

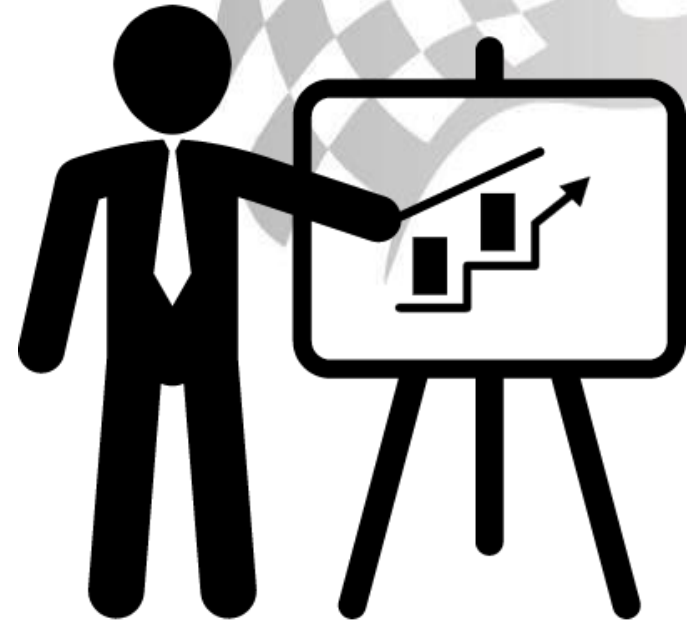


Service Is Our Strength

Call for Franchise : 7827719099

Contents :

- Overview of 2W Industry
- Introduction
- What is *Speedforce* ?
- How it works
- Market potential
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- Other services

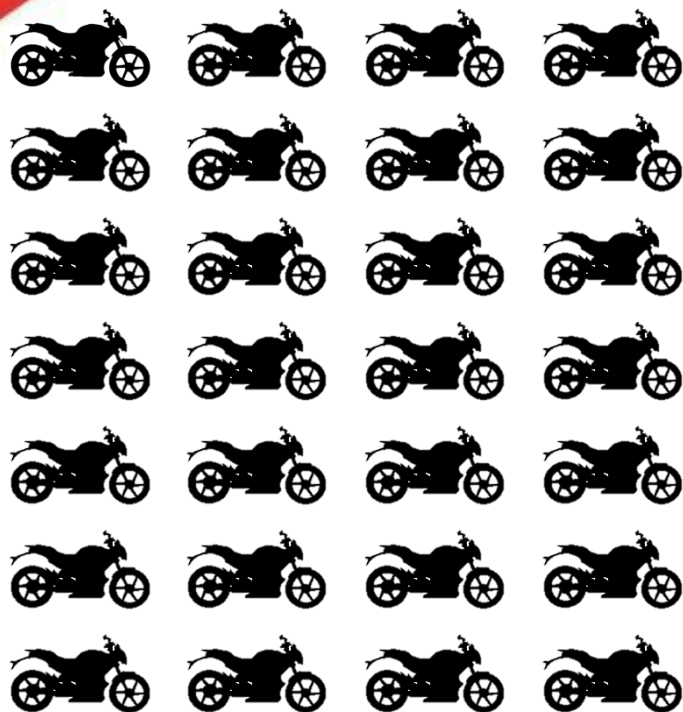


Two Wheeler Service Industry in India

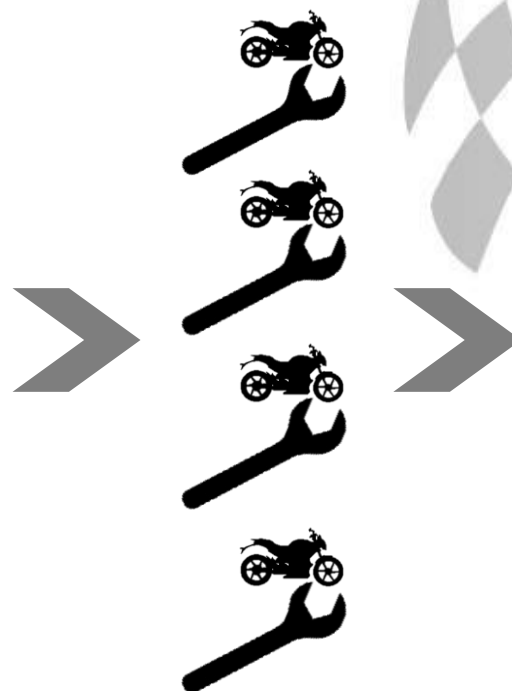
- Substantial growth seen in 2W automobile industry
- Almost 12% growth achieved ,year on year in last six years
- Large gap in Sales Vs Service capacity of 2W industry
- Manufacturers service redemption is as low as 20%
- Manufacturers service focus is largely on warranty services
- Other than Manufacturers small local garages provide services
- Lack of professional approach in local garages, poor house keeping. One man show etc.



Market Potentials



9 Crs two-wheelers
sold across India in
past 6 years



4 services
per vehicle
per year

36 Crs

services
available from
the past 6 years
sales alone



Customer's expectation



- More open to latest technology
- Look for quick response
- Ready to pay for extra care / services
- Expect transparency in all aspects



So there is a need for

- Service with a difference
- Neat and Clean service
- Use of Hi-Tech tools
- Service at door step
- Transparency in service
- Reasonable charges



Hence



Introduction

Speedforce a company having different skill sets and working experience :

Skills such as :

- After sales service
- Networking
- Sales & Marketing
- Branding
- Accounts & Finance

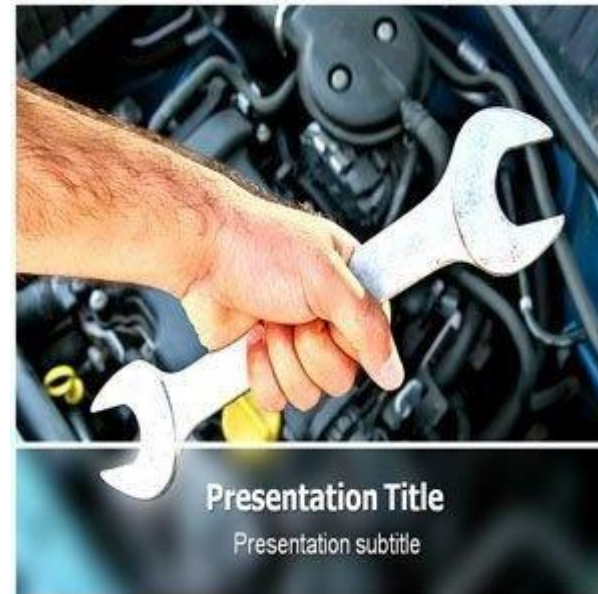
Experience ranging from 6 yrs to 38 yrs



What is *Speedforce* :

Chain of Two wheeler service stations providing all kind of services according to market demand :

- Periodic service
- Minor & Major repairs
- Accidental repairs
- Battery service
- Annual maintenance contract
- Pickup and drop
- Break down service
- Value added services
- Insurance service
- Used Two Wheeler Warranties



Why *Speedforce* :

- Profitable business
- Large potential
- Current channels have their own limitations.
(Dealers workshop and local mechanics)
- Improvement in technology demands trained manpower
- Market Demand for new trends
- Customer ready to spend for “ Extra care”
- Employment/ Entrepreneur generation



How *Speedforce* works :

Franchise appointment :

- Potential mapping and location identification
- Selection of prospects & Information s
- Legal due diligence & financials
- Site visit , layout preparation
- Site readiness and installations
- Final inspection and reports
- Man power appointment and training
- Marketing activities & follow-up
- Inauguration and start-up .



How *Speedforce* works:

Handholding activities :

- On the job training
- Timely visits and audit
- Technical support
- Customer feed back
- Cross learning



Our support



TOOLS AND EQUIPMENT

2Wh lifts, GP tools, Compressor , car washer, spark plug Cleaner and more



BRANDING MATERIAL

Front Fascia and internal graphics



STATIONERY

Invitation Cards, Job card, job register, letter head, invoice book, Visiting cards



MARKETING KIT

Canopy , Leaflets, promotional material



SOFTWARE

Detailed workshop software with APP online support



MARKETING SUPPORT

Handholding for marketing activities



TRAINING

Training for ALL technician Advisors and owner



VISITS and AUDITS

Regular visits and audit



2020 YEAR OF SPEED-FORCE



3

Offices Started



7

Men Management Army

20+

Team members added



35+

New Outlets Launched



30+

New cities Launched



16+

New States Launched



5

Awards Recognition

0

3

New services launched



100+

Outlets

'H/If P/J'Ne/J Yt/lR

MultiBrand2 Wheeler Service
it, tent?4i, ... tJ'
a over India

speedforce.in

7878432432

GET IT ON
Google Play



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Our official partners

Spares



Lubricants



Insurance Partner

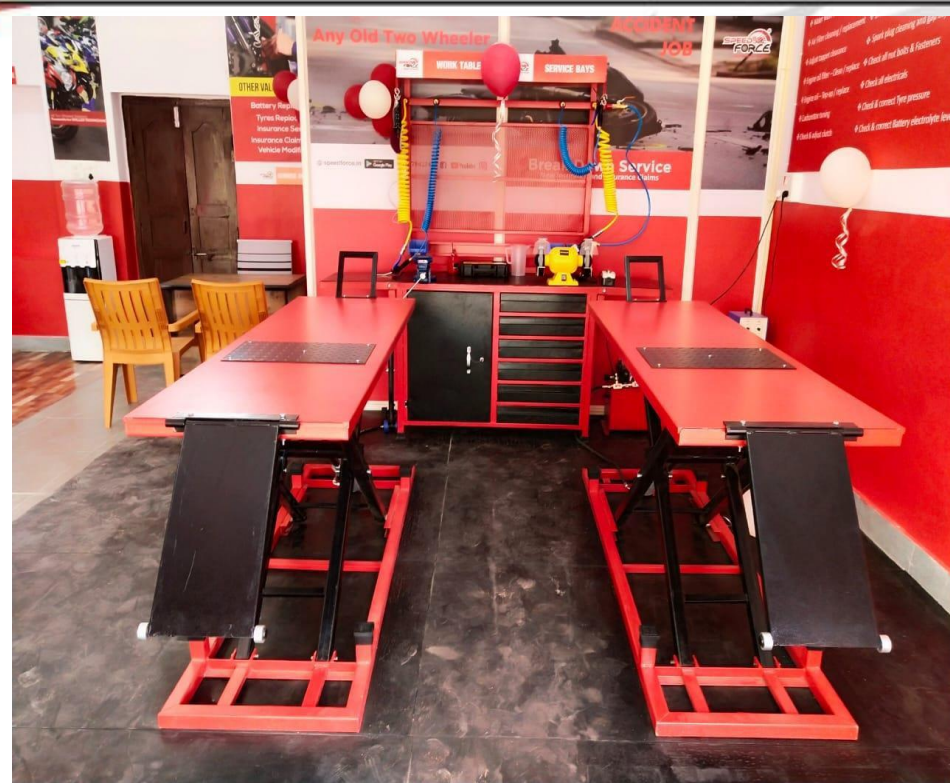


ERP Partner



Warranty Partner







FASTEST GROWING MULTI-BRAND TWO WHEELER SERVICE BUSINESS



Ques: Start by telling us why have you picked this sector, and how has your journey been so far?
Ans: While We partners were working in corporate in the year 2011 we always had to start a business and it was always in the back of our mind to start a unique business in service industry wherein we would be able to create entrepreneurs and empower people to generate employment with this to serve the customer in best possible way. The first thing which came into our mind and which is still and will be our prime focus forever will be customer service and always our business will run around it. As a result we started surveying various businesses and in the process we found out that two wheeler which is the most integral part of Indian mobility should be targeted and most importantly the service industry of two wheeler segment in multi brand was completely unorganized and we decided TO ORGANIZE THE UNORGANIZED by starting our first workshop on our own. In the initial days we had to face a challenge of customer acceptance of our concept coz we started providing customer services like pick up and drop from customer's premises, on road breakdown support, insurance renewal and claim services and other various unique services from single window and that too with cost effective pricing, but we kept on going and focussed on giving best possible customer service which was the only thing that helped us making a good network and the journey so far has been very eventful, lot of learning, steady growth and now we hope to grow on what we have sowed.

Ques: Tell us about the USP of your brand and where do you see yourself in next 5 years?
Ans: Speedforce is the only company providing multi brand two wheeler service franchisee in the country which has unique customer service

like pickup and drop facility, onroad breakdown support, insurance support, annual maintenance contracts, special/exclusive warranty program on parts, live service broadcasting and much more. We are the only company to provide a thorough professional approach towards multi brand two wheeler servicing and repairs by creating entrepreneurs with a low cost high revenue model. Till now we have been successful in implementing our thoughts into actions and with a current market presence in almost all 4 zones, 6 states and around 16 cities in the country we are targeting our presence in almost all cat b, cat c cities of the country and serve maximum number of customers of our nation. In next 5 years speedforce is looking to reach atleast 350 outlets nationwide.

Ques: How long was the business operating before it became a franchise network and how long has the business been franchised?
Ans: We started this business with our very own first workshop in 2012 and we came into franchising in the year 2017.

Ques: What are the criteria for choosing a franchise and what are your expectations out of it?
Ans: The first thing we look out of many criterias while selecting a franchisee prospect is that he or she should be out of the domain as we being out of domain in our initial days we know how easy it is to grow with a very clear mindset, the other important aspect the prospect should be from business background preferably. We set a very clear expectation from day one that whoever is opting for our franchisee should dedicate him/herself to this business and grow and run the business own self which helps in providing best customer service directly from the owner.

Reg. No. 2019076255



An Exclusive Honour
SPEEDFORCE
From Vadodara, Gujarat, India.

This Certificate is proudly represented to **SPEEDFORCE** is a State Of Art Machinery which is India's leading Chain of multi-brand two-wheeler servicing franchise. One of its kind across the nation & provide innovative repair and maintenance services for any two-wheelers. With the wide range of trustworthy services like pick up and drop facility, on-road breakdown support, insurance support, Annual maintenance, Contracts, warranty programme on spare parts and lubricants which brings a revolution in servicing of two wheelers. With well equipped two wheeler service stations and skillfull mechanics, provide quality services with excellent packages that are intended to offer you great maintenance and saving. **SPEEDFORCE** is a one-stop solution for all two-wheeler needs. This achievement is registered by **The Forever Star Book Of World Records**.

Issuing Date- 28 November 2020
Claim ID.FSBWR/2020/41.



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Certificate of Achievement
INDIAN BUSINESS AWARDS 2020
An Emerging & Motivational Business Awards
13th December 2020



This Certificate is Awarded to

SPEEDFORCE

**BEST TWO WHEELER SERVICE PROVIDER
OF THE YEAR 2020**

We have proudly present this certificate of achievement
for outstanding honorable effort in the overall evaluation of
year 44991 Nominations

Founder & Chairman

Vice President

Event Organized by :



Event Supported by :

National Trade Fairs



GLOBAL TRIUMPH
FOUNDATION



Presents



**GTF WORLD BUSINESS
SUMMIT 2020**

CERTIFICATE

**Top Promising Two Wheeler
Service Provider in India**

THIS CERTIFICATE IS PROUDLY PRESENTED TO

Speedforce

on 21st November 2020

Venue - VIRTUAL

Ajain

DIRECTOR



Monika Jain

CEO



SPEEDFORCE
Service Is Our Strength

Investment Breakup

Particulars	Investment
Franchisee Fees	INR 1,00,000/-
Tool, Equipments & Machinery with Installation and transportation	INR 3,50,000/-
Internal Super Graphics\Front Facia & Branding	INR 1,00,000/-
Stationery\Software\Training,Auditing & Monitoring	INR 1,00,000/-
Marketing Support & Development	INR 1,00,000/-
Total:-	INR 7,50,000/-

**** GST @ 18% on Total Amount**



Workshop Revenue Direct Income & Indirect Income

<u>Direct Income:-</u>					
Particulars	Number of Vehicles	Average Cost\MRP	Lending Cost	Gross Margin	Monthly
Service	10	300		3000	90000
Lubes	7	300	INR 200 (Avg)	700	21000
Spares	10	400	Considering 30% average margin	1200	36000
Extra Labour	5	50	Additional Minor Labour	500	15000
Major Job	0.3	5000	Calculating Major Jobs at 10/mth with avg. bill of INR.5000 and avg. margin of INR. 2000	667	20000
GROSS TOTAL INCOME				6067	182000

Indirect Income:-

Particulars	Annually	Monthly	Daily
Waste Lubes	45360	3780	126
Scrap	60000	5000	167
Total	105360		



Workshop Income Vs Expenses = Profit

Expenses					
Particulars	Daily	Monthly	NET PROFIT		
RENT	1000	30000	PARTICULARS	DAILY	MONTHLY
Salary	1167	35000	DIRECT INCOME	6567	182000
Electricity & Misc Maintenance	500	15000	INDIRECT INCOME	126	3780
Taxes Employee Incentives & Welfare	500	15000	EXPENSES	3000	110000
Investment EMI	500	15000	Net Profit 70000		
GROSS TOTAL EXPENSE	3000	110000			

•The above calculation is taken at 10 vehicles a day for ease of calculation and data understanding*

* The above figures shown are indicative towards the potential earnings of the business and SPEEDFORCE in no condition assure or guarantee about the above figures as they may vary from location to location and vintage of the business.



Process of Franchisee appointment :





Thank You

Our Franchise Partner

Franchise Batao - 7827719099

