



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

Brand USP's

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

Why Franchise 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 Franchise:-

(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 LOW START-UP COSTS

(G) FULL TRAINING AND SUPPORT

(H) ROYALTY FREE BUSINESS (ONE YEAR) Next year's 5% PER YERS PROFIT

(I) EXCLUSIVE TERRITORIES

Brand is Offering Franchise Network across India.

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

FRANCHISE INVESTMENT REQUIREMENTS:

Single Unit :	Model A (Mini Mart 500 Sq Feet)- Rs.8.5 L Setup Refund Amount , Model B (Super Market- 1000 Sq Feet) – Rs 12.5 L Setup &
Brand Fee :	Not 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)- 30% - 100 % , Model B (Super Market) - 30% - 100%
Any Other Investment Needed:	Not Required
Looking Expansion In Areas:	Pan India



FRANCHISEE TRAINING DETAILS:

Field Assistance Available For Franchisees:	Yes
Franchise Training programme:	Yes
Detailed Operating Manuals For Franchisees:	Yes
Need of IT System:	Computer , Printer & CCTV Camera
Assistance From Head Office To Franchisee:	Yes

FRANCHISE INVESTMENT REQUIREMENTS:

Required Property For This Franchise Opportunity:	Commercial
Required Floor Area:	Model A Mini Mart)- 500 Sq. Ft- , Model B (Super Market) - 1000 Sq.
Preferred Location For Unit Franchise:	Easy Approachable / Commercial Mall / High Footfall Area / High Street / High Residential Area
Office Staff Required:	Yes
Computer / System :	Yes (1)
Internet Connection :	Yes

FRANCHISEE OTHER DETAILS:

Have standard Franchise Agreement:	Yes
Franchise Term:	Model A (Mini Mart)- 9 Years, Model B (Super Market) – 9 Years,