From
Kutch to Kolkata....
Kashmir to Kerala....
We Salute
HOME
COOKING
JOIN THE MOVEMENT
RasoiSHOP.com
India's First Virtual Kitchen Mega Mall

We are setting up E-Commerce enabled RasoiShop Retail Outlets (**RSRO)** at Taluka Level Towns/Cities all over India. We invite **Young Enthusiastic Entrepreneurs** in following cities to join us in this booming business

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RasoiShop – Core Idea

India's First Virtual Kitchen Mega Mall

RasoiShop – Core Idea

Home Cooking has deep emotional and cultural bonding in India

VISION:

To be India's first Omni-Channel Retail Destination for Branded Kitchen Merchandise by offering Verified Quality products at Honest Prices and build a Community of buyers interested in **Home Cooking.**

APPLIANCES | BAKE&COOK | DINNERWARE&STORAGE | KITCHENTOOLS | KITCHENDECOR | COOKBOOKS

RasoiShop – Core Idea

"The demand for kitchen merchandise in the country is expected to continue growing on account of expanding base of middle class and affluent consumers, increasing working population and improving consumer lifestyle. India has a large base of young consumers who form majority of the workforce and hardly find time for traditional cooking due to their busy schedules, thereby creating huge demand for kitchen merchandise that facilitate easy and quick cooking."

*Published in Research: '**India Kitchen Appliances Market Forecast and Opportunities, 2019**'*

An average of 25% CAGR expected in the Kitchen Industry up to 2020 is due to a **Basic Need** –
'Cooking with the right products and tools which can make meals easier, tastier and more exciting'

Scope of Alliance

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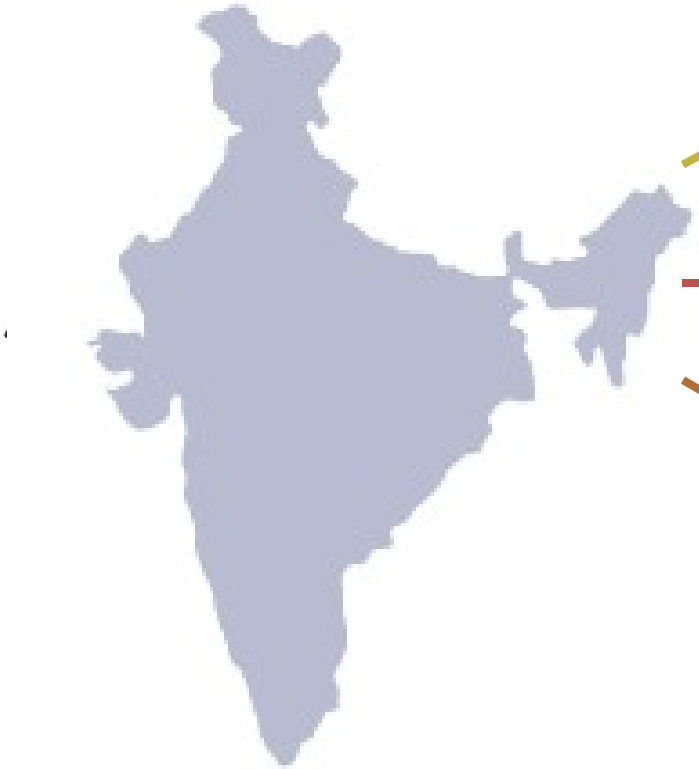
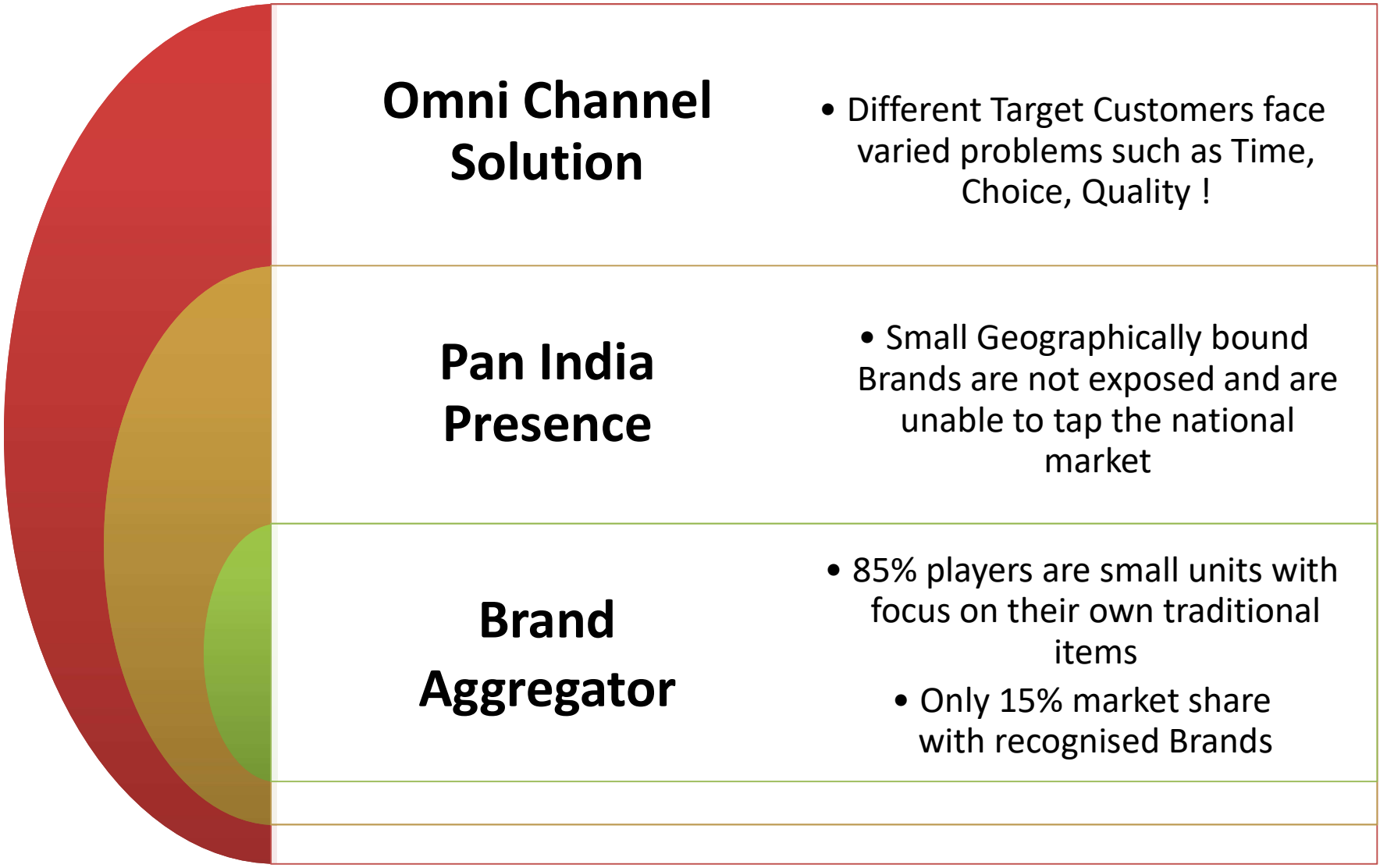
Opportunities Galore!



RECESSION PROOF

- Most Under penetrated Space in Indian Homes
- ₹ 2,000 Billion Industry in India
- Weak Physical Distribution Channels

Huge opportunity in a 'Recession proof' Industry!



RasoiSHOP.com
India's First Virtual Kitchen Mega Mall

India's First & Only Kitchen Specific Omni Channel Platform
25 Years of Domain Knowledge gives Competitive Advantage

₹ 1,500 Billion Electric Kitchen Appliances Market
₹ 500 Billion Non-Electric Kitchen Appliances Market
Total Market Size for RasoiShop - ₹ 2,00,000 Crore

The Brand Aggregator

More Brands in the pipeline…..

‘Validated’ Years of experience!

Rasoi SHOP.com
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Manufacturing

Import-Export

Branding

Marketing

SOFTEL
GREAT KITCHEN CONCEPTS

- Sold over 2 Million Innovative Kitchen Appliances
- Currently Importing from six factories in China
- OEM to Philips, Prestige, Sumeet amongst others
- Roped in Celebrity Chef Sanjeev Kapoor as Brand Ambassador

Our Team is 'YOU' +

Abhishek Jain

- BE (Mech) from BITS and PGDM(15-17) from IIM Kozhikode
- Floated the idea of venturing into Omni channel retailing for Kitchen Merchandise

Maitreyi Jain

- Chartered Accountant and a Commerce graduate from Christ University, Bangalore
- Floated the idea of taking the family business of manufacturing kitchen appliances online

Anilkumar Jain (Mentor)

- BE(Mech) Gold Medalist from MSU Baroda and PGDM (82-84) from IIM Bangalore
- First generation Entrepreneur - a manufacturing venture- SOFTEL MACHINES LTD- to make innovative Kitchen appliances of world class in 1991

With **RasoiShop**, you are in business FOR yourself, but NOT by yourself !

But, it is not like any other self-start business! Becoming RasoiShop Outlet you are able to focus on promoting RasoiShop products, growing your business, and enjoying your life

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RasoiShop's Retail Outlet focused services

Respective Roles

Support from RasoiShop

- RasoiShop will spend for publicity of the platform thru various media
- If the shop is not furnished, will provide guidance and drawing to make furniture locally by the outlet owner
- The outlets will be provided a RasoiShop sign board to display
- Product research and development
- Merchandise selection, procurement/import, stock management at company level to meet the growing demand
- Developing and evolving business plans and marketing strategies
- After sales service of the products in coordination with associated Brands
- RasoiShop will conduct periodical training and skill development events
- The company website www.RasoiShop.com will be constantly updated with product details and offers
- The retail outlets will be listed on our website to help the customers locate them
- The products supplied to the outlets will be freight paid and tax paid
- Warranty on products will be extended in coordination with respective member Brands
- Company Call Center executives will be available for answering queries

India's First Virtual Kitchen Mega Mall

Respective Roles

Requirements/Rules to be observed by RSRO

- Fully furnished showroom of minimum. 300 - 500sq.ft. in main market area
- **Rs.** 25 Lakhs investment in stocks
- Investment value must be maintained at all times as part of the team commitment
- Required manpower to manage the outlet
- Proper display of RasoiShop.com fascia at shop front
- Products presentation and demonstration to customers
- Display of all promotional /advertisement materials provided by RasoiShop.com
- Reporting of sales data to the company daily at end of the day thru software panel and email
- Should not deal directly with the Brands/Companies/Distributors or Agents offered thru RasoiShop.com
- Shall not use false, misleading, deceptive or unfair sales practices
- To ensure that customers are satisfied with service and receptiveness
- Not to create any unapproved or illegal websites that will tarnish the image of RasoiShop
- Not to misrepresent RasoiShop business in any way
- Retail outlets can utilize the Door Delivery opportunity to sell more
- Retail outlets can take part in exhibitions organized by local bodies in their area to enhance sales
- Retail outlets can organize portable kiosks near busy shopping malls, society entrance, main bazaar etc to trap the business
- Conduct events like cookery competition/ Initiatives in respective areas as designed/advised by Company
- Explore Institutional business opportunity and promotion as bulk gifting in their territory
- Have to put maximum personal efforts in marketing and leadership skills
- Have to participate in training and skill development programs arranged by the company

Marketing Strategy for Expansion

(Methodology for developing the strategy for business development)

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Unique Customer Acquisition Strategy

RasoiShop reaches out to buyers through its highly successful media solutions. DAILY

TV

Have Long Term contracts with leading relevant channels to run the informercials.

Print

Reaches out to buyers through News Paper and Magazine Ads effectively.

Website

Have a ecommerce enabled website with complete product and company informations

Social Media

Making effective use of social media to enhance the sales and promotion of products

Catalogue/CRM

Printing and distributing periodical catalogues sharing information of products and brands

Events

Design and Execution of Cooking related Events at each Stores to raise sales

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Never seen before Opportunity!

Usually Franchisees only get sales through their efforts!

But a RasoiShop Franchisee will not only generate Walk in Sales from our Wide Range of products but also be supported by marketing efforts and above all - **The orders received by TV, Website, Social Media, Newspapers and Catalogue marketing will be forwarded to Franchisee to boost sales !**

Major strategic advantage in Franchisee ownership

Our Aim: To give our franchisee owners actual SALES support

RasoiSHOP.com
India's First Virtual Kitchen Mega Mall

FlowChart

TV — WEB — STORES — PRINT — CAT.

SUPPORT

Marketing

Accounts

Admin.

Call Center

Orders

Logistics

Franchisee

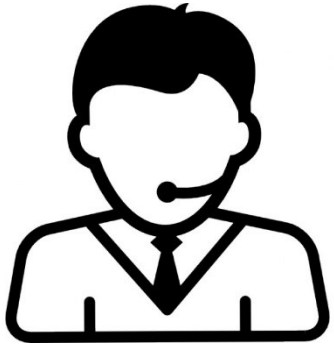
Customers

Our Bank

Franchisee

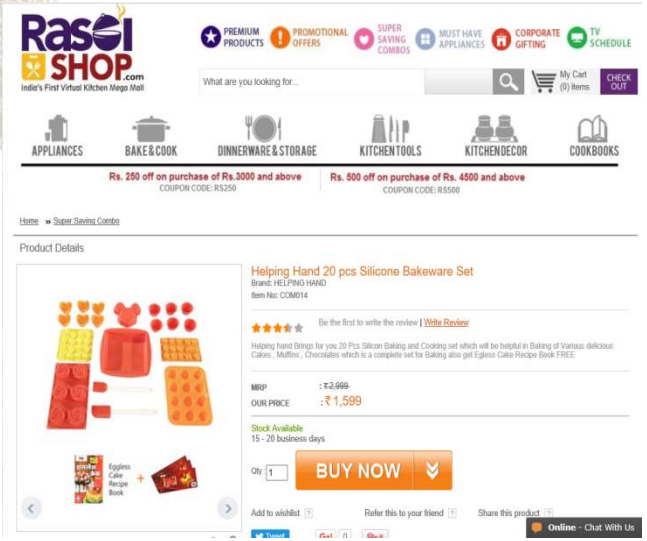
Walk In Sales

Direct Response Through TV



Long term Contracts with Leading TV Networks → Product films produced for TV → Toll Free Numbers + 200 Line Call Center

Website



35+ Brands Listed on Website

1000+ SKUs listed

Blog by Homemakers and Celebrity Chefs

Super Saving Offers & Newsletters constantly updated

8000+ Registered Customers exclusively on Website

Print Media

THE TIMES OF INDIA

દિવ્ય ભાસ્કર

ગુજરાત સમાચાર

સંદેશ

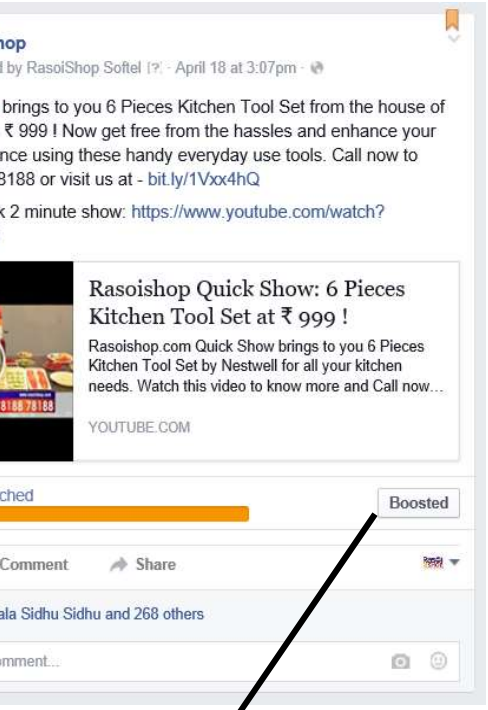
પંજાબ કેસરી

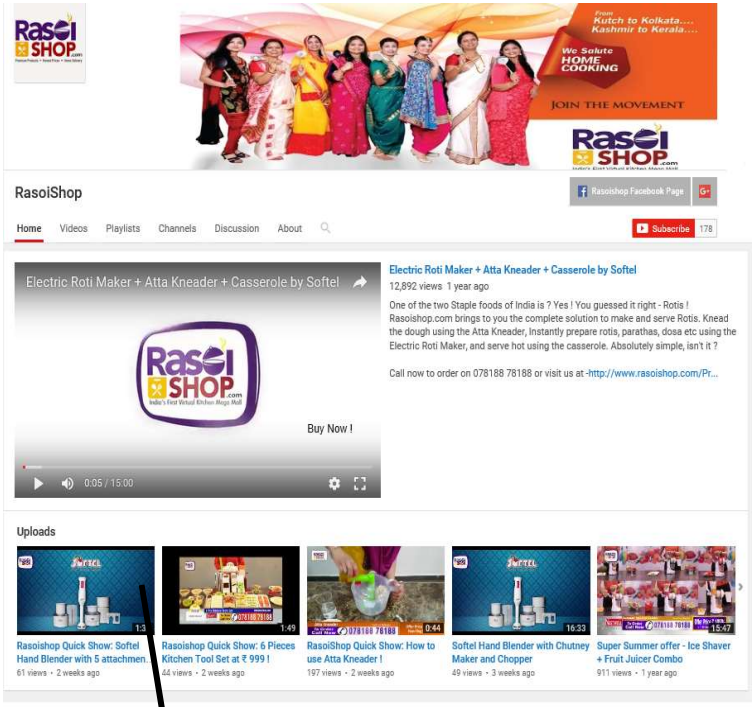
राजस्थान पत्रिका

We at RasoiShop understand that a substantial amount of Walk in Sales are driven by advertisements in regional newspapers

Thus RasoiShop has tie ups with all the Major Gujarati dailies –

Frequently updated offers and branding is done through this channel to drive sales





Intensive Campaigns run on all platforms

RasoiShop Quick Show - 2 minute Videos

Tracking Social Media for Leads and Sales

Catalogue Marketing

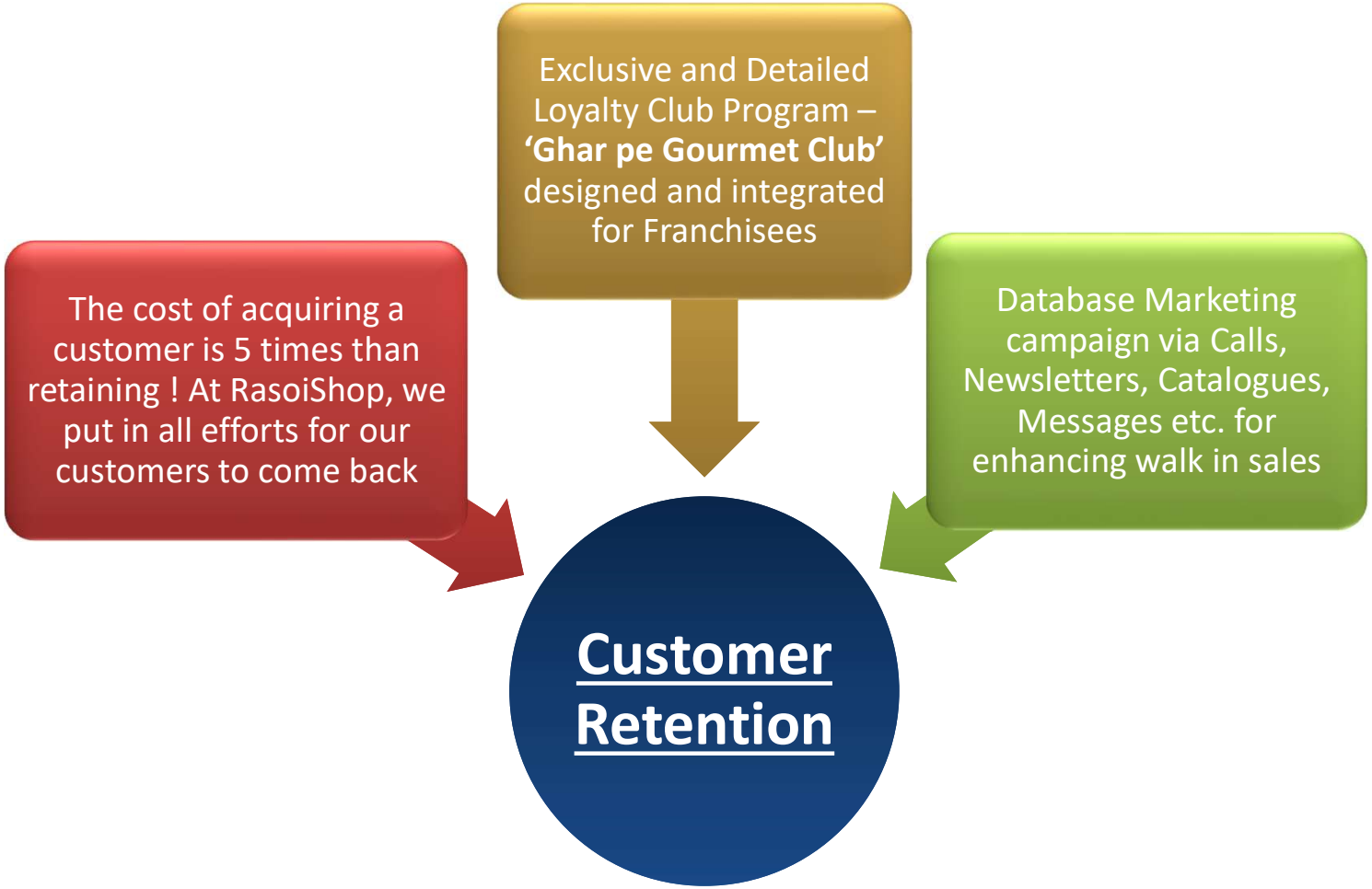
Hardback Master Catalogues will be provided to all franchisees for display and internal use

Paperback Monthly Catalogue will be published and distributed to franchisee to be given with every customer purchase

Events & Lead Generation

ROs have to participate in training and skill development programs arranged by RasoiShop

Customer is driving force of our business!
High focus on Retention



Building a Community

Food is directly related to Love, Health and well being of the Person. We need to engage with consumer so that they come back to us to seek answers to questions which arise in this space.
All Religion/Spiritual Gurus talk about paying attention to what you eat. So much body of ancient and modern knowledge is available for sharing.

- We wish to create community: Pride of Home Cooking
- Use it to create Network of Housewives interested in doing sales and earn an extra income
- Invest in an Interactive Website and App which can make sticky contents available by Experts/Common housewives to get repetitive traffic with traction in Revenue

The way ahead!

By 2020, the first thing that a Billion Indians think when they talk Kitchen Shopping should be – **RasoiShop !**

- Tied up with popular Cook Book author Mrs Nita Mehta for promoting "Cook at Home" notion
- Launch cooking classes for young target audience who aren't familiar with cooking
- Collaborate with famous Bloggers/Chefs to host Online/Offline Events
- Already conceptualized with Celebrity Chef Heena Gautam and Mrs Archana Doshi of 'Archana's Kitchen' fame.

Join & Grow

(Calling Young Entrepreneurs to join as Business Partners)

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Retail Outlet Evaluation process

- ✓ Those who already own a shop but do not have a viable business idea.
- ✓ Father looking for a business for his son
- ✓ Young educated boy wanting to prove himself
- ✓ A soon to retire or retired Govt. executive
- ✓ Any person wanting a decent No Risk activity are the right target.
- ✓ All of the investors shall be evaluated on 3 most critical parameters, based on the relative score selection; Franchisees shall be awarded.

Retail Outlet Evaluation Matrix

STRATEGIC LOCATION

- Shop of Min.300 to 500 square feet.
- High visibility
- Ideal Location
- Also, how strategic is the association with this partner i.e. his business strength, existing capacities etc.

FINANCIAL CAPABILITY

- Ability of the Outlet to invest funds for the outlet set up & overall healthy operations
- Franchisee's anticipated RoI; as it indicates his patience level
- We feel, it is important but NOT the most critical point as the business model is not heavy on investment

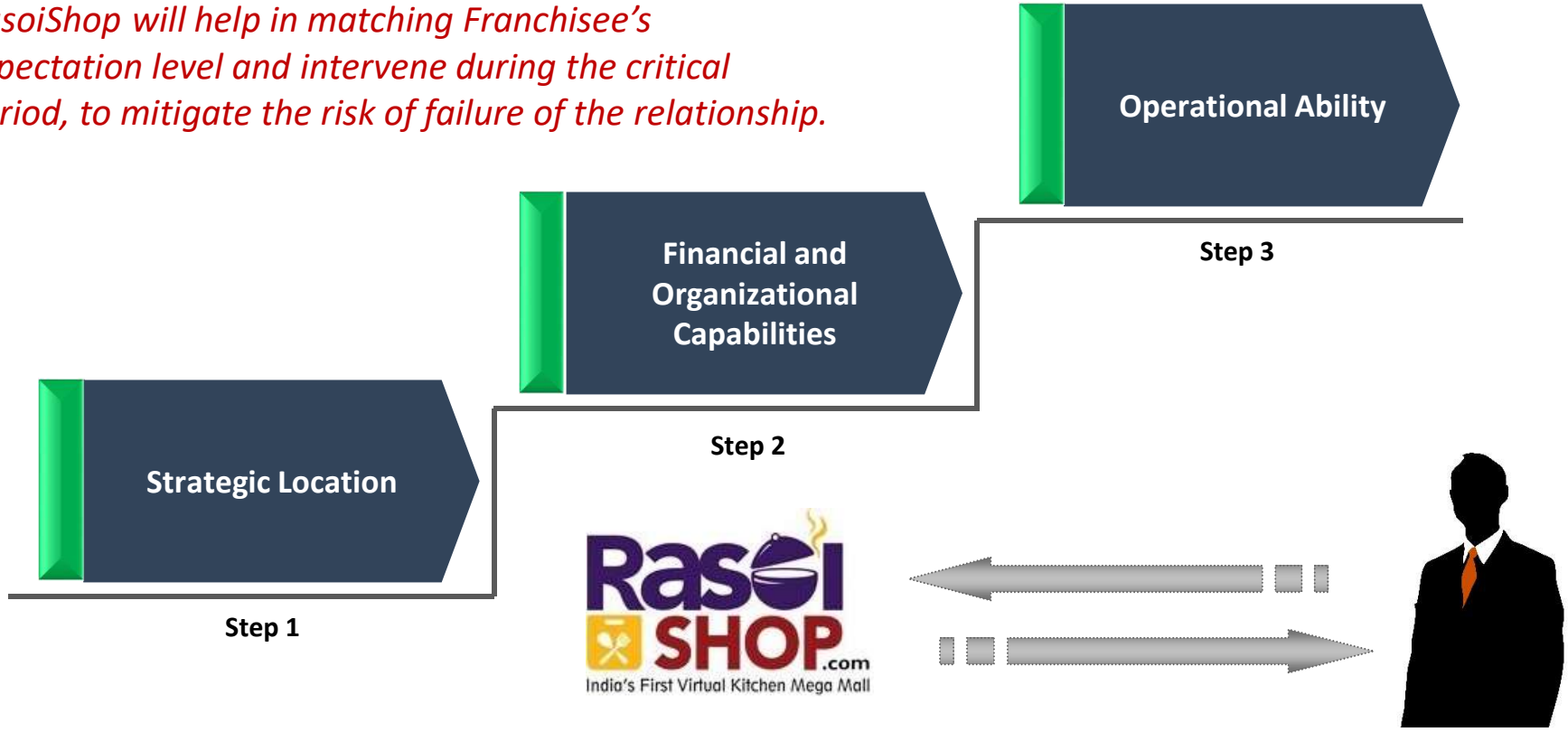
OPERATIONAL ABILITY

- Primarily a assessment of the Outlet to develop the market for the brand
- Managerial bandwidth, Return on Money & time
- Willingness to work with franchisor guidelines
- Less operational capability can be managed by the company thus 3rd in the priority list

Recruiting the Franchisee

RasoiShop provides a structured training and on-boarding strategy to ensure seamless integration of Franchisee into the network

RasoiShop will help in matching Franchisee's expectation level and intervene during the critical period, to mitigate the risk of failure of the relationship.



RasoiShop has a dedicated Marketing team with expertise in developing Franchising relations with best interest of both parties

Rasoishop – Partner Opportunity

Low Investment

INR 25 Lakhs in Stock

Minimal Area

300 – 500 Sq.Ft. Shop area

Low Overheads

1 sales person + 1 helper

High Returns

12 months payback on Capex!

Established Promoters

Promoted by **Softel**, a 25 year old Trusted Brand

Unique Grooming Strategy

No cost yearlong, high quality training support to ensure success

Desirable Franchisee Profile(1/3)

No	Parameter	Description	Desirable Profile
1	Ability to run the business	The amount of value addition that the perspective franchisee needs to do to run the proposed business Could be in terms of retail, experience background, financial resources etc.	Value addition critically required & thus the person is ready to operate the business
2	Willingness	Willingness to devote time/resources to this business.	Somebody who sees this as a addition to his existing profile so he/she can develop his/her business
3	Under utilized facility	Any existing under utilized facility on a high residential location	The investor should have interest and trust in the new business

Desirable Franchisee Profile(2/3)

No	Parameter	Description	Desirable Profile
4	Quality of Delivery	The business proposition both the backend as well as front end requires high knowledge and networking. The franchise is a front end point for the customers, therefore last leg service critical	Very important to have a highly integrated and committed franchisee
5	Customer Service	Important part of the business is recurring revenue that will come from repeat business, synergistic business. High in this case as once the customer is acquired and win over his trust, he is certainly going to bring word of mouth	Very important to maintain healthy relations
6	Capital Resource	The person would need to invest in the business initially & revenues would come in after the gestation period However, in this we are hopeful of low gestation business as the industry is in real need of professional services	Still we would recommend a franchisee who would have sufficient back up so he/she is not desperate & thus can sustain during gestation

Desirable Franchisee Profile(3/3)

No	Parameter	Description	Desirable Profile
7	Vision	Having a long term vision is good for both franchisee & franchisor as then one can depend on other for support	Medium to long term vision & not the one for making quick bucks & exit
8	Comfort level with Franchisor	The franchisee should be comfortable with the franchisor as in this format, the franchisee has little control over stores, company database strategy etc. & is determined by the franchisor	The franchisee should be able to adapt to the business line as then it would ease the business proposition between the two parties

Rasoishop Recommendations(1/2)

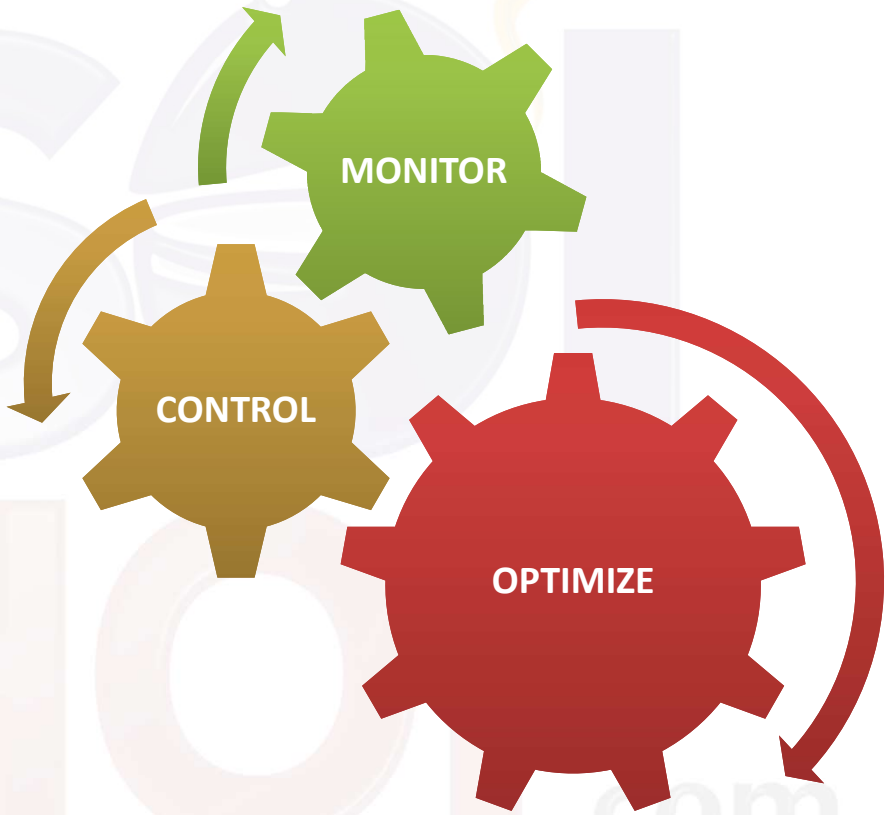
Area	• 300 -700 sq ft . •Interiors' specification to be provided by RasoiShop.
Total Investment	•INR 25 Lakhs including Initial Stock •Renovation and business establishment expenses at actual
Brand Penetration	•Focused marketing efforts needs to channeled to drive sales. 1 % of the gross revenues will be utilized each for local marketing
Franchise Fee	• No Franchise fee is being charged to ease the business proposition for franchisee.
Marketing Collaterals	•To be provided by the franchisor on cost basis, brand guidelines will also be provided..

Rasoishop Recommendations(2/2)

Signage	Signage handling and installation guidelines will be provided by RasoiShop to the franchisee and the franchise development manager will make sure they are installed correctly before the commencement of operations of an outlet
Advertising Support	The connections through TV, Newspapers, Radio, Magazines and Journals will be extended to the franchisee. Cost for the same will be utilized from the Local marketing fund
Training support	Participation of all the franchisees training programs specially designed for RasoiShop by Leading Training Consultants .This will be a compulsory to attend for franchisee head or senior member of the franchisee team. There will be no participation Fee.
Agreement Period	3 Years (Lock-in period 1.5 years)

Unique Franchise Grooming Strategy

- Establishing the Business
- Shop Branding
- Training Personnel
- Standard operating procedures
- Suggested sales practices
- Customer Relationship policies
- Reporting requirements and procedures
- Auditing Procedures
- Sales | Inventory | Accounting
- Inventory Management
- Following Ethics code
- Problem Solving



We have professional experts to groom Franchisee
by continuous Training & Implementation Support

What Value we create !

Thank You!

RasoiShop Ventures (P) Ltd.

REGISTERED OFFICE

SURVEY NO. 320,
VILLAGE YASODHADHAM (NANI CHIRAI)
NH 8A, TAL. BHACHAU,
DIST. KUTCH

CORPORATE OFFICE

PLOT NO.69,
SECTOR 1/A
GANDHIDHAM
KUTCH, 370201

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