



# Grocery 4U





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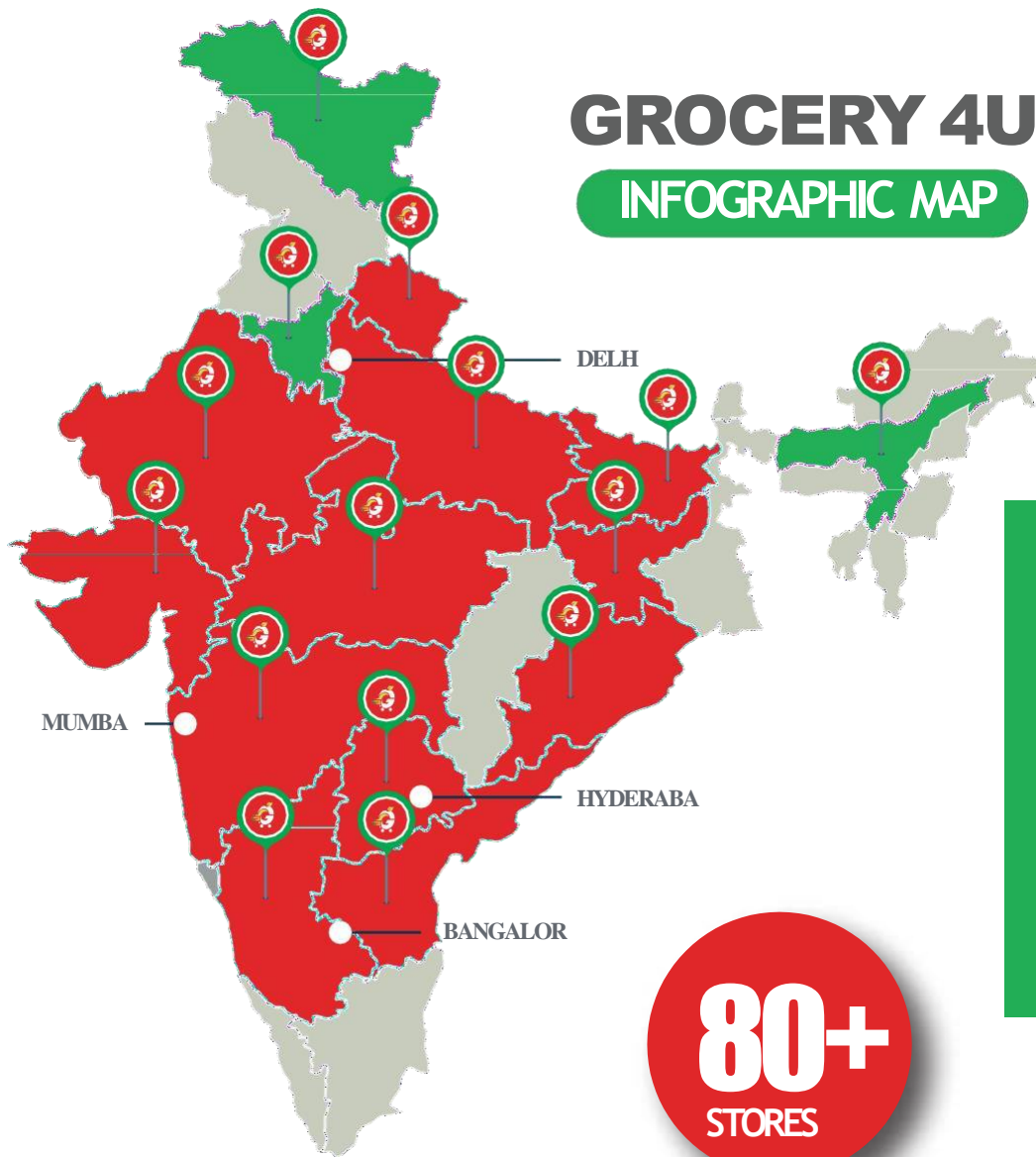
## **ABOUT US**

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.

## **OUR VISION**

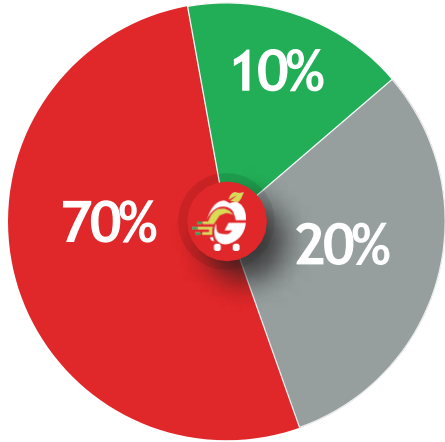
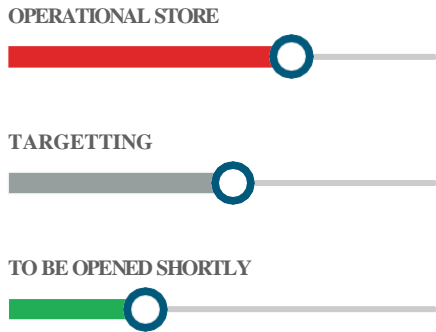
Our vision is to provide an eclectic array of product in a single store, that will accentuate the customer experience. We aim at forming a bespoke offer in meeting your needs with our versatile online portal. Not just by saving time in the ever changing weather, we would love you to swap the long tiring queues in the heat and grim to a simple button at the comfort of your cozy home. While you order, we deliver.



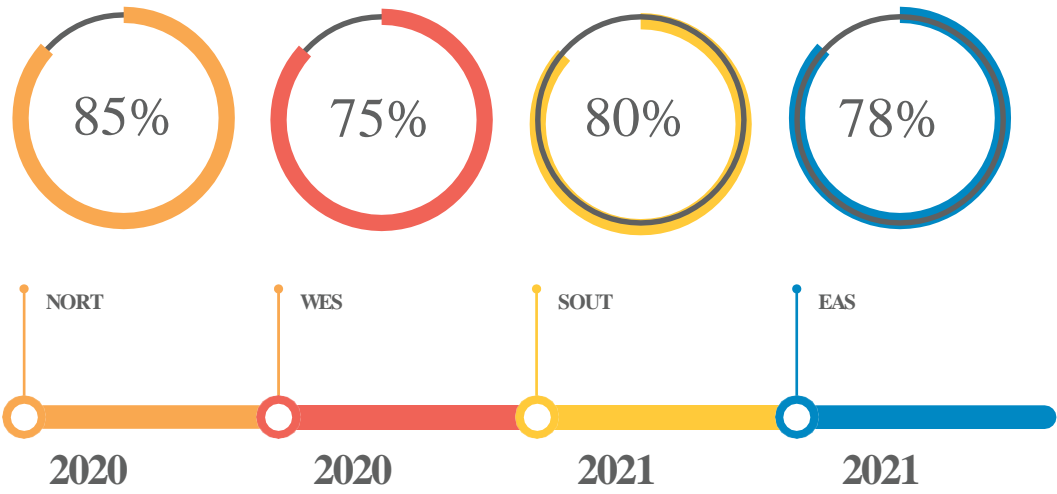
## ACHIEVEMENT

In a span of 36 months we have 80+ 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 years we have redefined the concept of supermarkets with affordability, convenience and savings even in cities and towns far away from the metropolis.

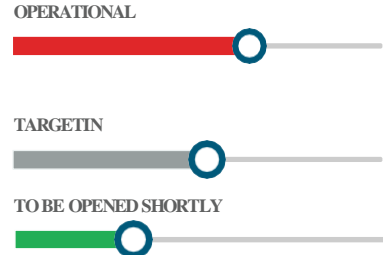
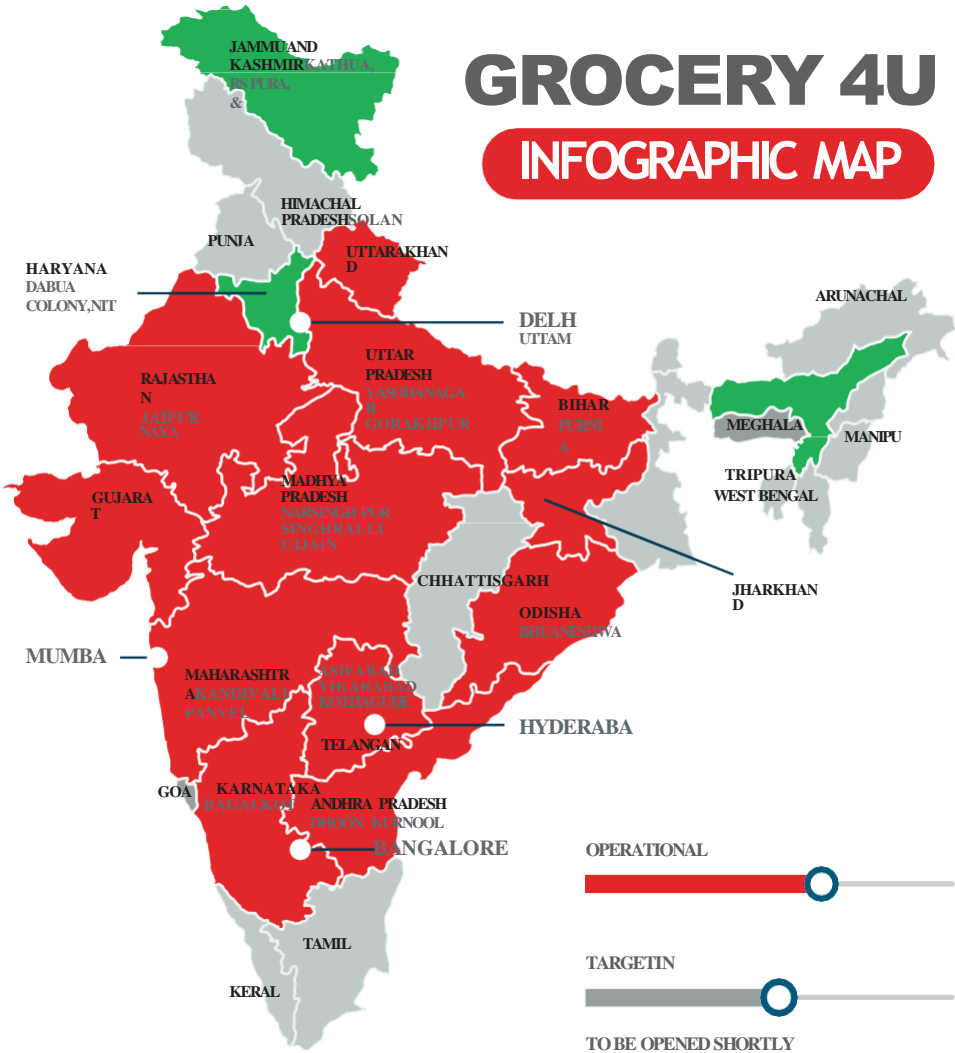
## STATE COVERAGE



## FRANCHISE SUCCESS RATE



## GROCERY 4U INFOGRAPHIC MAP





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 association 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**

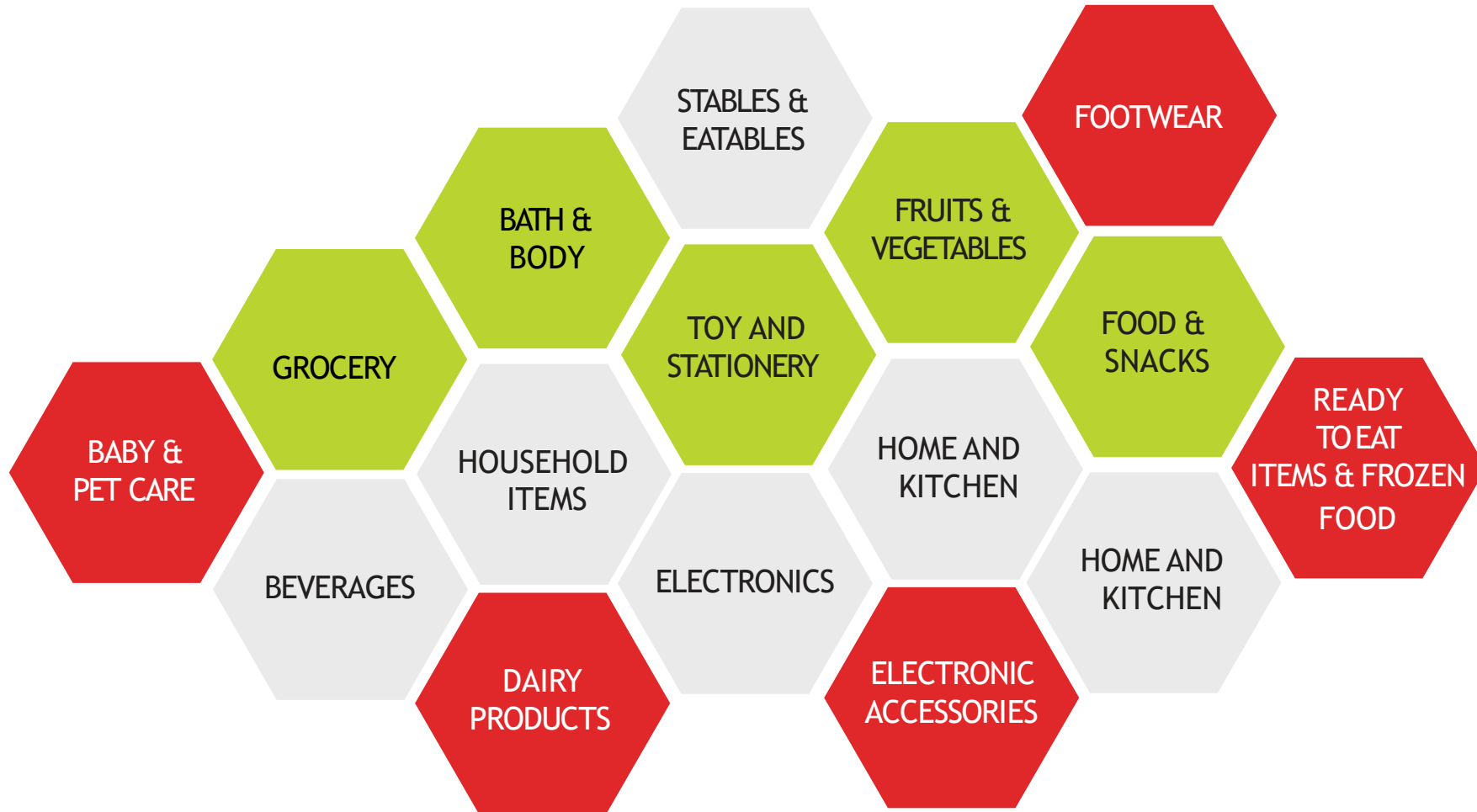
Na na karte kharid liye...  
An offer you just cannot refuse.

# WAREHOUSE

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

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



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



# 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 work together and grow together

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# INTERIOR PROCEDURE

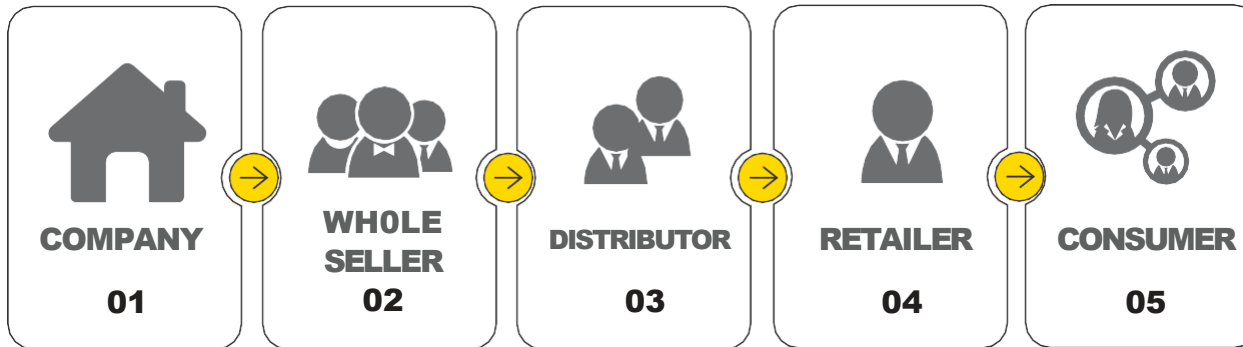


# PURCHASE PROCEDURE

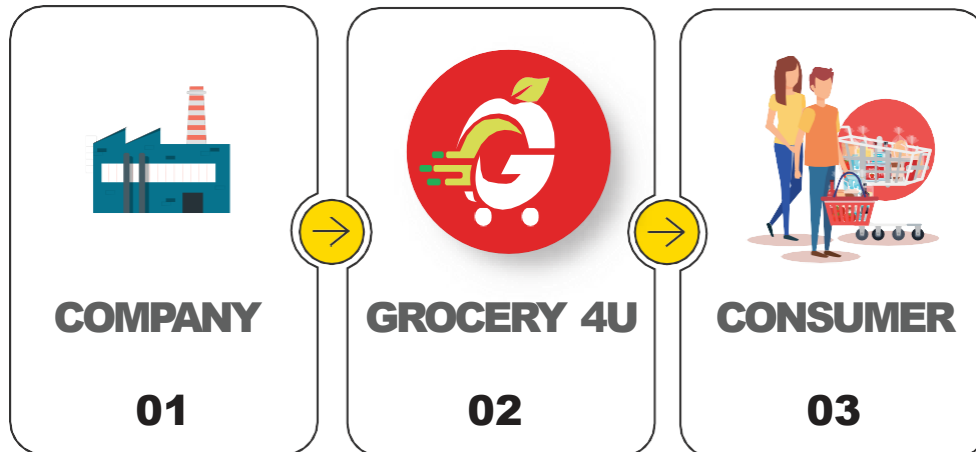




## OTHER COMPANY



## 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 fitting, 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.+ GST
Software Fee	Rs. 55,000/- per logins
Product Cost (Minimum Order)	Rs. 1500/- per sqft approx
Interior According To Company's Layout	Rs. 1200/- per sqft 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, Pamphlets, Support Hoardings, Social Media Ad, Staff Training, T-shirt, Cap,

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

Total Income of Supermarket Store

**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

Supermarket is mega store retail chain of grocery 4U in India. All the product related to lifestyle, human basic need, personal care, home care are available here in this market.

**BEAR BY FRANCHISE**

Area/size	1000 sqft to 10000 sqft
Franchise Fee	Rs. 2,75,000/- + 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 Rs.50/- per sqft 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.

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## 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

# Franchise FOCO Model

OUTLET STORES

- 1. PRODUCT** Grocery, Bakery, Stationery, Toys, Books and Magazine, Personal Care, Beverages, Fruit and Vegetable, Frozen Food and Ice Cream, Tobacco, Travel Solutions and More..
- 2. COMPANY SUPPORT\*** TV Advertisement, News Paper Ad, Radio, Pamphlets, Support Hoardings, Social Media Ad, Staff Training, T-shirt, Cap.
- 3. INCOME \*** Approximate Rs. 2 to 8 Lac Per Month





# Grocery 4U

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/- per sqft
Franchise Fee	Rs.4,50,000 + GST
Software Fee	Rs. 55000/- per login ( min required login -2)
Agreement Time And Lock In Time	5 Years / 3 Years

## Franchise WAREHOUSE Model



**GROCERY4U  
WAREHOUSE MODEL  
WAREHOUSE 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

**FRANCHISE  
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 as per franchise requirement.

**COMPANY SUPPORT :**

- 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. 50 lakhs

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



# OUR MOTIVE



- 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

**“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**

# **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



THAN  
K  
YOU

Subscribe



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