

# arezzo

Watch Gallery - National Distributor of TWC Groupe-France

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

## Franchise Prospectus— April 2011

Grow With Us

# The Brands

	Segment	Price Range
	Ladies—All ages	Rs 5500/- to Rs 28,000/-
	Ladies and Men —All ages	Rs 5500/- to Rs 20,000/-
	Ladies—All Ages	Rs 5000/- to Rs 12,000/-
	Unisex —Young	Rs 4000/- to Rs 18,000/-
	Unisex—All ages	Rs 5000/- to Rs 20,000/-
	Ladies and Men—All ages	Rs 8000/- to Rs 25,000/-
	Young girls	Rs 2500/- to Rs 15,000/-
	Kids and Teenagers	Rs 2500/- to Rs 4000/-

# The Services



## Interior and fittings:

AREZZO provides a classy interior with superior ambience for a truly International shopping experience. The elegant modular displays with built in LED lighting enhances the product. The facilities include CCTV cameras, music system, computer system and lighted posters. The Billing is direct.



## Training:

AREZZO provides professional training and seminars for Shop Manager, Watch Technician and Sales executives to enable your business to run proficiently and efficiently from the start



## Operations Manual:

AREZZO provides a comprehensive operations manual for the management and the employees. A professional approach relieves you of complications and saves time in running your business with the best global trade practices



## Marketing Support:

AREZZO has a huge potential with the continuous Ad campaigns it runs for the major brands that feature in the Leading Dailies and Magazines across the country. As a franchise partner, you are listed in all the Advertisements. AREZZO also support your local marketing and promotions.



## Warranty:

All watches comes with the International warranty of 2 years. All defective watches with the warranty period will either be repaired or replaced at no additional cost.

# The Requirements

**Location:**

AREZZO requires you to be in a posh location. The minimum shop area required is 500 sq ft.

**Exclusivity:**

AREZZO will ensure that you have an exclusive territory whether it is a Mall or a market. AREZZO requires that you carry only the exclusive brands of AREZZO.

**Maintain standard:**

AREZZO requires that its various standards of presentation, interior quality, ambience, cleanliness and tidiness are adhered to at all times. The employee presentation and grading must also be maintained.

# The Responsibilities of Franchisee

As an Independent Business owner and partner, Arezzo reminds you of your primary responsibilities that includes the following:

- Management
- Stock Accountability
- Recruitment
- Maintain Books of Accounts
- Software and IT services
- Re-order sold inventory (maintain minimum stocks)
- Local Promotions
- File Statutory Returns
- Security
- Maintenance
- Pay your taxes
- Employee welfare and motivation
- Follow AREZZO standards and operational procedures

All the above areas will be covered under Operational Manual

# The Financials

Investment:	Rate / Assumption	Total (For 500 sq ft shop)
Shop Interior and Fittings	Rs. 2000/- per sq ft.	Rs 10,00,000/-
Advance Shop Rent	Rs 300/- per sq ft. per month	Rs 4,50,000/- (3 months advance)
Stocks	25 models/ 50 units per brand	Rs 20,00,000/- (At Purchase Cost)
<b>Total Investment</b>		<b>Rs 34,50,000/-</b>
<b>Annual Projected Sales</b>	About 170 units per month	Rs 200,00,000/-
<b>Annual Projected Expenses:</b>		
Operating Expenses		Rs 12,00,000/-
Salary	2 employees	Rs 6,00,000/-
Rent		Rs 36,00,000/-
<b>Total Expenses</b>		<b>Rs 54,00,000/-</b>
<b>Gross Profit</b>	35% Margin	Rs 70,00,000/-
<b>Net Profit before Tax</b>		<b>Rs 16,00,000/-</b>
<b>Return on Investment</b>		<b>46 %</b>

**No royalties and franchise fee**

The above figures are just an example and are subjected to footfalls, rents, salary levels, years in business etc.

The MPR and the Dealer Margin is inclusive of all taxes. AREZZO bears the tax on the Sales

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## The Customer Application

**Customer Type**

Company  Individual

**Customer Name**

**State / Territory**

**Type of Org.**

Proprietorship  Partnership  Pvt Limited  Public  Other

**Primary Contact**

Name: \_\_\_\_\_ Designation: \_\_\_\_\_

Mobile: \_\_\_\_\_ Tel: \_\_\_\_\_ Email: \_\_\_\_\_

**Purchase Contact**

Name: \_\_\_\_\_ Designation: \_\_\_\_\_

Same as Above

Mobile: \_\_\_\_\_ Tel: \_\_\_\_\_ Email: \_\_\_\_\_

**Accounts Contact**

Name: \_\_\_\_\_ Designation: \_\_\_\_\_

Same as Above

Mobile: \_\_\_\_\_ Tel: \_\_\_\_\_ Email: \_\_\_\_\_

**Shipping Address**

**Billing Address**

**VAT Reg. No.**

**Pan No.**

**CST No.**

**Other Brands**

Name: \_\_\_\_\_ Designation: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_