



 **Grocery 4U**



TABLE OF CONTENTS

03

ABOUT US

04-05

ACHIEVEMENTS
INFOGRAPHIC MAP

06

WHY CHOOSE US

07

ONLINE SHOPPING

08-09

MAJOR BRAND
ASSOCIATION

BRAND FOLIO

10

MAGIC OF G

11

WAREHOUSE

12

PRODUCT SEGMENT

13

TARGETING &
POSITIONING

14

MARKETING

15

INTERIOR PROCEDURE

16

PURCHASE PROCEDURE

17

PRODUCT
REFILLING

18

PRICING

19-26

FRANCHISE MODEL
FOFO
FOCO
WAREHOUSE

27

COMPANY MOTIVE

28-29

ACHIEVEMENT

30-33

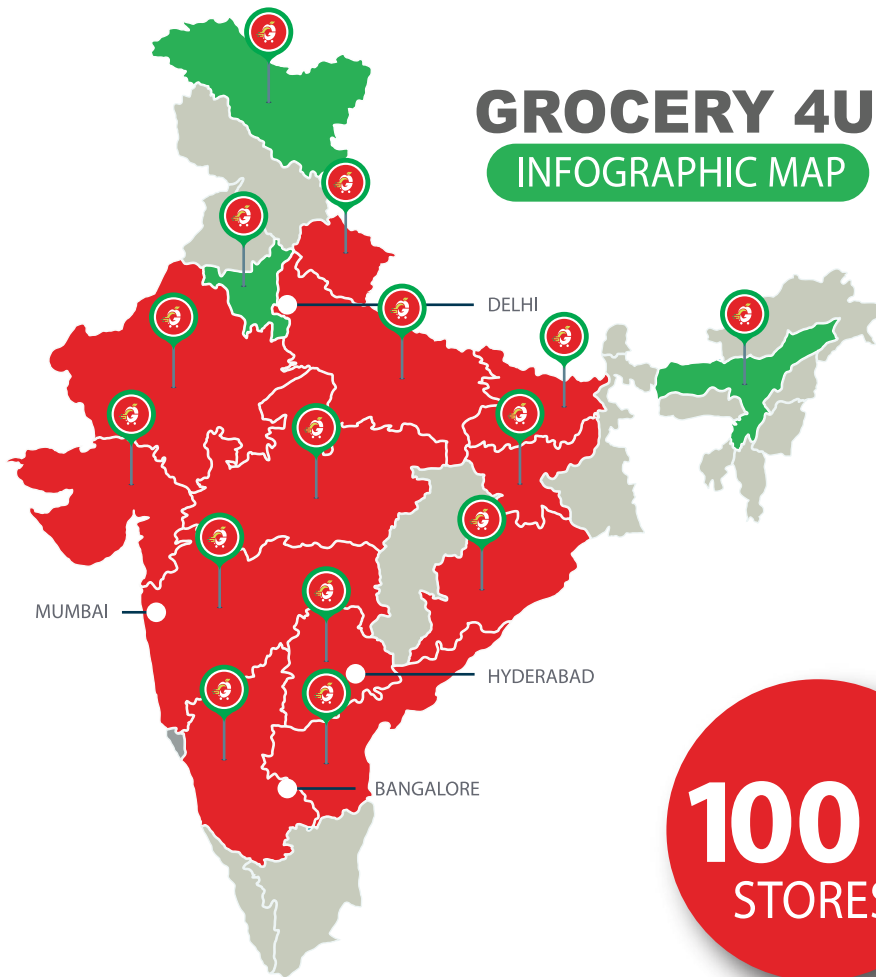
STORE FOLIO
EXTERIOR
PRODUCT PLACEMENTS
INTERIOR



ABOUT US

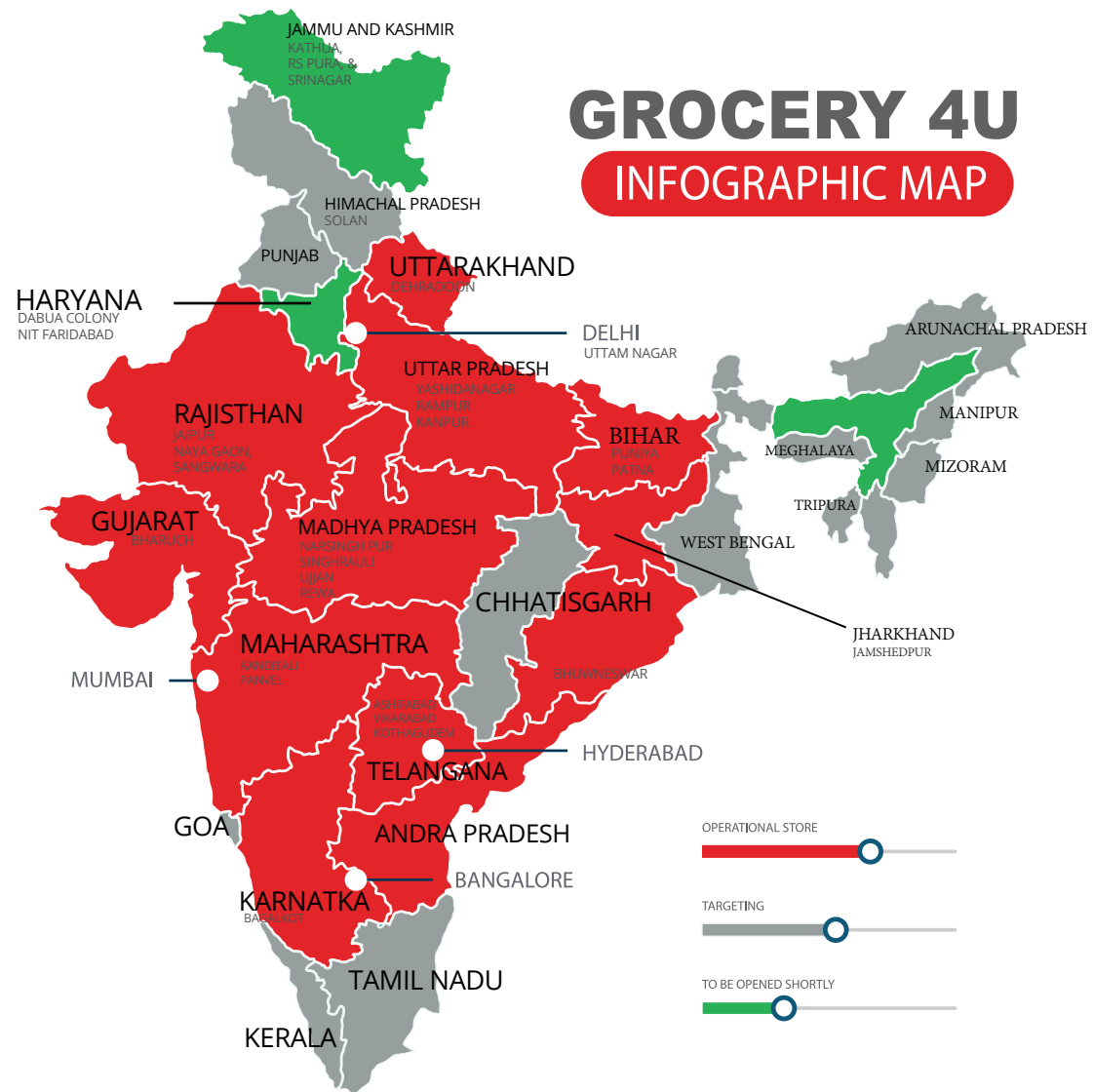
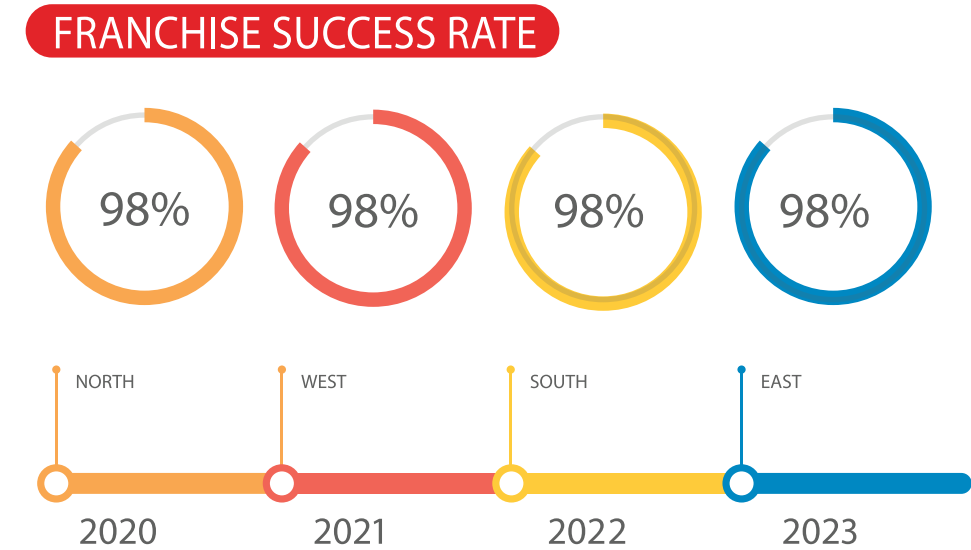
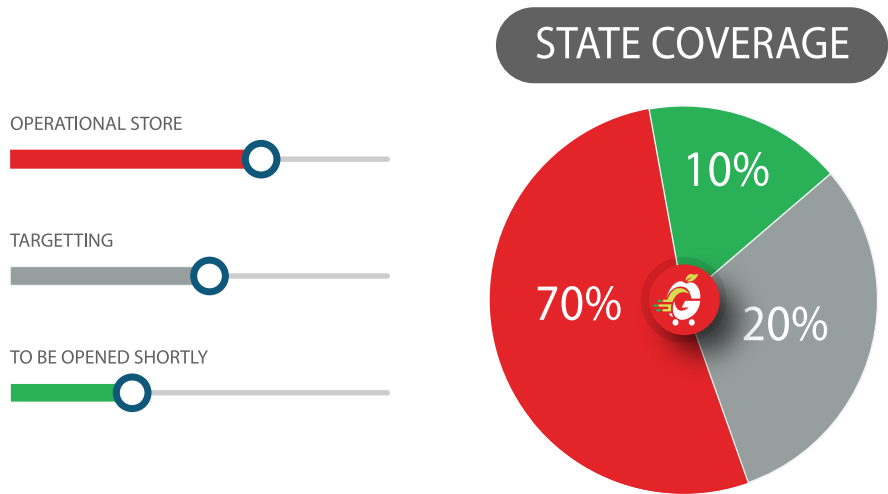
Let the trip for groceries be a joy ride. In today's world that is busier than ever, Grocery4U retail private limited has designed to bring ease and comfort into your lives.

The company's foray was marked into the Indian retail space with the launch of Grocery4U; an online portal to solve your basic to extravagant needs, with our superior supply chain, sourcing the best and the freshest. Always. We believe that a healthy community is a happy community.



ACHIEVE MENT

In a span of 42 months we have 100+ operational stores across India. Even a few years ago, the concept of a supermarket was perceived as extra cost and expensive things. However, in the last 3.5 years we have redefined the concept of supermarkets with affordability, convenience and savings even in cities and towns far away from the metropolis.





Largest
network of stores
across India



Lowest prices big
saving



Attractive offers
and discounts
All India branding
and promotion



Modern trendy
and spacious
interior model



Well Trained staff
and
management



Wide range of
products and
brands



Easy and
efficient logistics



Easy distribution
chain and
warehousing



**WHY
CHOOSE US?**



**Aap sirf
CLICK kijiye.**

ONLINE SHOPPING

Grocery4U believes in making your life easy, hence with the launch of the E-commerce app and website, groceries would be delivered at your doorstep at a click of a button.

SHOP NOW



MAJOR BRANDS ASSOCIATION

Grocery4U has associations with almost all major brands across India. We understand the growing needs of the retail business and hence take the responsibility of bringing everything you desire under one roof.





MAJOR BRANDS ASSOCIATION



& MORE



THE MAGIC “G”

We will give you reasons to skip the local tiring ride to the local kiriyana dukan or mandi.
WE PROMISE TO BRING YOU

“Grocery4U
mein sab
milega”



GREAT PRODUCT

Sabse acha, sabse tez
hamesha.



GREAT PRICE

Sirf sasta nahin, kifayati.



GREAT PUNCTUALITY

Hamesha time se pehle.



GREAT PROMOTION

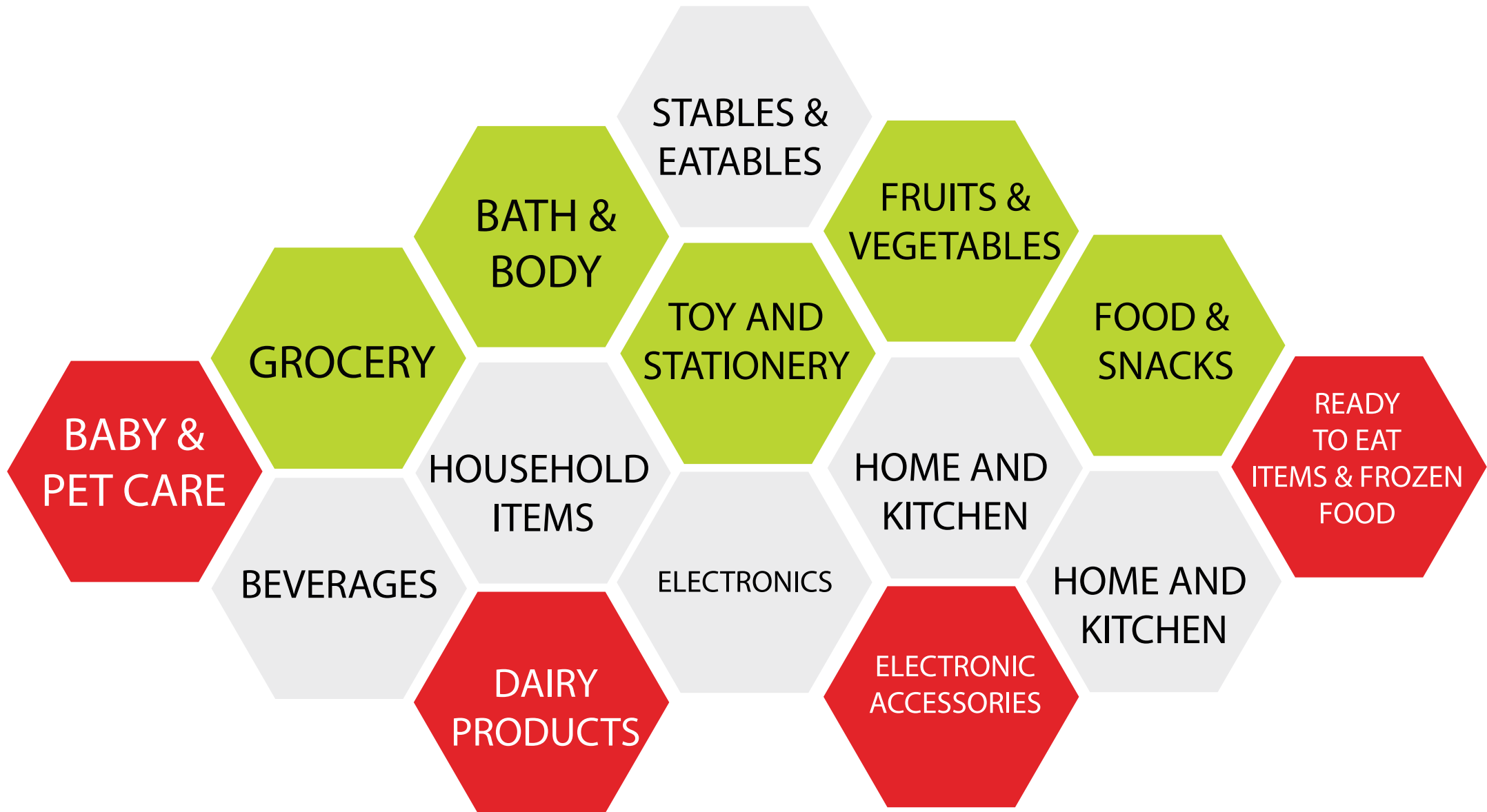
Na na karte kharid liye...
An offer you just
cannot refuse.

WARE HOUSE

Our wide network of warehouses have made operations smooth and easy in the supply chain. With increased demand we have balanced with equal supply in any part of the country.



PRODUCT SEGMENTATION



TARGETING & POSITIONING



- Daily discount- har roz bachat hi bachat.
- Value based positioning
- Target on smart purchasing.

**Har varg,
Har umar,
Har shehar.
Grocery 4U**



MARKETING



Incentive based on performance to boost sales.

Coupons, discounts and rewards to customers on bulk purchasing.

Festive Discounts and promotions.

Brand promotions through signages and hoardings.

Potential customer- ek bazaar jo hai sabka.

The key to a successful business is a team that works together and grows together

INTERIOR PROCEDURE

1

A
STANDARDISED
INTERIOR
LAYOUT



2

A TIME
BOUND
EXECUTION
PROGRAM



3

QUALITY
CONTROL
AUDIT.



4

EXECUTION
WITHIN 15 DAYS
OF FRANCHISE
AGREEMENT



5

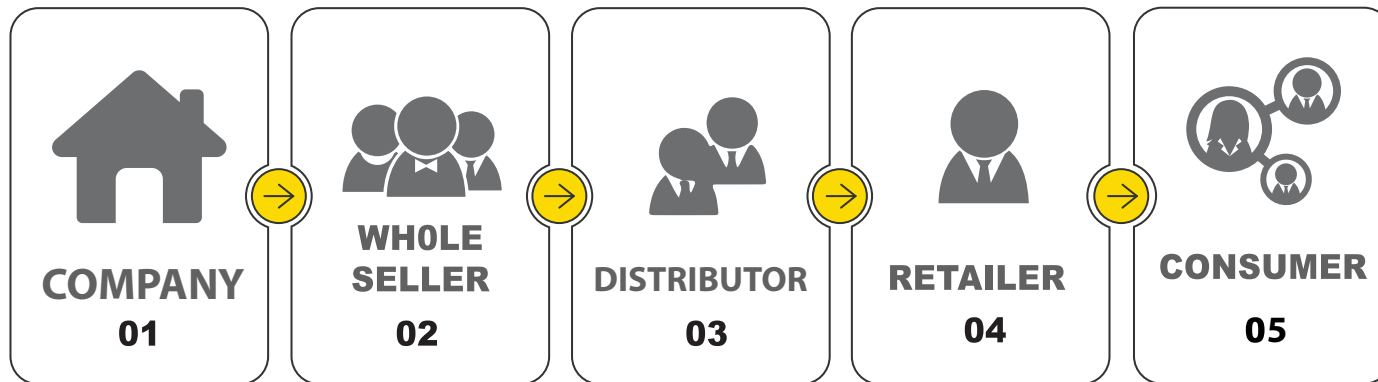
45 DAYS
TO STORE
OPENING.



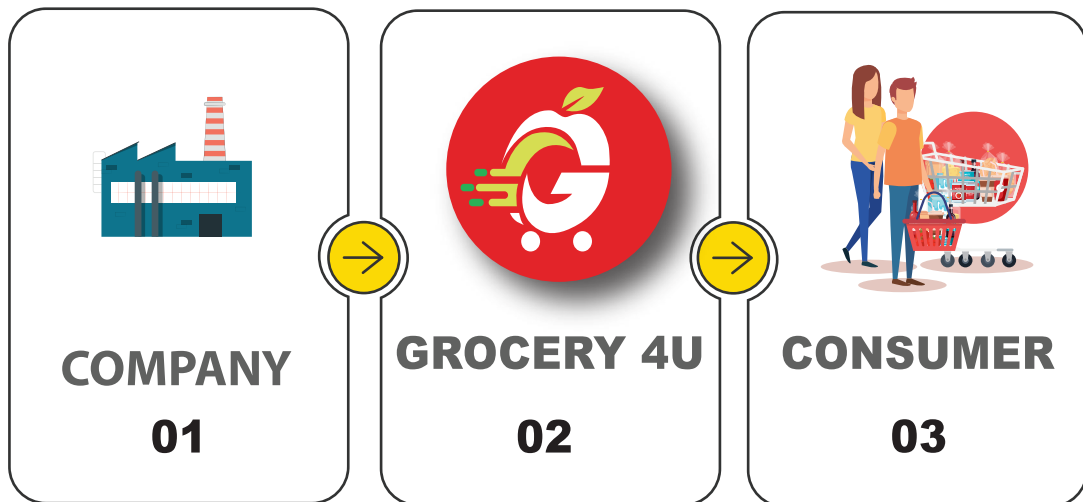
PURCHASE PROCEDURE



OTHER COMPANY



Grocery 4U



PRODUCT REFILLING



PRICING

“keemat aisi
jisse aap
na kar paye
inkar”



ONLY THIS WEEKEND

MEGA
SALE

OFFER

70%
OFF



FRANCHISE MODEL

The Establishment of your Grocery 4U begins with the selection of location with minimum rental. We plan the layout of the store including signage, fixtures fittings, grocery rack, freeze, A.C, POS Machine, staff uniform, and stocks. We would extend our help by advertisements and branding to boost sales and foot fall of the stores.





Franchise Owned, Franchise Operated

FOFO MODEL REQUIREMENT: SMART MARKET FRANCHISE

BEAR BY FRANCHISE

Area/size	500 sqft to 10000 sqft
Franchise Fee	Rs, 2,75,000 /- till 1000 sft + GST
Software Fee	Rs. 55,000/- per logins
Product Cost (Minimum Order)	Rs. 1500/- per sft approx
Interior According To Company's Layout	Rs. 1200/- per sft approx
2 Security Deposit Undated Cheque	Rs. 5,00,000/- each

FRANCHISE FOFO MODEL

OUTLET STORES



GROCERY4U
FOFO MODEL
SMART MARKET FRANCHISE

PRODUCT

Grocery, Bakery, Stationery, Toys, Books and Magazine, Personal Care, Beverages, Fruit and Vegetable, Frozen Food and Ice Cream Tobacco, Travel Solutions and More..

COMPANY SUPPORT

Accounting Support , Purchasing Support , Operations Support , TV Advertisement, News Paper Ad, Radio, Pamphlets, Support Hoardings, Social Media Ad, Staff Training, T-shirt, Cap, One Store Manager Salary or One Staff Salary .

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 Day Rs. 50,000)

Average Margin on monthly Sales is 20% = Total Income Rs. 3,00,000 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

Income of Appointment of 5 New Franchise

Rs. 1,00,000/- P.M.

Income on total monthly sales 20% Rs.

Rs. 3,00,000/- P.M

Total Income of Smart

IRs. 4,00,000/- P.M.

If Company will provide the Store Manager salary Then Royalty will be 3% of total sales or Rs.25000 monthly whichever will be maximum, Or without Store Manager Salary Rs.10 sqft Royalty monthly of total store area.



Franchise Owned Company Operated Foco Model Requirement: Smart Market Franchise

BEAR BY FRANCHISE

Area/size

1000 sqft to 10000 sqft

Franchise Fee

Rs, 2,75,000/- till 1000 sft + GST

Software Fee

Rs. 55,000/- per logins

Franchise Investment Cost

Set up cost 4200 + GST

Interior Cost

Rs. 1200/- per sqft + GST

Product Cost

Rs. 2400/- per sqft

Operation Cost

Rs. 600/- per sqft + GST

Agreement Time

5 years

FRANCHISE FOCO MODEL

OUTLET STORES



PRODUCT COST

2400/sqft is refundable
after 5 years of
locking period

COMPANY'S WORK:

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

Company will pay electricity bill of the supermarket franchise.

Company will pay salary of all 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 OF SUPERMARKET FRANCHISE

Company will pay 10% commission on total monthly sales generated in the same supermarket store.

Company will pay Rs, 20,000 to the supermarket franchise if he appoints a new FOCO model franchise.

CALCULATION OF INCOME: PROJECTION

Let's take an example of 1000 Sqft area of Smart Market Franchise:

- A. Per month Approximate Sales Rs. 15 lac per month (Per Day Rs.50000)
 - B. Commission on monthly Sale is 10% Total Income Rs. 1,50,000/-
-

CALCULATION OF INCOME FROM FOCO MODEL - SUPERMARKET FRANCHISE

- 1. Income on total Monthly Sales 10% Commission

Rs.1,50,000/- PM

2. Lock in Period 5 Years

3. Rent Rs.50/- Sqft(MAX)



Grocery4u FOCO Model - Smart Market Franchise

- 1.PRODUCT** Grocery,Bakery,Stationery, Toys, BooksandMagazine, Personal Care, Beverages, Fruit and Vegetable, Frozen Food and Ice Cream, Tobacco,Travel Solutions and More..
- 2.COMPANY SUPPORT*** TVAdvertisement, News Paper Ad, Radio, Pamphlets, Support Hoardings, Social MediaAd, StaffTraining, T-shirt, Cap.
- 3. INCOME *** Approximate Rs. 2 to 8 Lac Per Month

FRANCHISE FOCO MODEL

OUTLET STORES





Warehouse – Commercial Capital And Capital Franchise

WAREHOUSE FRANCHISE

AREA/SIZE

3000 sqft to 5000 sqft

Franchise Investment Cost

Interior Cost

Rs. 600 sqft + 18% GST

Product Cost

Rs. 2500/- per sqft

Total Investment

Rs. 3208/-sqft

Franchise Fee

Rs.4,50,000 + GST

Software Fee

Rs. 55000/- per login
(min required login -2)

Agreement Time And Lock In Time

5years / 3years

FRANCHISE WAREHOUSE MODEL

OUTLET STORES



GROCERY4U
FOFO MODEL
SMART MARKET FRANCHISE

PRODUCT

Grocery, Bakery, Stationery, Personal Care,
Frozen Branded Foods, Cosmetics ,
Beverages , Fruits Organic

COMPANY SUPPORT

TV Advertisement, News Paper Ad, Radio,
Pamphlets, Hoardings,
Support Social Media Ad

INCOME

*Approximate
Rs. 3 to 10 Lac Per Month

COMPANY'S
WORK:

- *Franchise will pay the rent of the warehouse.
- *Franchise will pay electricity bill of the warehouse.
- *Franchise will pay the salary of staff working in warehouse.
- *Franchise will bear all the operational and petty expenses.
- *Franchise will keep saleable products in warehouse.
- *Company will do the interior of the warehouse.

CALCULATION OF INCOME
FROM WAREHOUSE :
SMART MARKET FRANCHISE

- A. Company will support in purchasing
- B. Company will support in hiring & training
- C. Company will support in operations
- D. Company also will provide IT support
- . Franchise will pay Rs 10 per sqft monthly as a royalty to company for the services provide by company

TOTAL INCOME

Let Suppose Monthly sale will be Rs.50lakhs

Company provides 5% net profit in products to franchise on total sale.

If monthly sale will be Rs 50 lakhs then 5% will be = Rs 2,50,000

So monthly profit will be ____Rs 2,50,000 /-Approx.

FRANCHISE WAREHOUSE MODEL

OUTLET STORES



Be an unbeatable global leader in the supermarket and grocery sector.

Be a brand ambassador for 'Made in India' products
Acknowledged worldwide by 2025.

Bharat ki shaan hum banenge.

Powerhouse of professionalism and customer service.
Commitment to be the best in class with well trained,
young and trained professionals globally.

Mission to produce "with love from India" products to
every household across the world at incredibly
affordable prices.

We aim at opening 3 store every week, becoming the
largest player in the FMCG sector in the world

OUR MOTIVE



ACHIEVEMENT

**“Hum aage
badhte
rahenge
aapke saath”**



The journey of Grocery4U in these two years has been learning and extremely enriching. One that has led us to be the first supermarket franchise in India and we are growing.

Customer trust has been the most invaluable thing we have achieved, the trust of commitment and promise to deliver makes us exclusive. We have perfected the franchise system that works the best for all parties and partners.

“Hum laye **bachchat** aur khoob
saari **khushiyan**”





THE EXTERIOR



Grocery4u one place for all your needs.
“Sasta nahin kifayti”

 **Grocery 4U**



Grocery 4U

PRODUCT PLACEMENTS



Your favorite neighborhood store
Always stocked- ab unlimited khushiyan.

THE INTERIOR

JOIN US-

We help you live your dreams.
Our franchises promises returns
and happiness



Menu



[Log In](#)



THANK YOU

Subscribe



www.grocery4uretail.com/