

KIRANA MASTER FRANCHISE DECK

Kirana Master



Objective & Vision

Kirana Master aims to open FOFO : FOCO : DARK Stores through its Franchisee.

We deal into Grocery, Fruits & Vegetables, Non-Veg items supplied through our stores or warehouse.

We also Offer Master Franchise.

We have our own brand of food items by the name of TASTE HILL. We are developing dealer and distributor for this.

Our App is going to be launched by March 2022.

We aim to be present in each city of India.

FOFO Model : Franchise Owned Franchise Operated

FOCO Model : Franchise Owned Company Operated

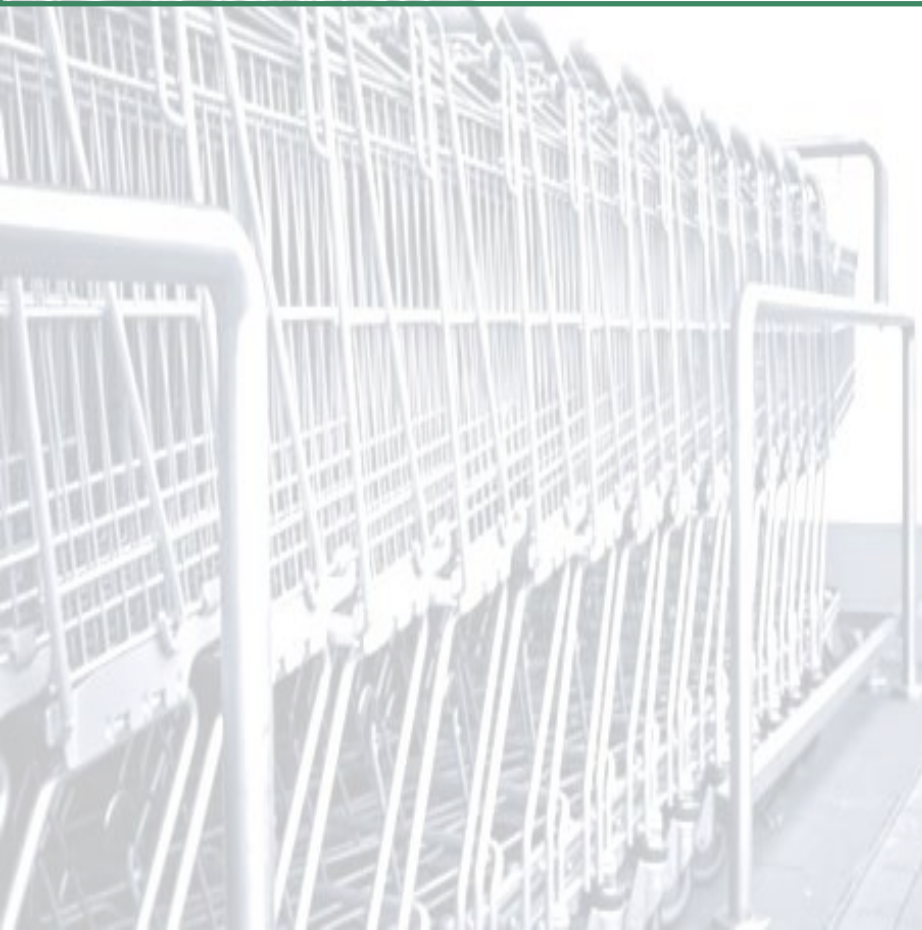
Dark Store or Warehouse Model

About Kirana Master

- Kirana Master with the aim to start supermarket chain expanding across Tier 1, 2 , 3 cities in India. It is owned by 'Brosis Food Products International “
- The Parent Company of “Kirana Master “ has been dealing in the FMCG industry over 2 decades and management is quite experience and have been delivering the products & their services in various domestic and international market on B2B model .
- Kirana Master wish to provide Grocery at the affordable rate to each and every corner of the country.
- We help the Store with our Offline and upcoming online App to boost the sales.



Customers Benefit



- Customer accumulates POINTS on every purchase
- No Membership Fees
- Discount available from 5% - 50%
- Buy 1 Get 1 Offers
- Home Delivery Option Available at no cost
- Fresh Products
- Itemized Bill on every purchase on whatsapp
- Offers & Updates
- New Offers every month
- Birthday Special Discount
- Beautiful & Spacious Stores
- Replacement of Damaged products
- Local Events on special occasions
- Deepawali Dhamaka

FOCO- STORE - MODEL

INVESTMENT



* Per Sq Ft	Model	1000 Sq Ft	2000 Sq Ft	3000 Sq Ft
200	Franchise Fees	200000	400000	600000
1500	Stock	1500000	3000000	4500000
900	Fixtures/Racks	800000	1600000	2400000
100	Store Branding	150000	300000	450000
100	Software/Hardware	100000	200000	300000
100	Launching	100000	200000	300000
100	Setup /Training	100000	200000	300000
3000	TOTAL	2950000	5900000	8850000

FOCO & DARK STORE MODEL

INVESTMENT

MONTHLY EXPENSE'S - PAYABLE		
Heads	Details	Tenure
Store Rent	As per the Stock Value	Contract Period
Manpower Salary & Incentive	To be borne by Brand Only	Contract Period
Electricity Bill + Misc	To be borne by Brand Only	Contract Period
Delivery Expenses	To be borne by Brand Only	Contract Period
Minimum Guarantee	1% of Stock Value on Rental & 2% on Owned property	Contract Period
Total Sales	5% of Total Monthly Sales	Contract Period
Bonus	As per Sales	Contract Period

MARKETING DRIVE - CUSTOMER INTERACTIONS

Kirana Master



SOCIAL MEDIA POSTS BY CUSTOMER



6:39 38.2% 4G 65%

facebook

Priya Asija is 😊 feeling happy. 23m •

दीपावली की पूर्व संध्या पर किराना मास्टर की तरफ से आयोजित एक इवेंट में मुख्य अतिथि के तौर पर जाना हुआ। इस दौरान भाजपा के प्रदेश उपाध्यक्ष ठाकुर विक्रम सिंह जी के प्रतिनिधि के रूप में पहुंचे विशाल जीत सिंह तवर के साथ मंच साझा करने का भी एक अलग ही अनुभव रहा। दीपावली के मौके पर बहुत सारे गिफ्ट और उपहार बांटने का किराना मास्टर की टीम का बहुत ही सफल प्रयास इसके लिए उन्हें शुभकामनाएं 😊😊

#priyaasija
#kiranamaster



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LUCKY DRAW CONTEST AT STORE

Kirana Master



FRANCHISE JOINING PROCESS

- Proposal Discussion over Phone
- Sharing of Draft Agreement & Agreement
- Video Conferencing for In-principle acceptance of Proposal
- Meeting & Signing of Formal Agreement
- Kick starting the operations
- Store Location Selection
- Setup
- Stock
- Hiring & Training of Staff
- Marketing
- Launch

Kirana
 **Master**





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