



# **SUPERMARKET PROPOSAL**



**Ibwis Global  
FRANCHISE**

+91 7356135777 [info@ibwis.com](mailto:info@ibwis.com).  
[www.ibwisglobalfranchise.com](http://www.ibwisglobalfranchise.com)

# About Us



- Ibwis Consultancy Service Pvt Ltd incorporated in 2020, Corporate office is in Cochin, Kerala
- Company initially founded in UK in 2012 then moved its office to India in 2020
- Company founded by its managing Director Anoop Jacob, who has over 20 years global experience in retailing
- Ibwis is registered trademark under Indian IP Law

# OVERVIEW

- Kerala's Leading Retail Consultants, helped 100 + entrepreneur to start Supermarket Low Investment High Profit model
- Store can get operational in 30 days,
- Convenience format supermarket (400Sq ft to 1200 Sq ft)

# Why Retail ?

Retail is 1.2 Trillion \$ Industry, second largest industry in India

Most Needed in emergencies : Flood, Pandemic, war etc

Reason for growth : Innovation, Local Demand, FDI etc

Fastest growing Industry in India

India's choice for small entrepreneurs, oldest and longest industry

Good Return of Investment ( ROI)

Easy to develop skills in Retail due to product familiarity

# Business Model

Selling fast moving daily needs

100% Inventory rotation monthly

Average Product Purchase Margin 20%

Low Operating Model

High Return on Investment

Super easy to Handle

# We Help You !



- Help to identify property and assessment
- Layout design- AUTO CAD , Planogram, Support with Licenses
- Infra Structure Procurement, Tradable Items Procurement
- Staff Recruitment & Training Support
- Offer Management & Marketing, Launch Plan
- Dedicated Manager from Company for Training
- Negotiate with Companies for additional margin and Promotional Items / offers
- Digital Marketing- Apps @Store
- Software Training and On going Support

# Project Funding



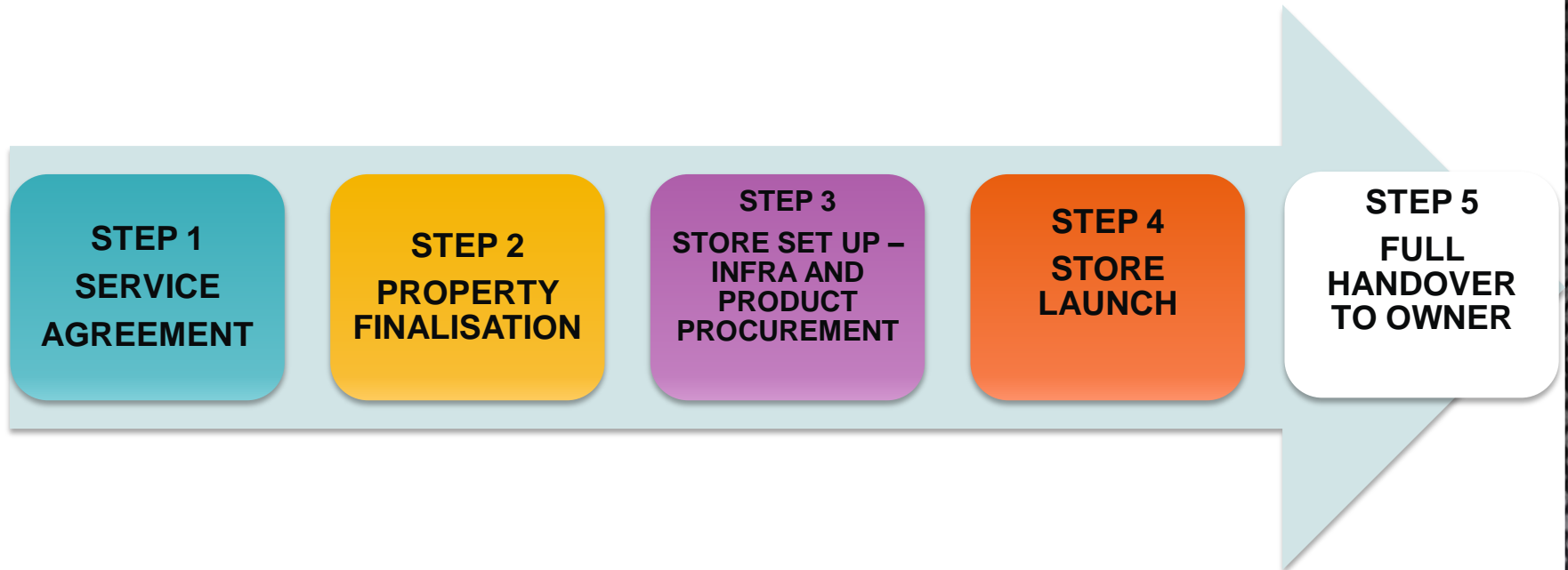
Self Finance

**Bank Loan** — Normal collateral loan – business loan, loan against property etc

**Mudra Loan** – For mudra loan up to 10 Lakh we could assist you with documentations

Requirements > Property Rental Agreement, GST Registration, Shop and Establishment License, CIBIL Score >700

# 5 Step Process





# Our Specialty

**Ibwis**<sup>®</sup>  
International Business Wisdom



Control Over Supply Chain



Best Customer Experience



Latest Technology



Digital Marketing Expertise



Training & Business Advice



Drive Profit



Control Over Governance



Lead By Retail  
Experts

# Profit Model

High Profit Margin  
ROI 18 Months\*

Low Investment  
High Profit Model



# Return of Investment (ROI)

MONTHLY / YEARLY PROFIT & LOSS FORECAST					
	SALES PROJECTION				
	CASE 1	CASE 2	CASE 3	CASE 4	CASE 5
DAY SALE	20000	30000	45000	55000	75000
MONTHLY TURNOVER	600000	900000	1350000	1650000	2250000
GROSS COST MARGIN @21%	104132	156198	234298	286364	390496
	EXPENSE PROJECTION				
	CASE 1	CASE 2	CASE 3	CASE 4	CASE 5
PROPERTY RENT	15000	20000	25000	40000	55000
MANPOWER	20000	30000	45000	60000	75000
ELECTRICITY	4000	5500	7500	25000	35000
MISCELLANEOUS	0	1000	3000	4000	5000
MARKETING	0	5000	10000	15000	25000
TOTAL EXPENSE	39000	61500	90500	144000	195000
	PROFIT & LOSS MONTHLY PROJECTION				
	CASE 1	CASE 2	CASE 3	CASE 4	CASE 5
GROSS MARGIN	104132	156198	234298	286364	390496
EXPENSE PER MONTH	39000	61500	90500	144000	195000
NET PROFIT PER MONTH	65132	94698	143798	142364	195496
NET PROFIT PER YEAR	781587	1136380	1725570	1708364	2345950

Disclaimer: Please note that these numbers are projections and estimations based on research . Actual numbers could vary from these numbers based on location, business dynamics, franchise management, market conditions etc. Franchises are advised to carry out their own due diligence.

# Set Up Specification

S/No	Description
1	Basket
2	Trolley Basket
3	Trolley 70 ltr
4	Crates Black Small
5	Name Board (30ft*3ft)
6	Painting
7	Electrical Work & Fittings
8	Electrical Frame Work
9	VC COOLER Western 500 ltr
10	Freezer Glass Top Western 450ltr
11	Scanner Cash Tabletop BPOS
12	Scanner handheld BPOS
13	Thermal printer BPOS
14	Server System HP
15	TOUCH SCREEN ESSAE POS
16	Barcode Printer BPOS
17	Cash Drawer BPOS
18	Regal Weighing Scale PLU
19	Large scale Regal
20	Small Weighing Scale Eagle
21	Counter 6ft*2ft
22	Broom Basket
23	Pallet
24	Supermarket Custom Built Steel Racks
25	Fruits & Vegetable Rack (36 crate)
26	Software
27	UPS Exide
28	CCTV HIK VISION
29	Uniform
30	Licenses Cost
31	Fire Extinguisher
32	Store Insurance
33	Marketing(Posters, Flex, Dangler, Notice)

**Thank You**

**Contact us : 7356135777**

