

VIROB FRANCHISEE PROPOSAL

VIR-O-B (VIRTUAL ONLINE BUSINESS)





A MASTER LIST OF
FMCG PRODUCTS
WITH TOP COMPANIES OF INDIA



VIROB STORES

- ▶ **Department Stores (Investment Starts from ₹ 20 Lacs)**
 - ▶ Electronic Appliances, Apparels, Jewellery, Toiletries, Cosmetics, Footwear, Sportswear, Toys, Books, CDs, DVDs
- ▶ **Discount Stores (Investment Starts from ₹ 10 Lacs)**
 - ▶ The discount stores offer a limited range and the quality in certain cases might be a little inferior as compared to the department stores. Almost same as department store but at a cheaper price.
- ▶ **Supermarket (Investment Starts from ₹ 25 Lacs)**
 - ▶ A supermarket is an advanced form of the small grocery stores and caters to the household needs of the consumer.
- ▶ **Warehouse Stores – For online shopping (Investment Starts from ₹ 50 Lacs)**
 - ▶ A retail format which sells limited stock in bulk at a discounted rate is called as warehouse store. Warehouse stores do not bother much about the interiors of the store and the products are not properly displayed.

VIROB STORES

- ▶ **Mom and Pop Stores -Kirana Store**
 - ▶ Mom and Pop stores are the small stores investment starts from ₹ 1 Lac.
- ▶ **Specialty Stores (Investment starts from ₹ 5 Lacs)**
 - ▶ Specialty store would specialize in a particular product and would not sell anything else apart from the specific range. A specialty store could be an auto parts store, electrical accessories store, cell phone shop, computer store, clothing store, home furnishing store, etc.,
- ▶ **E-Tailers - Electronic Retailing (Investment Starts from 1 Lac)**
 - ▶ A retailer selling goods via electronic transactions on the Internet.

Franchisee Fees – 5% on the total investment of Inventory

FRANCHISEE

▶ Your Responsibility as a Master Franchise

- ▶ As Master Franchise of VIROB, you would be responsible for the Franchise and Store Development, Franchise and Store Operations Support of the territory assigned to you.

▶ Qualities We are Looking For

- ▶ To Qualify as a Master Franchise, it is essential for you to demonstrate the ability to Analyze & understand the Business potential in the territory for VIROB Business Model. The Master Franchise applicant must have excellent contacts in the territory to partner with Vendors, Investors and marketing professionals who aspire to get in to the lucrative e-Commerce industry.

▶ Rewards

- ▶ Revenue sharing

FRANCHISEE TYPES

▶ State Franchisee

- ▶ Investment starts from ₹ 1,50,000 to ₹ 30,00,000
- ▶ Exclusive Right.
- ▶ Appoint District and City Franchisees, Virob Stores/Outlets.

▶ District Franchisee

- ▶ Investment starts from ₹ 25,000 to ₹ 5,00,000
- ▶ Exclusive Right.
- ▶ Appoint City Franchisees, Virob Stores/Outlets.

▶ City Franchisee

- ▶ Investment starts from ₹ 5,000 to ₹ 50,000
- ▶ Non-exclusive Right
- ▶ Appoint Virob Stores/Outlets, get orders and delivery for online store, training space for leaders.

We are looking for committed, honest and passionate partners who align with our company's vision and mission.

You must have:

- Passion for Business
- Passion for introducing programs on e-Commerce.
- Commitment to offer Quality training and hence contribute to the growth of the country
- Reasonably sound financial resources
- If you possess these qualities you too can be a part of VIROB family

Site Specification:

- To start a VIROB center you will require:
 - A minimum of 300 sq.feet carpet area with parking facility in a good commercial locality.
 - Good frontage
 - Good accessibility
 - Reasonable rental
 - Own premise/ on agreement for minimum 3 years

SELL IN 4
SIMPLE STEPS



BE YOUR
OWN BOSS OF YOUR
ONLINE STORE
WITH ALMOST
NO INVESTMENT
JUST IN
10 MINUTES



**START YOUR OWN
ONLINE BUSINESS**

FOR PASSIVE INCOME & HIGH, DAILY COMMISSIONS

**THANK
YOU!**

