

A PROPOSAL BY

PEGASUS DESIGN SOLUTIONS™

M/S.APACSO PVT.LTD.

ISO 9001 : 2015 QMS CERTIFIED- BRIT QUALIS CERTIFICATION AUTHORITY (UK) NO.: BRIT05502  
CORPORATE IDENTIFICATION NUMBER (CIN, GOVT. OF INDIA): U74999WB2021OPC246585  
WEST BENGAL SHOPS AND ESTABLISHMENTS REGISTRATION NO.: NP04312N2022000011  
MINISTRY OF CORPORATE AFFAIRS (MCA, GOVT. OF INDIA) REGISTRATION NO.: 246585  
MINISTRY OF MSME (GOVT. OF INDIA) REGISTRATION NO.: UDYAM-WB-14-0031963  
TRADE LICENSE (GOVT. OF WEST BENGAL) CERTIFICATE NO. 0917P111422110982  
CESE COMMERCIAL ESTABLISHMENT CONSUMER REGD. ID NO.: 46232188014  
GST IDENTIFICATION NUMBER: 19AAVCA5193L1ZR  
PAN NUMBER: AAVCA5193L  
TAN NUMBER: CALA29475F

#startupindia

# FRANCHISE PROPOSAL

DRAFT: AUG 2023

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## PEGASUS DESIGN SOLUTIONS



**ARCHITECTURE**  
DESIGN & BUILD



**INTERIORS**  
DESIGN & DECORATE



**LANDSCAPE**  
PLANNING & PLANTATION



**3D MINI MODEL**  
DESIGN & DELIVER



**MEDIA GRAPHIC**  
DESIGN & DELIVER



**TUNNEL AQUARIUM**  
DESIGN & INSTALL



**WATER PARK**  
DESIGN & BUILD



**MUSICAL FOUNTAIN**  
DESIGN & INSTALL



**VERTICAL TRANSPORTATION**  
CUSTOMIZE & INSTALL



**DESIGN & BUILD**  
SKILL TRAINING

### ABOUT US

- Pegasus Design Solutions™ is the best in class one-stop solution portal for practically any kind of Architecture & Interior Design, 3D Miniature Scale Model Design, Multimedia & Graphic Design, and allied designing needs.
- Pegasus Design Solutions™ provides online do-it-yourself (DIY) Services anywhere across INDIA, & done-for-you (DFY) Design & Build services across major cities in EASTERN INDIA.
- The Govt. of INDIA. Regd. MSME. ISO 9001:2015 (UK) Certified Trademarked Business Brand Pegasus Design Solutions™ is powered by its mother company which has been operating across South Asia Since 1999.
- Pegasus Design Solutions™ is a premium design service company that takes pride in transforming mundane living spaces into opulent, luxurious havens. With a team of highly skilled and experienced designers, Pegasus Design Solutions™ offers bespoke design services that cater to the unique taste and preferences of the clients.
- At Pegasus Design Solutions™, we understand the importance of crafting liveable spaces that not only look visually stunning but also function efficiently. Our designers take a personalized approach, meticulously curating every detail to ensure a perfect blend of aesthetics and functionality. With the use of state-of-the-art technology and the latest design trends, we ensure that the designed spaces are nothing short of spectacular.
- We are passionate about creating spaces that reflect our client's personality and lifestyle, and our aim is to convert the client's dream into reality. Our design philosophy revolves around the seamless integration of luxury, sophistication, and practicality to deliver stunning interior spaces that exceed the expectations, while being well within the budget of our clients.
- Let's experience the magic of Pegasus Design Solutions™ and elevate the habitable spaces of our client's to the next new level. Let our team of experts unleash their creativity and transform the liveable spaces of our clients into a breathtaking masterpiece which they will cherish for a lifetime and beyond generations to come.

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www.pegasusorg.com

## NATIONAL PRESENCE



exteriors

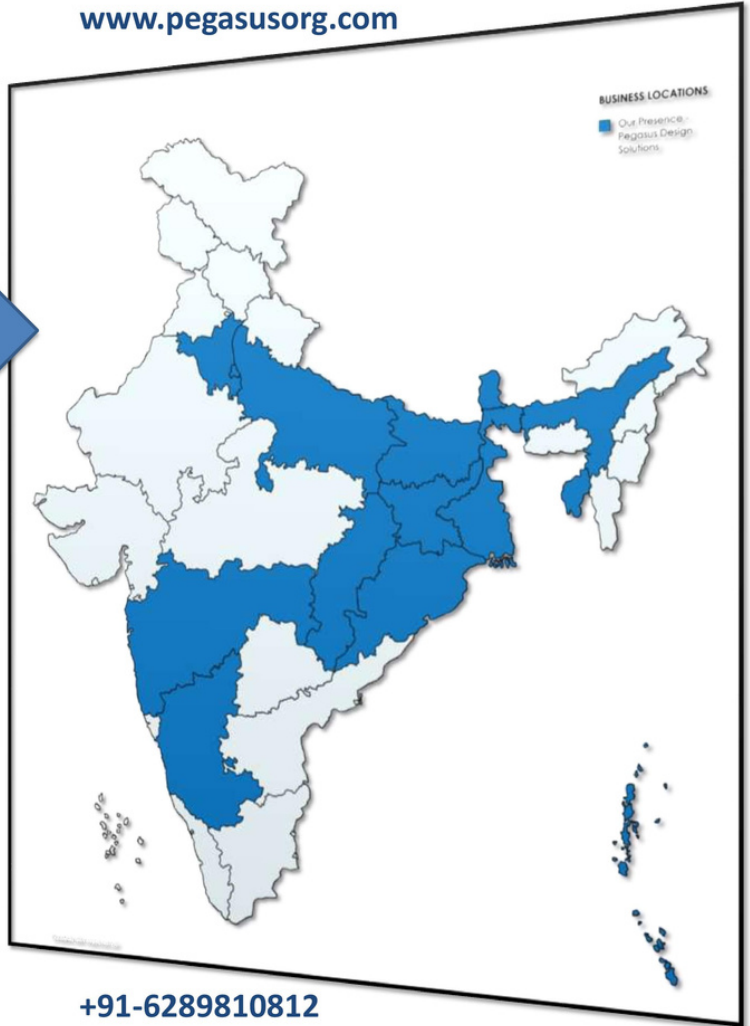


interiors



fitments

Pegasus Design Solutions™ is a top creative agency in offering a wide range of design and multimedia services. Our team of experts specializes in the top of the line interior designs, architectural design, 3D modeling, miniature scale modeling and multimedia animation production. From concept development to project execution, their turnkey solutions cover every aspect of the dream design process, ensuring clients receive a seamless and stress-free experience. Contact Pegasus Design Solutions™ to bring your visions to life right now!!!



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## EXECUTIVE SUMMARY

- This executive summary provides an overview of the franchise proposal between Pegasus Design Solutions™ (PDS), the franchisor, and the potential franchisee. The purpose of this proposal is to outline the collaboration and cooperation between PDS and the franchisee in establishing a franchise for turnkey design and build projects.
- Under the terms of the proposed franchise agreement, which will be in the form of a Memorandum of Understanding (MOU), PDS will grant the franchisee the right to operate a franchise using the Pegasus Design Solutions™ brand, trademarks, and business model. PDS will be responsible for its own trademark and branding processes, marketing, procurement of qualified leads, legal and administrative activities, quality assurance, and providing chargeable 3D design services if required by the franchisee.
- The franchisee, as part of the franchise system, will independently handle calling activities, secure sales confirmations, and undertake end-to-end turnkey design and build operations for clients. The franchisee will comply with PDS's norms and standards, report project progress to the Director of PDS, pay the stipulated Royalty Fees on time for every project, and collaborate closely with PDS to ensure the successful implementation of projects.

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## FRANCHISEE BENEFITS

- The franchise agreement, in the form of a MOU, offers several benefits to the franchisee, including the opportunity to leverage the established brand and business model of PDS, a reliable source of work opportunities, and ongoing support and guidance from PDS.
- The franchisee can enjoy greater flexibility, time freedom, and the ability to be their own boss without investing in branding and marketing.
- By joining the franchise, the franchisee will receive a consistent stream of qualified leads, allowing for unlimited earnings potential with minimal investment.
- Overall, this franchise proposal with PDS presents an attractive opportunity for the franchisee to operate as a reputable interior design and architectural service provider, within the Nationally established franchise business system of PDS.
- The franchisee will benefit from significantly higher earning potential as they will have the opportunity to work across various domains of PDS, including Architecture & Interior Design, 3D Miniature Scale Model Design, Multimedia & Graphic Design, and more.
- The collaboration between PDS and the franchisee, formalized through the MOU, will create a highly beneficial business relationship for the franchisee, by leveraging the extremely cutting-edge technical strengths and expertise of PDS.

The assigned and expected roles and responsibilities shall be tentatively as herein under:

### COMPANY'S R&R:

- TRADEMARK & BRANDING
- PR & MEDIA HANDLING
- MARKETING & BROADCASTING
- ADVERTISEMENT & PUBLICITY
- LEGAL & ALLIED PROCESSES
- COMPANY DOCUMENTATION
- QUALITY ASSURANCE & FITNESS
- QUALITY CONTROL & AUDIT
- ACCOUNTS & MANAGEMENT
- AUDIT & ADMINISTRATIVE SUPPORT
- RESEARCH & DEVELOPMENT

### VENDOR'S R&R:

- ENSURING SALES CONFIRMATION
- UNDERTAKING D&B OPERATIONS
- COMPLIANCE TO NORMS & STANDARDS
- REPORTING TO COMPANY MANAGEMENT

## TIMEFRAME

- The proposed franchise agreement, in the form of a MOU, will have a defined term and may be subject to renewal based on mutual agreement.
- Either party may terminate the agreement upon written notice in the event of a material breach that remains uncured within the stipulated timeframe.

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## GENERAL TERMS & CONDITIONS

### Grant of Franchise:

- PDS grants the franchisee the non-exclusive right and license to operate a franchise using the Pegasus Design Solutions™ brand, trademarks, and business model (the "Franchise").
- The Franchise is granted for the purpose of conducting turnkey design and build projects in accordance with PDS's norms and standards.

### Responsibilities of PDS:

- PDS shall provide the franchisee with initial training and assistance necessary for the operation of the Franchise.
- PDS will handle its own trademark and branding processes, marketing, procurement of qualified leads, legal and administrative activities, quality assurance, and provide chargeable 3D design services if required by the franchisee.
- PDS shall provide ongoing support and guidance to the franchisee to ensure the successful operation of the Franchise.

### Responsibilities of the Franchisee:

- The franchisee shall operate the Franchise in accordance with PDS's norms and standards, ensuring compliance with all applicable laws and regulations.
- The franchisee shall independently handle calling activities, secure sales confirmations, and undertake end-to-end turnkey design and build operations for clients.
- The franchisee shall report project progress to the Director of PDS and collaborate closely with PDS to ensure the successful implementation of projects.

### Royalty Fee:

- The franchisee shall pay PDS the Royalty Fee of the stipulated percentage of the total gross project value for each project completed under the Franchise.
- The Royalty Fee shall be disbursed to PDS in maximum two installments within one month of starting the project.

### Security Deposit:

- The franchisee shall immediately provide the specified security deposit to PDS upon signing this Agreement.
- The security deposit shall be utilized for safeguarding the Pegasus Design Solutions™ brand and for any damages caused by the franchisee's work to the clients.
- Twenty percent (20%) of the security deposit shall be non-refundable and be utilized for documentation and the franchise business setup by PDS.
- The remaining eighty percent (80%) of the security deposit shall be refundable, subject to deduction of any damages or liabilities incurred during the term of this Agreement.
- After termination of the Agreement, the refundable portion of the security deposit shall be returned to the franchisee within the agreed number of days, less any deductions for damages or liabilities as specified above.

### Term and Termination:

- The Agreement shall have a term of six months duration, starting from the Effective Date.
- Either party may terminate this Agreement upon written notice in the event of a material breach that remains uncured within 30 days.

### Governing Law and Jurisdiction:

This Agreement shall be governed by and construed in accordance with the laws of INDIA. Any disputes arising under or in connection with this Agreement shall be subject to the exclusive jurisdiction of the courts of KOLKATA.

### Entire Agreement:

This Agreement represents the entire understanding between the parties and supersedes all prior agreements, whether written or oral, relating to the subject matter herein.

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## THE GOLD CERTIFICATE FOR FRANCHISEE

The Gold Certificate awarded by PDS to Start Up the Franchisee Business, will provide the following benefits:

1. **Credibility:** The certificate serves as a testament to the franchisee's affiliation with PDS, a well-established and reputable brand in the industry. It enhances the franchisee's credibility and validates their expertise in the field.
2. **Competitive Advantage:** Possessing the PDS certificate distinguishes the franchisee from competitors and positions them as a trusted and qualified professional within the market. It gives them a competitive edge when attracting clients and securing projects.
3. **Brand Recognition:** The certificate showcases the franchisee's association with the PDS brand, which is widely recognized and respected by clients and stakeholders in the industry. It opens doors to new business opportunities and enhances the franchisee's professional standing.
4. **Industry Knowledge and Skills:** The certificate represents the franchisee's successful completion of PDS's training and educational programs. It signifies their acquisition of valuable industry knowledge, skills, and best practices, empowering them to deliver high-quality services to clients.
5. **Ongoing Support and Resources:** By obtaining the certificate, the franchisee gains access to PDS's ongoing support and resources. This includes updates on industry trends, advanced training opportunities, marketing materials, and a network of fellow franchisees for collaboration and knowledge sharing.
6. **Growth and Expansion:** The certificate from PDS acts as a catalyst for the franchisee's professional growth and expansion. It provides them with the confidence and recognition needed to explore new markets, attract a wider client base, and pursue lucrative projects.



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# THANK YOU

*We look forward for this  
wonderful opportunity  
to work along with you!*

CONTACT US:



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