



SPECSSIFY

# Business Proposal

[www.franchisebatao.com](http://www.franchisebatao.com)



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**THE RIGHT PAIR OF GLASSES CAN TRANSFORM YOUR  
ENTIRE LOOK, MAKING YOU FEEL LIKE A NEW  
PERSON.**



# EYEWEAR INDUSTRY



# Overview of the Eyewear Industry

A multi-billion-dollar sector characterized by the manufacturing, distribution, and retail of eyeglasses, sunglasses, and various vision-related products.

It encompasses a global market with diverse segments, including prescription eyewear, sunglasses, and fashion eyewear.

Key players in the industry include Fastrack, Titan, John Jacobs , but it's also open to new entrants and smaller businesses.



# Market Trends and Opportunities



- ❖ Growing Demand for Eyewear: An aging population & digital device usage have increased the need for vision correction and eye protection.
- ❖ Aging Population and Vision Needs: The aging global population contributes to an increasing need for prescription eyewear.
- ❖ Fashion and Lifestyle Influences: Eyewear has become a fashion statement, influenced by celebrities and trends.
- ❖ Technological Advancements: AR/VR integration and smart eyewear offer innovative opportunities.
- ❖ Sustainability & Eco-friendly Eyewear: Becoming more conscious of eco-friendly eyewear options.



S P E C S S I F Y

# ABOUT SPECSSIFY

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- ❖ At Specssify Eyewear Shop, we are more than just a store that sells glasses;
- ❖ We are your partners in enhancing your vision, style, and confidence. Our story is one of passion, innovation, and a deep commitment to helping our customers see the world more clearly while looking their best.
- ❖ Our commitment is to provide diverse and high-quality eyewear options, expert guidance, and exceptional customer satisfaction.
- ❖ Wide range of prescription glasses, designer frames, sunglasses, and contact lenses, we cater to your unique style and vision needs.
- ❖ At Specssify, we envision a world where everyone can access top-notch eyewear.



# OUR MISSION

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Our mission is to provide high-quality eyewear products and exceptional customer service to individuals seeking the perfect pair of glasses. We believe that clear vision is not just a necessity but a gateway to personal expression and individuality. We want to help you find the eyewear that reflects your unique personality, lifestyle, and needs.

# OUR VISION

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Specsify is breaking the norm of high price and limited styles in the eyewear industry. Free eye test to increase footfall





# Products range



Lenses,  
Frames,  
Goggles,

# WHY CHOOSE US

- ❖ High-quality eyewear.
- ❖ Wide range of eyewear options
- ❖ Experienced opticians and eyewear specialists
- ❖ Provide a seamless and personalized shopping experience
- ❖ Hassle-free return and exchange policy
- ❖ Committed to helping you enhance your vision and express your unique style.
- ❖ Quality, diversity, expert guidance, and exceptional customer satisfaction.



# USPs

- ❖ Opportunity to grab a frame for free
- ❖ Affordable range of products for everyone
- ❖ High quality products
- ❖ Committed delivery time





# FRANCHISE OPPORTUNITY



**Own A Franchise With Specssify**  
**Easy To Start And Scale**

# FRANCHISE MODEL

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**Area Req:- 250 sqft. Or above**

**Franchise Fee:- 2 Lakh + GST**

**TOTAL INVESTMENT:- 11 LAKH**

# FRANCHISE MODEL

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**Profit Margin:- Upto 40%**

**Royalty:- Zero**

**Agreement:- 5 years**



# Income Calculation



# CAPEX



DETAILS	TOTAL
Software License & Franchise Fee	2,00,000/-
Interiors (Furniture, tiles, A/C, Displays, Storage, Music System)	4,00,000/-
Branding (Signage, VM, other branding)	1,00,000/-
Initial Stock	2,00,000/-
Equipment (Eye testing machine, other tools etc)	2,00,000/-
<b>TOTAL CAPEX</b>	<b>11,00,000/-</b>

Operating Expenses	Per Month	Per Year
Rent( Inclusive of Taxes)	20,000/-	2,40,000/-
	<b>SALARIES</b>	
Optometrist (One)	15,000/-	1,80,000/-
Sales Executive (One)	10,000/-	120,000/-
<b>Total Salaries</b>	<b>45,000/-</b>	<b>5,40,000/-</b>
Electricity	5,000/-	60,000/-
Telephone & Internet	1,000/-	12,000/-
Miscellaneous	2,000/-	24,000/-
Stationary	1,000/-	12,000/-
Cleaning Staff	1,500/-	18,000/-
Repair & Maintenance	1,500/-	18,000/-
<b>Total Other Expense</b>	<b>12,000/-</b>	<b>1,44,000/-</b>
<b>Total Operating Expenses</b>	<b>57,000/-</b>	<b>6,84,000/-</b>

**OPEX**

# SALES



DETAILS	AVG SALES QTY	ASP	RETAILER MARGIN	SALE VALUE	PROFIT ON SALE
Prescription Frames	300	750	40%	2,25,000/-	90,000/-
Sunglasses	60	1,000	30%	60,000/-	18,000/-
Contact Lens	30	1,000	30%	30,000/-	9,000/-
<b>TOTAL</b>	<b>390</b>			<b>3,15,000/-</b>	<b>1,17,000/-</b>

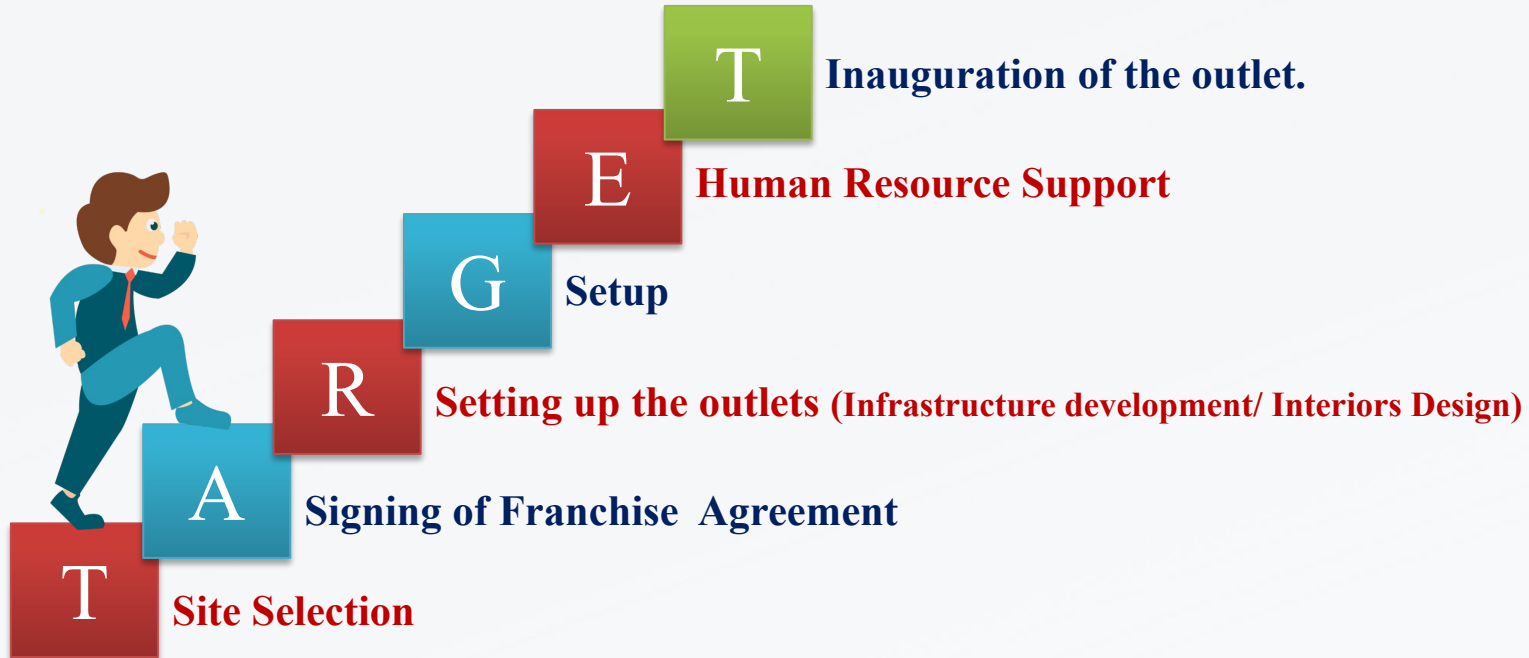
## SUMMARY

Capex	11,00,000/-
Opex P/M	57,000 pm
Inventory	2,00,000
Sales Commission	30% - 40%
ROI on Capex	60%

## STORE ROI

# ROADMAP TO OPEN A FRANCHISE

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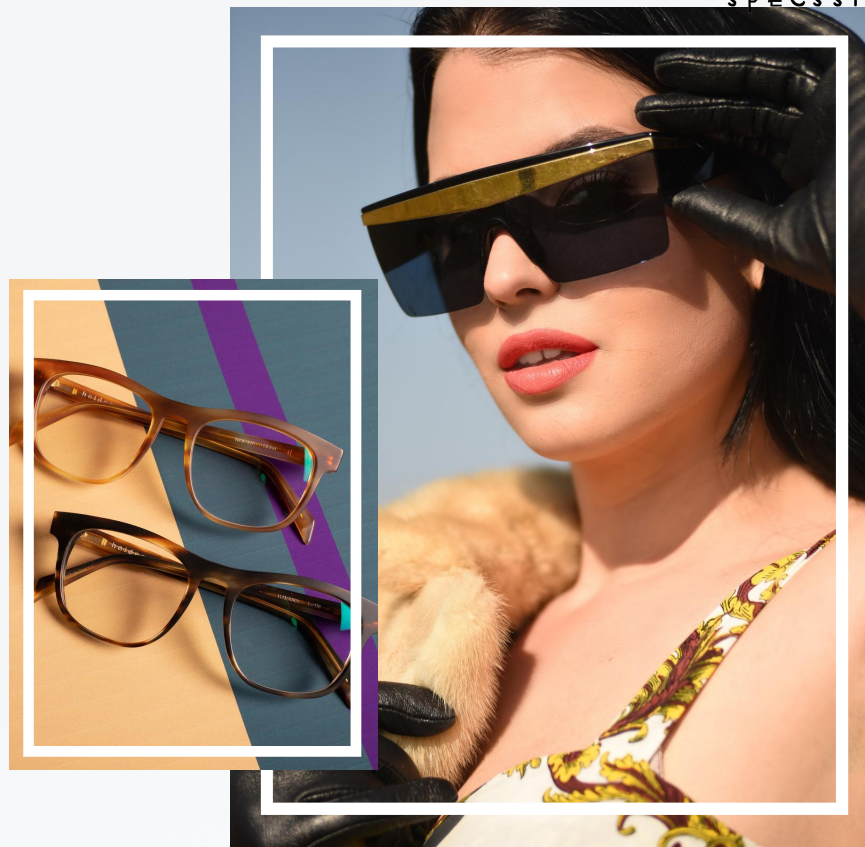


# FLOW CHART OF BUSINESS MODEL



# Excellent Support

- ❖ 24X7 Customer support
- ❖ Brand Visibility
- ❖ End2End logistics management
- ❖ Consistent Margins
- ❖ FREE FRAMES FOR CUSTOMERS
- ❖ No dead stock- always in rotation
- ❖ Price parity across online and offline channels of sale
- ❖ Social Media interactions
- ❖ Training & Handholding



# What Client Says

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## Rena

Top quality lenses & frames at very reasonable prices. They provided me all additional coatings for free without any additional costs. Strongly recommend.

## Manoj

Wide range of options, easy to order, fast shipping & great quality! Will definitely order from Specssify again.

## Shivani

Great price, great quality, great styles, great customer service. First-grade products with affordable prices. I've already recommended Specssify to three friends.

## Mahesh

Top-notch frames at very reasonable prices.

## Akriti

Fabulous service. You answered all the queries I had and assisted me in choosing the best pair. Thank you again!

## Simran

Perfect spot for purchasing spectacles! Staff was kind enough to let me try hell lot of frames.

# THANK'S FOR WATCHING



S P E C S S I F Y

## CONTACT US

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