

BHIMSARIA'S

# SIESTO

S Y S T E M S



**ATTRACTIVE MARGINS & COMMISSIONS**



**COMPLETE OPERATIONAL SUPPORT**



**HIGLY INNOVATIVE PRODUCTS**



# SUB FRANCHISEE

INETERIOR-EXTERIOR SOLUTIONS | FENESTRATION SOLUTIONS | FAVS | OTHER PRODUCT RANGE

## SUB- FRANCHISEE

SUB- franchisee will have rights and authorities to sell any 1 or more product in city/Town of operation. They will buy their products through Master Franchisee. All services related to installation and after sales will be Master Franchisee's responsibility and authority. SUB-FRANCHISEE's have to just concentrate on sale of goods through their sources.

## RESPONSIBILITIES OF SUB-FRANCHISEE

- ② Selling, promoting and explaining about Products to walk in / target clients.
- ② Maintaining good relation (PR) with Architects and Interiors with who they have good contacts in coordination with Siesto and Master Franchisee.
- ② Assuring touch and feel for major products for better customer experience
- ② Lead management and sales follow up
- ② Builders and projects liasioning and order pitching
- ② Local government liasioning and order processing
- ② Maintaining sales team is not a compulsion, but for better results sales promoters will
- ② be helpful.

## AUTHORITIES OF SUB-FRANCHISEE

- ② Rights to sell product assigned to your Sub franchise.
- ② Margins in product sales as per norms
- ② All sales of Sub / Unit /Business Associates of region to be routed through Master Franchise
- ② Display centre for products finalized.
- ② As and when require visit to project site with sales team of Master or company
- ② Screen printing of Name and Address on assigned area on brouchers of the company
- ② Joint branding visiting card.
- ② Accesses to Sales of full range of products.

## PRODUCT RANGE OF SUB FRANCHISEE

### INTERIOR- EXTERIOR SOLUTIONS

- ② WPC based product which can fulfill any interior and exteriors designing and beautification needs like wall panels, cladding, decking, fencing, pergolas, false ceiling etc etc.
- ② PVC Based Products for wall paneling, moulding etc
- ② Wood based products like wall paneling, beading, skirting, architraves etc

### FENESTRATION SOLUTIONS (doors, windows, ventilators, partitions etc)

- ② Wooden doors, windows, partitions, both traditions type and modern type. Ready to fit wooden door system including frame panel with hardware.
- ② uPVC doors. Windows, partition, ventilator, etc complete range in multiple color, price, type to meet all architectural requirements.
- ② Aluminium doors windows, partition etc in various range and type.
- ② Pvc toilet doors & STEEL MAIN DOORS.
- ② Glass work for bath cubicles, partitions, doors, etc.

### OTHER PRODUCT RANGE

- ② Invisible grill – modern day multi storey building requirement for various purposes.
- ② Pu foam Silicon – Various construction work requirement.
- ② Hardware and accessories - some special works.

### FRESH AIR VENTILATION SYSTEMS (FAVS)

- ② In door ventilators(single room).
- ② Fresh air Ventilators(single room).
- ② Fresh air Ventilators (multi room & PROJECTS).
- ② Car purifiers.
- ② Bathroom ventilation systems.

### MORE UNIQUE AND DESIRED PRODUCTS TO BE ADDED EVERY 6 MONTH TO REMAIN AHEAD OF THE MARKET IN FUTURE LIKE

- ② Water Harvesting system.
- ② Alu-wood Window/Door series.
- ② Radiant Cooling system.
- ② And many more are under Research and development.

## REQUIREMENTS FOR BEING SUB- FRANCHISEE

- Investment - 10 to 15 Lakh subject to Location, size etc.
- Franchise Fee - 1 Lakh (Introductory offer)
- Display center - 400-600 sft display center (subject to requisite)
- Not compulsory, but sales promoters are helpful
- Firm with GST no.

## KEY USP'S OF SUB- FRANCHISEE'S

- Access to all product range of franchisor
- ROI - 1.5 to 2 years
- Only sales sales sales model
- State/national/international promotion benefits
- Low cost high return model
- Training for all team members on regular basis
- Rights to sell new launched products
- Tried and tested promotion techniques for better returns



SIESTO - Product Display

## SIESTO SUPPORT TO SUB-FRANCHISEE'S

- Lead Support in coordination with Master (subject to no conflicts)
- Marcom Support for brochures, designs, presentations etc.
- Website Listing
- All Required Training for Franchisee Owners / Sales Team
- Display Centre Designing as per Brand requirements
- Site-Selection
- Designing and Quotation Support
- Technical support
- Zero Stock Shop Development
- Dedicated Software for management of leads , reports, orders etc
- Interior / Architects PR support
- Local Sales Promotion Guidelines
- HR Supports





## COMMERCIALS OF SUB-FRANCHISEE

Expense head	Details	Tier-1 (fig in lakhs)	Tier-2 (fig in lacks)	Tier-3 (fig in lacks)
Franchise fee	Fees for transfer of rights	1.00	1.00	1.00
Interior and Merchandising	Display centre interior designing as per brand norms, placing of samples for display, internal branding, external branding signage, designer fees, furniture fixed, electrical fittings, lights.	8.00 <b>(2 to 3 products)</b>	7.00 <b>(2 to 3 products)</b>	6.00 <b>(2 to 3 products)</b>
Equipment	Computer, display tv, mobile phones, wi-fi routers, furniture movable, canopy, standees	2.00	2.00	2.00
Working Capital	3 month salary backup(1 person considered), 3 month rent backup, local marketing/promotion fund, electric bills, etc	1.00	1.00	.50
Deposit/legal Fees	Display centre deposit(if rented), GST registration fees, other fees and duties if any.	1.00	1.00	.50
<b>TOTAL INVESTMENT PROVISIONS</b>		<b>15.00</b>	<b>13.00</b>	<b>11.00</b>

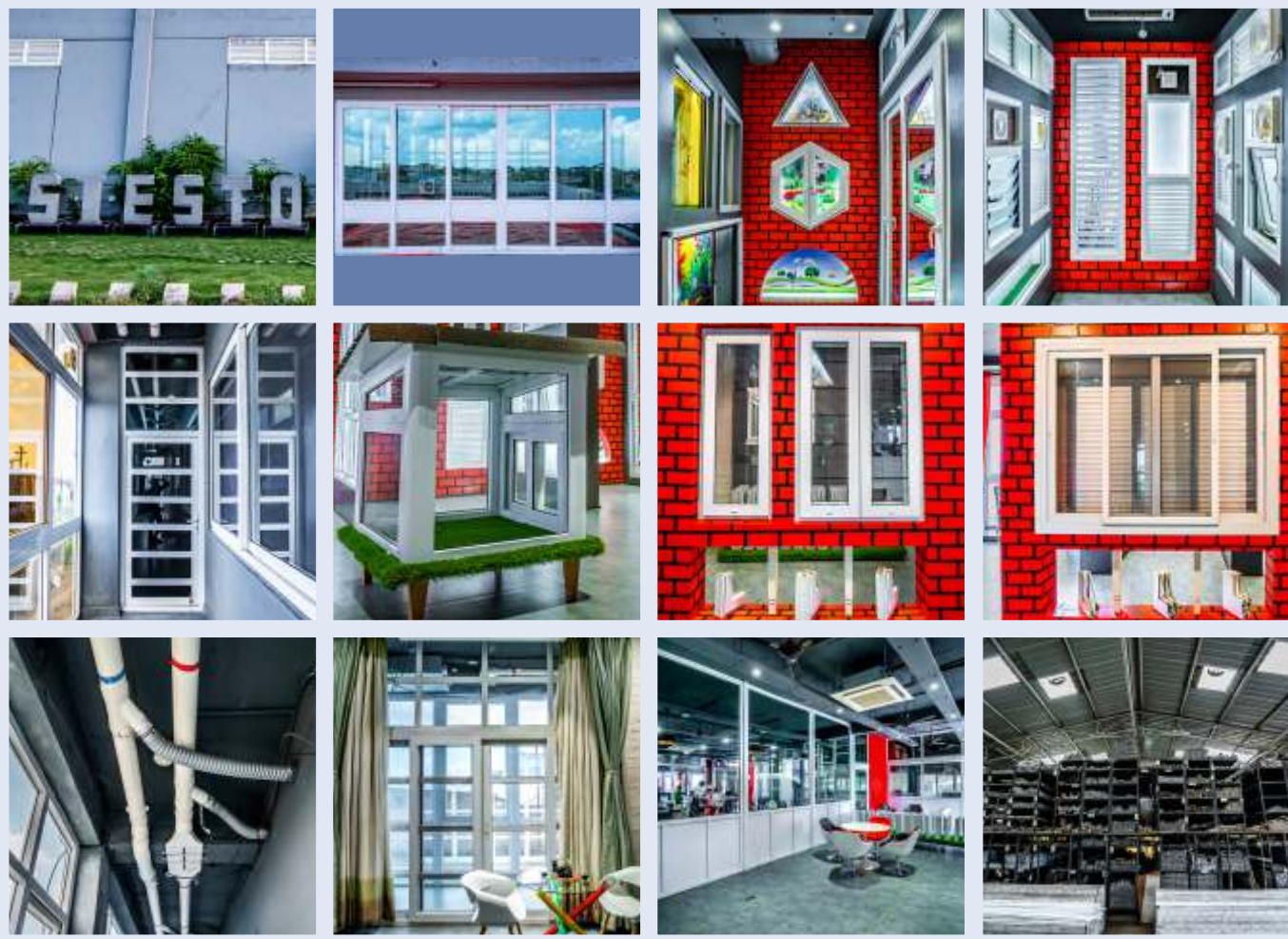
Note – figures mentioned are on assumption basis, they may change subject to location, terms and condition, property type, etc

## OPPORTUNITIES FOR SUB-FRANCHISEE

- 🕒 Smart city initiative by central govt.
- 🕒 Increase in retail construction industry due to RERA norms.
- 🕒 Ever developing standard of living expectations of society.
- 🕒 People awareness for smart and green products usage.
- 🕒 End to end solution benefits.
- 🕒 Multiple sales approaches to increase market reach.
- 🕒 Availability of world class product before competitors even know.
- 🕒 Small towns are developing at a much faster rate then Cities, requirement of quality products at town lever are rare, this model helps in catering needs of such Towns.

“The key specialty of Siesto as a brand is that it introduces an innovative product every six months, which keeps the curiosity of its partners as well as customers alive.”





## SIESTO STUDIO

PRODUCT	SPACE	INTERNAL	EXTERNAL
WPC/PVC INTERIOR	50-70	Logo display area	Logo display area
WPC/PVC EXTERIOR	50-70	Logo display area	Logo display area
FAVS	40-60	Logo display area	Logo display area
uPVC DOORS & WINDOWS	50-70	Logo display area	Logo display area
WOOD (D/W)	80-100	Logo display area	Logo display area
ALUMINIUM (D/W)	50-70	Logo display area	Logo display area
DOOR & WINDOW SOLUTIONS	80-100	Logo display area	Logo display area
SHUTTER/MESH	50-70	Logo display area	Logo display area
OFFICE	80-100		
GUEST AREA	80-100		



*Ambitious plan*

# EXPANDING FOOTPRINT

THROUGH PARTNERSHIPS

## OTHER FRANCHISEE

Expansion Format	Manufacturing
Area Required	20,000 sq ft
Approx Investment	180-200 lakh(INR)
Franchise Fee	10 lakh(INR)
Gross Profit Margin	16%
Average Payback	3 Years, 2months
Agreement Term	5 Years

Expansion Format	Master Franchise
Area Required	2000 sq ft
Approx Investment	40 lakh(INR)
Franchise Fee	5 lakh(INR)
Gross Profit Margin	10%
Average Payback	6months
Agreement Term	5 Years

Expansion Format	Unit Franchisee
Area Required	50 sq ft
Approx Investment	3-3.5 lakh(INR)
Franchise Fee	10,000/unit(INR)
Gross Profit Margin	8%
Average Payback	5months
Agreement Term	5 Years



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