

# BUSINESS PROFILE

BESTWAY SUPERMART IS A  
YOUNG AND DYNAMIC BRAND  
WITH AN ENTHUSIASTIC AND  
EXPERIENCED TEAM BEHIND  
ITS INCEPTION.



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



**9289372001**



**info@bestwaysupermart.com**



**Sector-63, Noida**

**BESTWAY SUPERMART IS A ONE-STOP  
SUPERMARKET CHAIN THAT  
AIMS TO OFFER CUSTOMERS A WIDE  
RANGE OF BASIC HOME AND PERSONAL  
PRODUCTS UNDER  
ONE ROOF.**

**We are a team of experts who are veteran  
consultants with a rich and vast  
Experience from different Retail brands**

Our mission is to be the lowest priced retailer in the regions we operate; our business continues to grow with new locations planned in more cities. Each Bestway Supermart store stocks home utility products including food, Groceries, toiletries, beauty products, garments, kitchenware, Bed and Bath linen, home appliances and more available at competitive prices that our customers appreciate.

Our core objective is to offer Customer good products at great value.



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# Ethics & Values

At Bestway Supermart, the Indian Consumer lies at the center of all our efforts, and we strive to consistently provide differentiated shopping experience while ranking Amongst India's top retailers and delivering superior Returns to all stakeholders. We also encourage our business partners to implement standards for Business ethics compatible with our own.



— “ —————  
**Quality  
Initiatives  
& Customer  
Centricity**  
————— ” —

Our values embody  
our spirit, drive our  
performance and  
guide us in how we  
conduct our  
business.

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“  
CREATING  
HAPPY  
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WITH QUALITY  
PRODUCTS AT  
AFFORDABLE  
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”





# OUR PRODUCTS

Starting from the seeding of food at the farm to its consumption from The plate, Bestway Supermart acts as a catalyst for each of its stakeholders, from Sourcing, processing, retailing to final act of consumption - Taking another leap Ahead, Bestway Supermart direct makes your Grocery shopping even simpler by bringing it to your door step. No more hassles of Sweating it out in crowded markets & Grocery shops, select from a wide range of 5,000+ products. One could easily locate Bestway Supermart stores in all major localities, Residential areas, Tech Park, high streets, offices, shopping malls and gated Community.

To ensure unmatched shopping experience and availability of every daily need items under one roof, we have partnered with The leading brands in FMCG segment.



# MAJOR BRANDS ASSOCIATION



# Why Bestway?



100%  
Quality  
Product



Free Home  
Delivery



Cash  
On Delivery



E-Billing



24X7  
Customer  
Care Service



Stock Control  
and  
Warehouse  
Program



All Popular  
Brands  
Under one  
Roof



Well Trained  
Staff and  
Management



Lowest  
prices  
big saving

# DELIVERY SERVICE



**BESTWAY SUPERMART Allows you to walk away from the Drudgery of Grocery Shopping and Welcome an easy relaxed way of Browsing and Shopping for Groceries.**

**Discover new products and shop for all your Food and Grocery needs from the Comfort of your HOME DELIVERY SERVICES**





# Why Bestway?

Bestway Supermart is the fastest growing chain of grocery market in India providing our customers lives an interesting mix of traditional, modern and fusion retail shopping blends. Priced affordably. Bestway Supermart's franchise program is unique as it goes beyond the prevalent nations of Franchising. What we look isn't a franchisee but a partner. And our relationship with our partner would be that of equals. We realize that in the growth of partner lies our growth. With this in mind, we would endeavor to provide as much as assistance as possible to our partners in establishing, running and maintaining his/her business. In Short, we intent to enter into a symbolic relationship with the individuals who can adopt our philosophy and replicate our business



**“The secret of getting ahead is getting started.”**

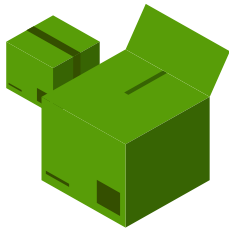
**Being aligned with our vision, we have planned to provide our services to a large customer base through our franchise program. Leveraging on the need for basic drink, we seek partners who are willing to share our vision.**

**Bestway Supermart has created an opportunity for aspiring entrepreneurs and businessmen to get associated with itself in the form of Franchise.**





# The Magic "B"



**BEST  
PRODUCT**



**BEST  
PRICE**



**BEST  
PUNCTUALITY**



**BEST  
PROMOTION**

# Interior Procedure

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**1**

**A  
STANDARDISED  
INTERIOR  
LAYOUT**



**2**

**A TIME  
BOUND  
EXECUTION  
PROGRAM**



**3**

**EXECUTION  
WITHIN 15  
DAYS  
OF FRANCHISE  
AGREEMENT**



**4**

**35 DAYS  
TO STORE  
OPENING.**



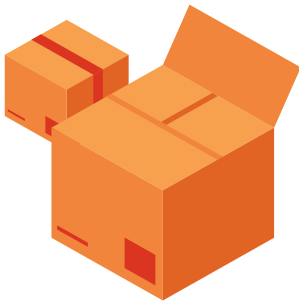
# BESTWAY SUPERMART FRANCHISE:



**The Establishment of your Bestway Supermart begins with the selection of location. We help you by providing best Location at the minimum rental.**



**We plan the layout of store including signage, fixtures camp; fitting's, freeze, A.C, POS Machine, staff dress. And the stock.**



**Every item is carefully selected to minimize set-up costs yet offer clients the highest standard of presentation.**



**We help the sale providing advertisement and marketing store to boost up retail stores.**

# Step-by-Step Appointment Policy

## Step 1

Identification of the prospect



## Step 2

First round of discussion, Briefing about our company & how it works along with terms & conditions walkthrough.

## Step 3

Describe the complete project to the franchise and invite company owner for the final round of discussion



## Step 4

Filling of application form by the applicant. (Franchisee)

## Step 5

Collection of application forms with the below document.

- A) Demand draft or Cheque for the Franchise Fee, Software fee, Security deposit amount as per the set guidelines.
- B) Address & Identity proof, Adhaar & Pan Card.
- C) Agreement or premises ownership agreement with bank statement.



## Step 6

Scrutiny / Verification of the documents and Inspection of store location.

## Step 7

Approval from Franchise Head / ZCM, RM / REGIONAL HEAD, GM.



## Step 8

Email communication from the desk of GM for the activation of the code.

## Step 9

On and off the field training by Channel Dept, operations, IT, CSS, Accounts, Sales. Certificate of training to franchisee duly signed by FH.



## Step 10

Opening of the store.



Franchise Owned Franchisee Operated  
FOFO Model Requirement: Super Market Franchise



1. Area/Size	500 to 5000 SQFT
2. Franchise Fee (500sqft-1000sqft)	2 Lakhs + GST
3. Franchise Fee (1000 sqft to 5000 sqft)	3 Lakhs + GST
4. Software Fee	50,000/- Per login
5. Products Cost (Mini. Order)	1200 to 1500/- Per SQFT
6. Interior according to company layout	1000/- Per SQFT
7. Agreement Lock-in Period	5 Years

## Products

Grocery, Stationery, Personal Care, ready to Eat, Beverages, Household Items, Bakery & Dairy Products etc.

## Role of the Company

Store area Selection, Design & Layout of store, Branding, Purchase Support, Advertisement & Marketing Support (Online/Offline), Software Support (GRN), Store Manager's Salary\*, Training & Hiring of Staff, Dress of all employees.

## Role of the Franchisee

Interior as per Franchisor, Rent & Electricity, Software charges, Hardware to be purchased from franchisor, Employee guide to be followed, Strict Sanitization practices to be followed.

## Royalty Charges

No Royalty

# Calculation of Income- FOFO

Lets Take an example of 1500 Sqft Area of Super Market Franchise:-

- Per Month Approximate Sales Rs. 30 Lac Per Month  
(Per Day Rs 1,00,000 ) Average Margin on monthly Sales is 20% = Total Income Rs. 6,00,000 P.M.
- Company will pay Rs. 15000 one time payment to the Super Market franchise if he appoints a New Franchise.

## Calculation of Income From Super Market Franchise FOFO MODEL

1. Income on Appointment of New 1 Franchise	Rs. 15,000/- P.M
2. Income on total monthly sales 20% Commission	Rs. 6,00,000/- P.M
3. Total Income of Super Market Franchise	Rs. 6,15,000 / P.M





Franchise Owned Company Operated  
FOCO Model Requirement: Super Market Franchise



1. Area/Size	1000 to 20000 SQFT
2. Franchise Fee	3.5 Lacs + GST
3. Franchise Fee (1100 sqft to 20000 sqft)	200/- Per SQFT
4. Software Fee	50,000/- Per login
5. Products Cost (Mini. Order)	2500/- Per SQFT(Refundable)
6. Interior according to company layout	1200/- Per SQFT
7. Operation Cost	500+Gst Per SQFT
8. Agreement Lock-in Period	5 Years

## Products

Grocery, Stationery, Personal Care, Ready to Eat, Beverages Household Items, Bakery & Dairy Products etc.

## Role of the Company

Store area Selection, Design & Layout of store, Branding, Interior setup, Software and Hardware setup, Procurement of Goods, Rent and Electricity bill, Advertisement and marketing Expenses, Staff Salary

## Role of the Franchisee

Floor tiles, Shutter, Electricity connection with Meter and toughened glass.

## ROI – Return on investment

- 1% MGI of Without Gst Setup Cost.

OR

- 5 % of net sale ( whichever is higher you will get higher one)
- Rent amount would be paid up to 50RS/SQFT
- Refundable Amount on completing tenure @2500RS/SQFT

# Calculation of Income- FOCO

**Let's take an example of 1000 SQFT Area of Super Market Franchise:-**

- Per Month Approximate Sales Rs. 20 Lac Per Month Overall margins on sales is 100000.
- Store Rent 50000(approx)
- Note:- All expenses Pay by company

## Referral Program

Refer your friends, Colleagues and family who meet the criteria.

Reward: 25k

# Franchise Application

<b>Date :</b>			
<b>Country :</b>			
<b>State :</b>			
<b>District :</b>			
<b>Pin Code :</b>			
<b>Franchise Name :</b>			
<b>Address :</b>			
<b>Franchise Mob :</b>			
<b>Email Id :</b>			
<b>First Name :</b>			
<b>GST No. :</b>			
<b>Firm Email ID :</b>			
<b>Lock-in Period :</b>			
<b>Documents Fee :</b>			
<b>Software Fee :</b>			
<b>Franchise Fee :</b>			
<b>Security Deposit :</b>			
<b>Employee Name :</b>			
<b>RM Name :</b>			
<b>GM Name :</b>			
<b>Documents :</b>			
<b>Franchise Sign.</b>			



**CREATING HAPPY CONSUMERS  
WITH QUALITY PRODUCTS AT  
AFFORDABLE PRICES**