



**The FARMERS-WORLD NO-1 BRAND IN SUPPLY-CHAIN BRAND DISTRIBUTOR**

**Brand USP's**

1. Fresh from Vegetable Farms
2. 100% Pure
3. 100% Organic
4. Premium Quality
5. Export Quality
6. 100% Natural

**Why Distributor with the Farmers?**

- (A) Tested Unique Business model.
- (B) Excellent margin.
- (C) Standard Operating Procedures in all aspects of business.
- (D) Marketing support for increase the foot falls.
- (E) Regular Research and development to provide 100% Pure and Natural vegetable
- (F) Royalty Free Business
- (G) Unique Loyalty Points Programme
- (H) No Skilled labour required

**Advantages of Brand Franchisee:-**

- (A)- 15 days training for franchisee
- (B)- Site finalization
- (C)- Staff training support
- (D)- Outlet design and set up
- (E)- Operation manual and support
- (F)- Equipment & Vendor Support
- (G)- Marketing through social media



(H)- Pre-opening and launch strategies

(I)- R&D support for future

**Other Benefits of the Farmers Distributor:-**

(A) A WELL KNOWN BRAND

(B) LOW INVESTMENT HIGH RETURNS

(C) GROWTH ORIENTED TRANSPARENT WORK POLICIES

(D) OFFERING PROFITABLE FRANCHISE OPPORTUNITY ACROSS IN PAN INDIA

(E) COMPLETE PRE AND AFTER OPENING SUPPORT

(F) EXTREMELY FARMER NET WORK

(G) FULL TRAINING AND SUPPORT

(H) ROYALTY FREE BUSINESS

(I) EXCLUSIVE TERRITORIES

(J) EXTREMELY MICRO BUSINESS OWNERS NETWORK

**Brand is Offering Franchise Network across India.**

Let's Join Hands With Most Profitable Leading Vegetables Supply Chain Brand "The Farmers

**DISTRIBUTOR INVESTMENT REQUIREMENTS:**

Single Unit :	Model A ( Distributor(-Town) 2500 warehouses Feet+2500 land access )- Rs.75 L Setup Refund Amount , Model B Distributor (District) – Rs 1.5 Crocs L Setup &
Brand Fee :	100000 Applicable
Equipment :	Not Applicable , Only Single Unit Investment
Furniture And Fixtures:	Standard Office Setup
Advertising / Marketing :	Brochures / Pamphlet / Marketing Materials / Digital Marketing Support would be provided by brand
The Expected Return On Investment To The Franchisee:	Model A (Mini Mart )- 10% - 20 % , Model B (Super Market) - 10% - 20%
Any Other Investment Needed:	Not Required
Looking Expansion In Areas:	Pan India



## DISTRIBUTOR TRAINING DETAILS:

Field Assistance Available For Distributor:	Yes
Distributor Training programme:	Yes
Detailed Operating Manuals For Distributor	Yes
Need of IT System:	Computer , Printer & CCTV Camera , Billing System, barcode System, Application system
Assistance From Head Office To Franchisee:	Yes
Transport	3 collecting Vehicle

## DISTRIBUTOR INVESTMENT REQUIREMENTS:

Required Property For This Franchise Opportunity:	Commercial
Required Floor Area:	Model A Mini Mart) – (Town Distributor) 5000 Sq. Ft- , Model B (District Distributor) - 10000 Sq.
Preferred Location For Unit Franchise:	Easy Approachable / Commercial land / High Footfall Area / High Street Area with transport access
Office Staff Required:	Yes
Computer / System :	Yes (5)
Internet Connection :	Yes

## DISTRIBUTOR OTHER DETAILS:

Have standard Distributor Agreement:	Yes
Distributor Term:	Model A (Distributor)- 9 Years,



	Model B Distributor () – 9 Years,
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