

# UNIT FRANCHISEE



HIGHLY  
INNOVATIVE  
PRODUCTS



ATTRACTIVE  
MARGINS &  
COMMISSIONS



COMPLETE  
OPERATIONAL  
SUPPORT

## UNIT- FRANCHISEE

UNIT franchisee will have rights and authorities to sell any 1 or more product in city 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. UNIT FRANCHISEE's have to just concentrate on sale of goods through their sources.

## RESPONSIBILITIES OF UNIT-FRANCHISEE

- ④ Selling, promoting and explaining about Products to walk in / target clients.
- ④ Maintaining good relation (PR) with Architects and Interiors with who they have good contacts in coordination with Siesto and Master Franchisee.
- ④ Assuring touch and feel for major products for better customer experience
- ④ Lead management and sales follow up
- ④ Builders and projects liasioning and order pitching
- ④ Local government liasioning and order processing
- ④ Maintaining sales team is not a compulsion, but for better results sales promoters will
- ④ be helpful.

## AUTHORITIES OF UNIT-FRANCHISEE

- ④ Rights to sell product assigned to your unit franchise.
- ④ Margins in product sales as per norms
- ④ All sales of Unit /Business Associates of region to be routed through Master Franchise
- ④ Display centre for products/unit finalized.
- ④ As and when require visit to project site with sales team of Master or company
- ④ Screen printing of Name and Address on assigned area on brochures of the company
- ④ Joint branding visiting card.

# PRODUCT RANGE OF UNIT FRANCHISEE

### INTERIOR- EXTERIOR SOLUTIONS

- ④ 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.
- ④ PVC Based Products for wall paneling, moulding etc
- ④ Wood based products like wall paneling, beading, skirting, architraves etc

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

- ④ Wooden doors, windows, partitions, both traditions type and modern type. Ready to fit wooden door system including frame panel with hardware.
- ④ uPVC doors. Windows, partition, ventilator, etc complete range in multiple color, price, type to meet all architectural requirements.
- ④ Aluminium doors windows, partition etc in various range and type.
- ④ Pvc toilet doors & STEEL MAIN DOORS.
- ④ Glass work for bath cubicles, partitions, doors, etc.

### OTHER PRODUCT RANGE

- ④ Invisible grill – modern day multi storey building requirement for various purposes.
- ④ Pu foam Silicon – Various construction work requirement.
- ④ Hardware and accessories - some special works.

### FRESH AIR VENTILATION SYSTEMS (FAVS)

- ④ In door ventilators(single room).
- ④ Fresh air Ventilators(single room).
- ④ Fresh air Ventilators (multi room & PROJECTS).
- ④ Car purifiers.
- ④ Bathroom ventilation systems.

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

- ④ Water Harvesting system.
- ④ Alu-wood Window/Door series.
- ④ Radiant Cooling system.
- ④ And many more are under Research and development.



## REQUIREMENTS FOR BEING UNIT- FRANCHISEE

- ⌚ Investment – 3 to 3.5 Lakh subject to Location.
- ⌚ Franchise Fee – 10,000/unit (Introductory offer)
- ⌚ Display center – 50 sft display center/unit (subject to requisite)
- ⌚ Not compulsory, but in house sales promoters are helpful
- ⌚ Existing shop/showroom of relevant product
- ⌚ Existing firm with GST no.

## OPPORTUNITIES FOR UNIT-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.



SIESTO - Product Display

## COMMERCIALS OF UNIT FRANCHISEE

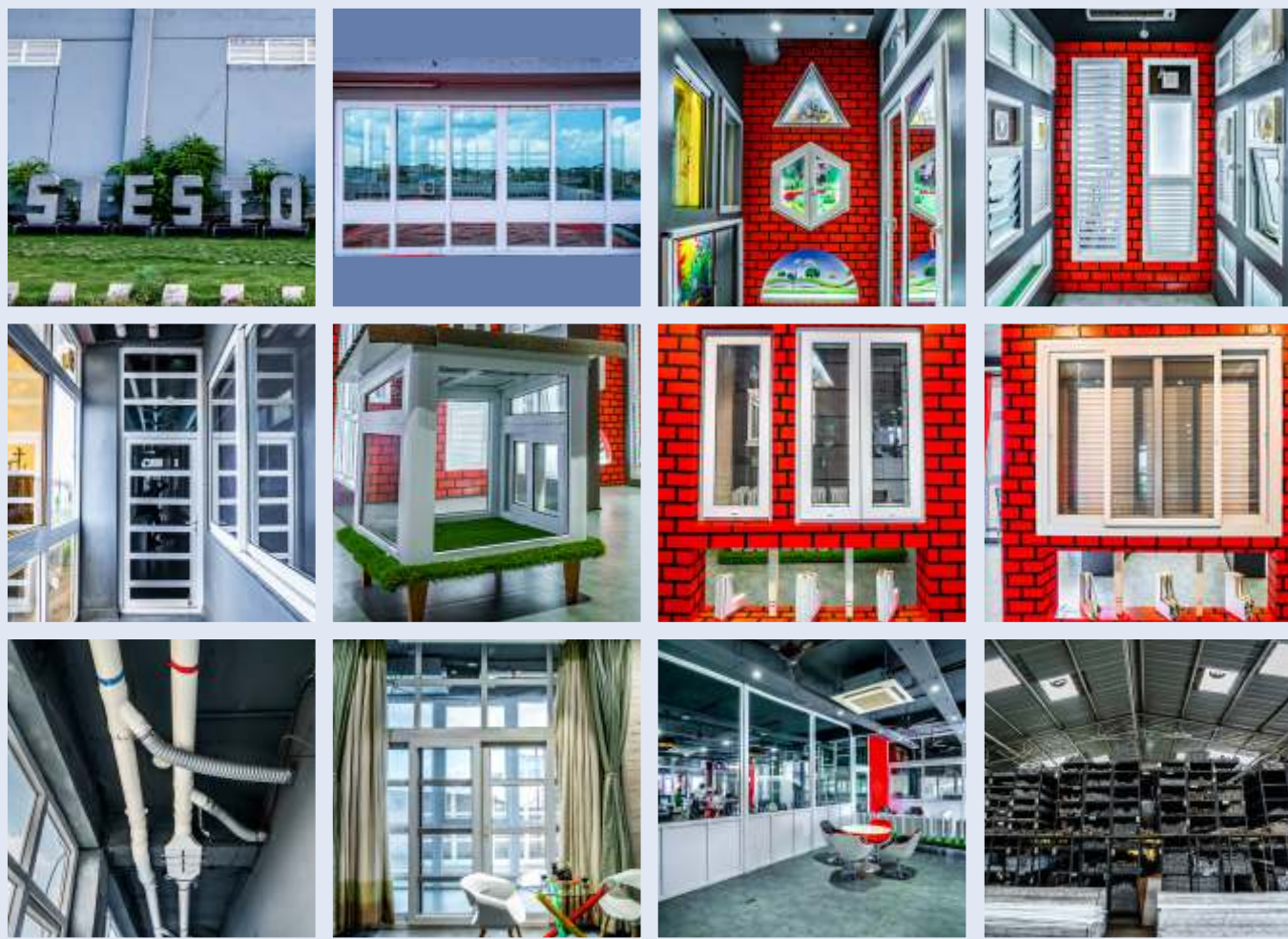
Expense head	Details	Tier-1 (fig in lakhs)	Tier-2 (fig in lacks)	Tier-3 (fig in lacks)
Franchise fee	Fees for transfer of rights	0.1	0.1	0.1
Interior and Merchandising	Display centre interior designing as per brand norms, placing of samples for display, internal branding, external branding signage, designer fees, furniture fixed, electrical fittings, lights, brochures, pamphlets handy samples etc	2.5 (per unit)	2.4 (per unit)	2.3 (per unit)
<b>TOTAL INVESTMENT PROVISIONS</b>		<b>2.6</b>	<b>2.5</b>	<b>2.4</b>

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

## TYPE OF UNIT FRANCHISE PRODUCTS

<b>FAVS</b>	<ol style="list-style-type: none"> <li>1. Air conditioning showroom</li> <li>2. HVAC Contractor</li> <li>3. AHU conditioning</li> <li>4. Medical equipment suppliers</li> </ol>
<b>INTERIOR SOLUTIONS (WPC/PVC)</b>	<ol style="list-style-type: none"> <li>1. Furniture shop</li> <li>2. Plywood shops</li> <li>3. Any building material supplier</li> <li>4. Civil Contractor</li> <li>5. Carpenter Contractor</li> </ol>
<b>EXTERIOR SOLUTION</b>	<ol style="list-style-type: none"> <li>1. Plywood Shops</li> <li>2. Glass Marble showroom</li> <li>3. Furniture shops</li> <li>4. Godown/Nursery owner</li> <li>5. Petty Contractor</li> </ol>
<b>uPVC/SHUTTER/MESH)</b>	<ol style="list-style-type: none"> <li>1. Aluminium shop</li> <li>2. Aluminium fabrication</li> <li>3. Doors/Windows shop</li> <li>4. Plywood shop</li> <li>5. Glass suppliers</li> <li>6. Tiles/Sanitary shop</li> </ol>
<b>WOODEN DOORS/WINDOWS</b>	<ol style="list-style-type: none"> <li>1. Aluminium shops</li> <li>2. Glass supplier</li> <li>3. Plywood shops</li> <li>4. Aluminium Fabrications</li> </ol>
<b>ALUMINIUM SERIES SHUTTER/MESH</b>	<ol style="list-style-type: none"> <li>1. Aluminium fabrication</li> <li>2. Aluminium shops</li> <li>3. Glass Suppliers</li> <li>4. uPVC suppliers</li> <li>5. Plywood shop</li> </ol>
<b>DOOR/WINDOW SOLUTION</b>	<ol style="list-style-type: none"> <li>1. Building Material</li> <li>2. Tiles shops</li> </ol>





SIESTO STUDIO

## Showroom Display Setup Requirement

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)	50-70	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

*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	Sub-Franchisee
Area Required	400-600 sq ft
Approx Investment	10-15 lakh(INR)
Franchise Fee	1 lakh(INR)
Gross Profit Margin	8%
Average Payback	5months
Agreement Term	5 Years



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