toys, Books and Magazine , Personal Care , Beverages, Fruit and Vegetable , Frozen Food and Ice Cream Tobacco, Travel Solutions and More.....
2	Company* Support	TV Advertisement, News Paper Ad, Radio, Pamphlets, Hoardings, Social Media Ad, Staff Training , T-Shirt, Cap, One Store Manager Salary. One Staff Salary
3	Income	*Approximate Rs. 2 to 5 Lac Per Month

### \*Calculation of Income:-Projection

Lets Take an example of 500 Sqft Area of Smart Market Franchise:-

**A .** Per Month Approximate Sales Rs. 15 Lac Per Month (Per Day Rs 50,000 )

Average Margin on monthly Sales is 20% = **Total Income Rs. 300,000 P.M.**

**B.** Company will pay Rs. **20,000** to the Smart Market franchise if he appoints a New Franchise.

Calculation of Income From FOFO MODEL - Smart Market Franchise		
1	Income on Appointment of 5 New Franchise	Rs.1,00,000 /P.M
2	Income on total monthly sales 20%	Rs. 3,00,000 /- P.M
	Total Income of Smart Market Franchise	Rs.4,00,000 /- P.M
3	Company will charge 5% Royalty on total sales.	



## 2. Grocery 4 U Retail FOCO MODEL - Outlet Stores



### Franchise Owned Company Operated

Supermarket is mega store retail chain of grocery 4u in India. All the product related to life style, human basic need, personal care, home care are available here in this market.

<b>FOCO Model Requirement: - Supermarket Franchise</b>		
1	Area/Size	300 Sqft To 10000 Sqft
2	Franchise Investment Cost (Interior Cost, Products Cost, Operation Cost, )	Rs.4000/ SQFT Non-Refundable Investment Cost
3	Franchise Fee	Rs. 2,75,000/-
4	Software Fee	Rs. 50000/ Per Logins From Second Logins Extra
5	Agreement Time	5 Years
6	2 Security Deposit Undated Cheque	Rs. 5,00,000/- Each

Franchise Income & Company Support: - FOFO MODEL

<b>Grocery 4 U FOCO MODEL -SUPERMARKET FRANCHISE</b>		
1	Products	Grocery, Bakery, Stationary, Personal Care, Frozen, Branded Foods, Cosmetics, Beverages, Fruits, Organic, E
2	Company Support	TV Advertisement, News Paper Ad, Radio, Pamphlets, Hoardings, Social Media Ad,
3	Income	*Approximate Rs. <b>4 to 12</b> Lac Per Month

**Contact :- 7827719099**

**Grocery 4U**





### Company's Work:

Company will pay the rent of the store of Rupees 50 per sft maximum

Company will pay electricity bill of the supermarket franchise

Company will pay the salary of staff working in supermarket franchise

Company will bear all the operational and petty expenses

Company will do the marketing, promotion and advertisement of the supermarket franchise to boost up the sale in the store.

Company Will display a wide range of saleable products in the store

Company will do the interior of the supermarket store

### Income to Supermarket Franchise:

Company will Pay 10% commission on total monthly sales generated in the same Supermarket Store

Company will pay 12% Assured guaranteed income per annum on total investment cost of the franchise

Company will pay Rs 20000 To the supermarket franchise if he appoints a new FOCO model franchise.

### Calculation of Income: - Projection

Let's Take an example of 500 sqft Area of Smart Market Franchise:-

A. Per month Approximate Sales Rs 13.5 lac per month (Per Day Rs 45000)

B. Commission on monthly sale is 10% = Total Income Rs 1,35,000/-

Calculation of Income From FOCO Model – Supermarket Franchise		
1	Assured Guaranteed Income	12% Per Annum
2	Income on total monthly sales 10% Commission	Rs 1,35,000/ P.M
3	Lock in Period	5 Years
4	Rent	Rs.50 /- SFT ( MAX )



Contact :- 7827719099





Contact :- 7827719099



Grocery 4U





**Grocery 4U**

**Contact :- 7827719099**



**GROCERY**  
HOME DELIVERY





**LOWEST PRICE**



**We mean it!**



Buy Any 5 Oil & Get **FREE** Aashirvaad Whole Wheat Atta 1kg worth ₹51\*



**₹786**  
SAVE: ₹342

India Gate Super Basmati Rice 5kg + Sun Premium Sunflower Oil Jar 2L + Sugar 2kg  
MRP: ₹1128

**₹269**  
SAVE: ₹120

Tide Detergent Powder 4kg (Select Variant)  
MRP: ₹389

EUROSPA Family 4pc Towel Set (2 Bath + 2 Hand) **@ ₹499\*** worth ₹1199

\*on shopping of ₹499 & above

**₹59/kg**  
Market Price: ₹80/kg

Mango Alphonso

**₹29/kg**  
Market Price: ₹35/kg

Sugar Loose

**₹210**  
SAVE: ₹15

Amul Butter 500g  
MRP: ₹225

**BUY 1 GET 1 FREE**

Lion / Emperor / Ziofit / Kimia Dates 250g onwards  
MRP: ₹94 onwards

**₹216**  
SAVE: ₹70

Bournvita Shakti Super Saver Pack 750g  
MRP: ₹286

**₹165 onwards**

Head & Shoulders Shampoo 340ml (Select Variant)  
MRP: ₹205 onwards

**kitchen fest**

Destination for all your kitchen needs... choose from over 10000 products.

**₹399**  
SAVE: ₹400

Amson 14pc Printed Container Set  
MRP: ₹799

**₹1999**  
SAVE: ₹886

Preethi Eco Star 3 Jar Mixer Grinder 500w  
MRP: ₹2885

**YOUR DAILY NEEDS A SMART TAP AWAY**

Grocery 4U MOBILE APP

What if you were given a chance to not only order from anywhere, but also have the products delivered to your doorstep?

Scan & Download

Get **FREE HOME DELIVERY**

Follow us on

G-194, Third Floor,  
Sector 63 Noida,  
91-9573204815

**Grocery 4U**

**Grocery 4U**  
91-9573204815  
www.grocery4uretail.com





Franchise  
Batao.com



**THE RED  
BAG OF  
GOODNESS**



Contact :- 7827719099







Date :	
Country	
State :	
District :	
Pin code :	
Franchise Name :	
Franchise Address :	
Franchise Mob :	
Email Id :	
Firm Name :	
GST No.	
Firm Email id :	
Lock in Period:	
Document Fee:	
Software Fee:	
Franchise Fee:	
Security Deposit:	
Employee Name:	
RM Name:	
GM Name:	
Documents:	Id Proof, Address Proof, Photo , GST No, Bank Statement , Agreement .
Franchise Signature:	

**Franchise Application Form**





**GOOD  
MORNING  
LETS STOCK  
HAPPINESS  
TODAY**

**Contact :- 7827719099**



# Grocery 4U



app icon





**INVEST IN  
GROCERY  
INVEST IN  
GROWTH**



**Contact :- 7827719099**

 **Grocery 4U**





Contact :- 7827719099





**AN OUTLET  
JUST 4U**



**Contact :- 7827719099**

 **Grocery 4U**



<b>FOCO Model Requirement :Tea 4u Franchise</b>		
1	Area	200 sqft to 500 sqft
2	Franchise investment cost(interior cost, Product cost operation cost,)	Rs 6000/sqft Non Refundable investment cost
3	Franchise Fee	150000/-
4	Software Fee	Rs 50000/- per login from second logins extra
5	Agreements	5 Years
6	2 Security Deposit Undated Cheque	Rs 5,00,000/- Each

## **Tea 4u FOCO MODEL- Outlet Store Franchise Owned Company Operated**

Tea 4u is Cafe Venture of grocery 4u Retail Pvt. Ltd in India. All the product related to Tea, coffee, Snacks, milk shakes are available here in this Cafe.

Franchise Income & Company Support: - FOFO MODEL

### **Company's Work:**

Company will pay the rent of the store of Rupees 100 per sft maximum

Company will pay electricity bill of the supermarket franchise

Company will pay the salary of staff working in supermarket franchise

Company will bear all the operational and petty expanses



**Contact :- 7827719099**







Franchise  
Batao.com



 **Grocery 4U**

**OUR METRO STORES**

Contact :- 7827719099

 **Grocery 4U**





# OUR VISION IS TO EXPAND WORLDWIDE

Franchise  
Batao.com



# OUR WORLD REVOLVES AROUND U



Contact :- 7827719099

Grocery 4U





**WELCOME TO  
OUR WORLD  
WE VALUE  
YOUR ASSOCIATION**

**Contact :- 7827719099**



**Grocery 4U**