

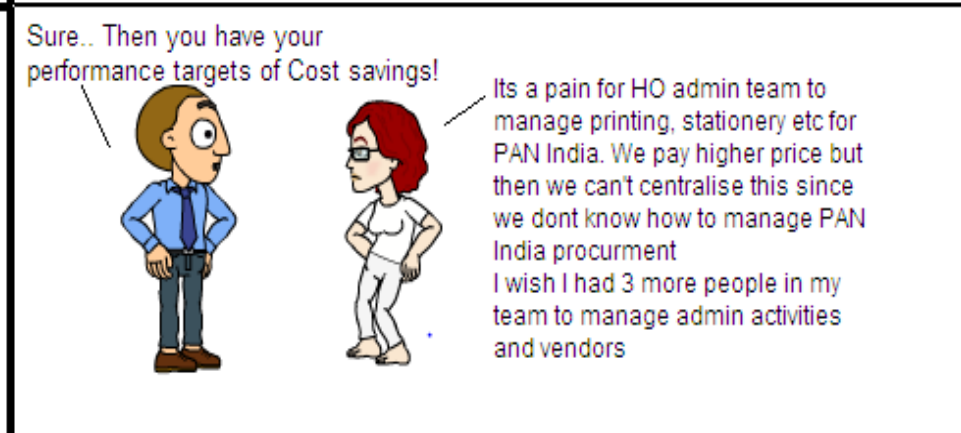
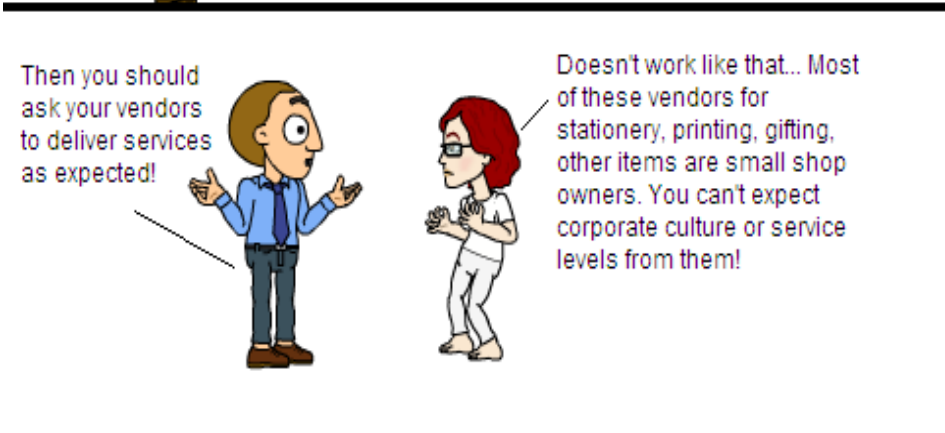
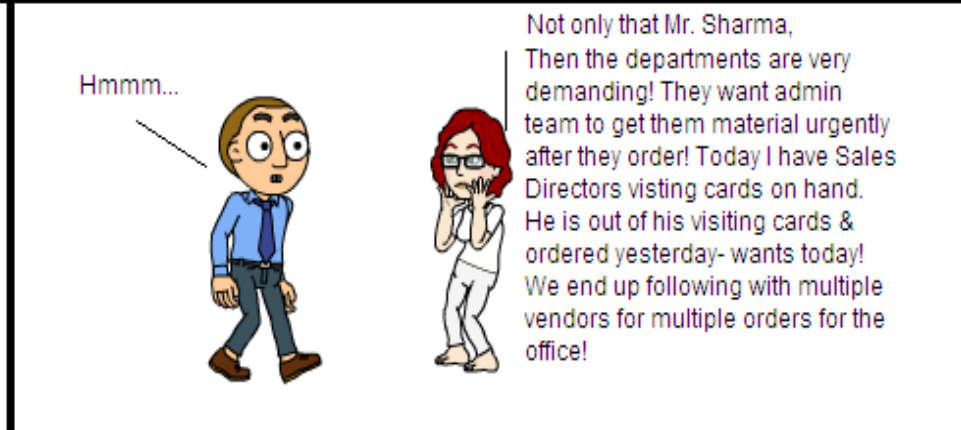
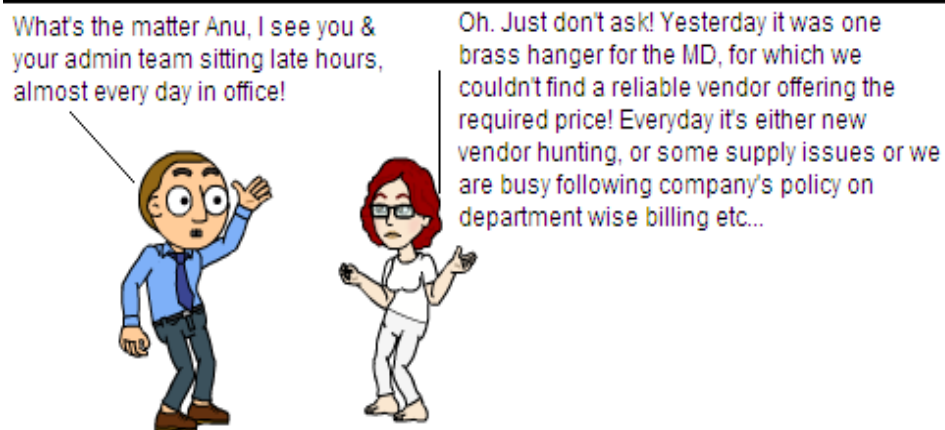


## StationeryNation Introduction

June, 2015

**Let us tell you a short story of Anu – The Admin Manager**





## Story of an Administration Manager

## Sounds Familiar?

**The story is the same with admin managers in almost every big office...**



So What's the answer to these problems which we admin managers face in running their offices?

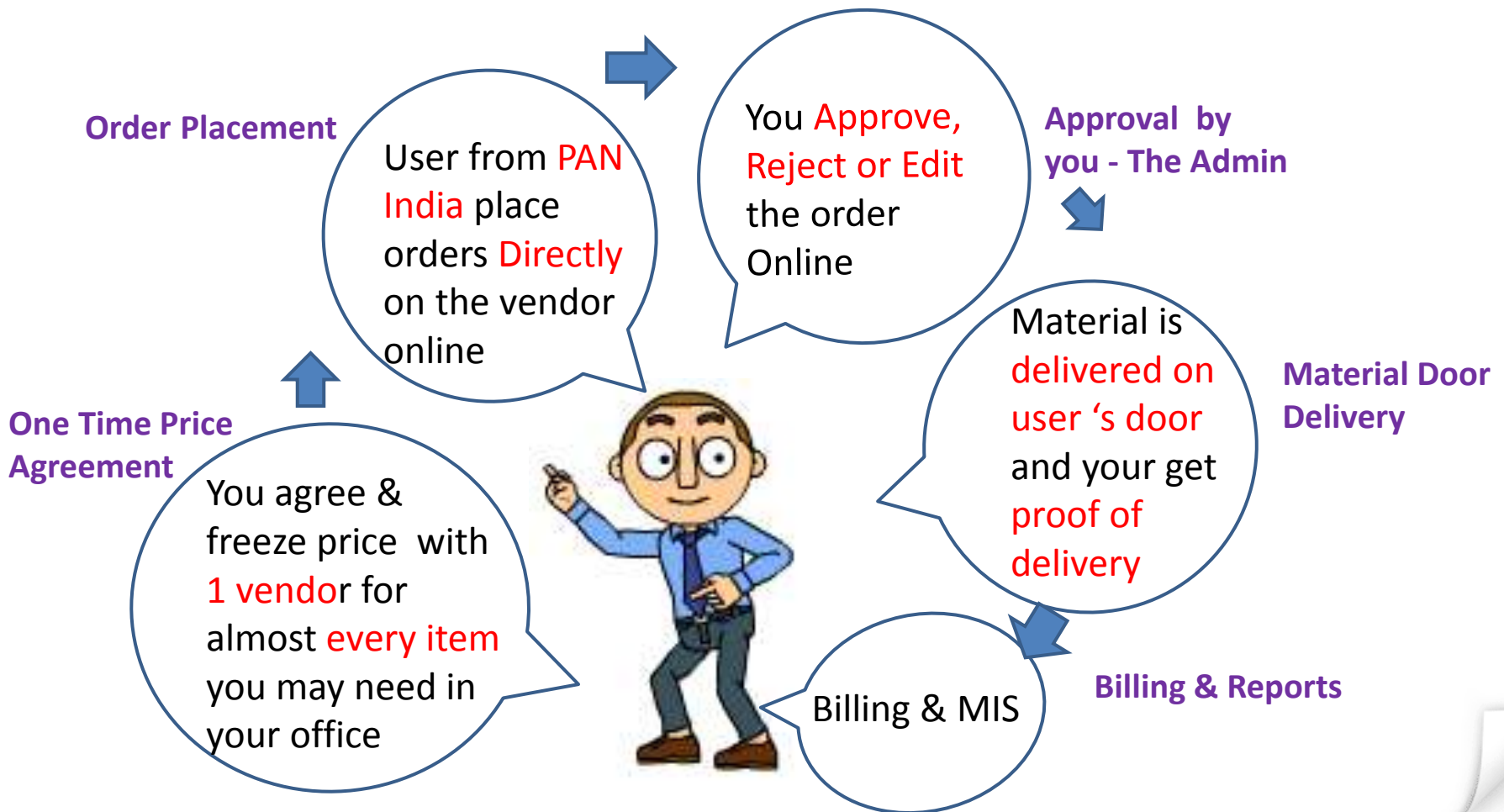
Will it help if you only sit back, relax & monitor the “order to procurement to billing to spent analysis process” and someone else manages it for you on end to end basis...



Wow! Certainly yes!  
Tell me how...



Here is the solution to all the problems...





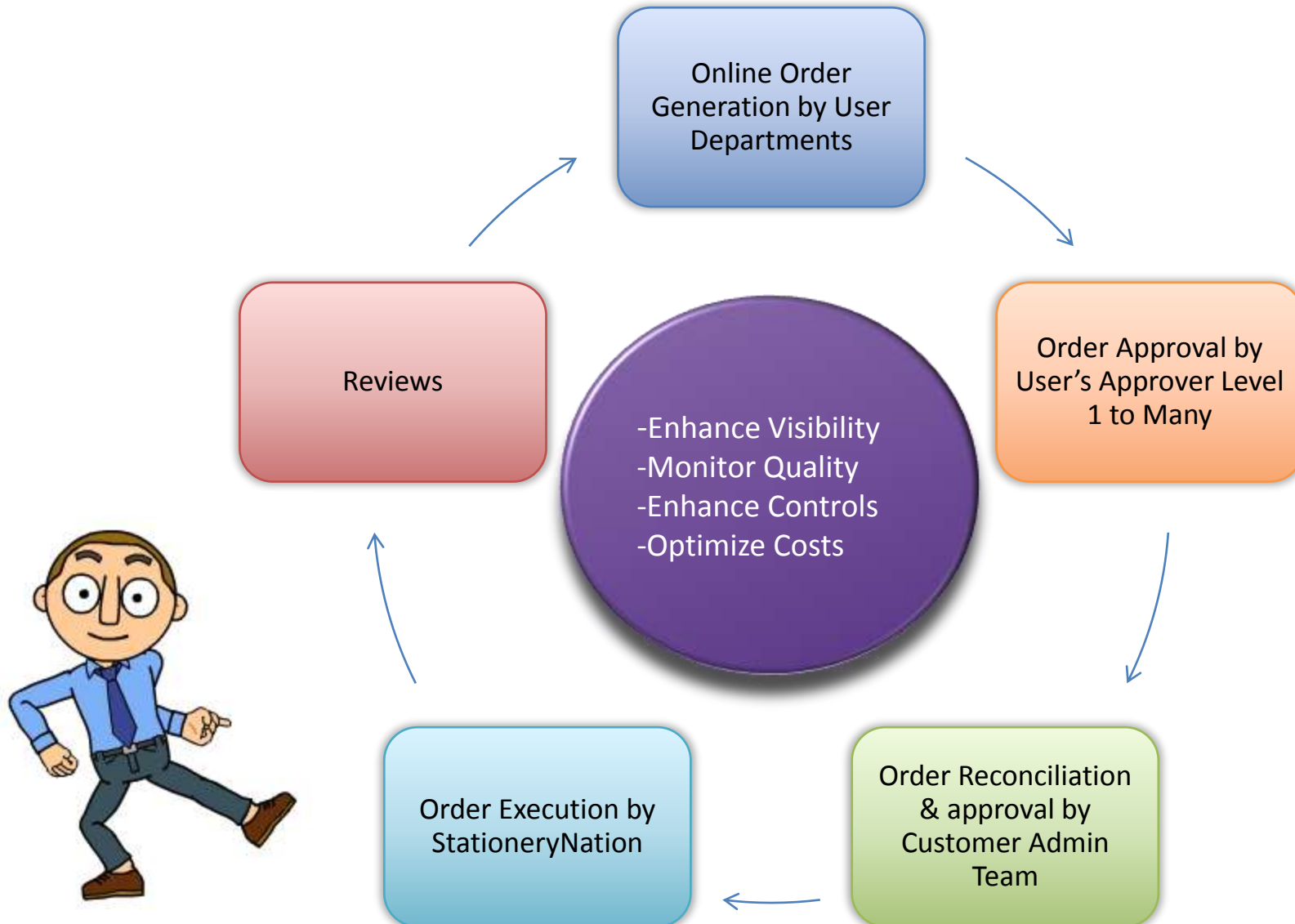
Order almost every item from single source on PAN India Basis...



# Online Corporate Order Management tool

**STATIONERY** Nation.in

*Your Admin Procurement Consultant*





## PAN India E Commerce Capabilities For Deliveries



snapdeal.com

ShopClues.com

india Shopping  
amazon

flipkart.com

STATIONERY Nation.in

naaptol

ebay

rediff  
SHOPPING

infibeam.com

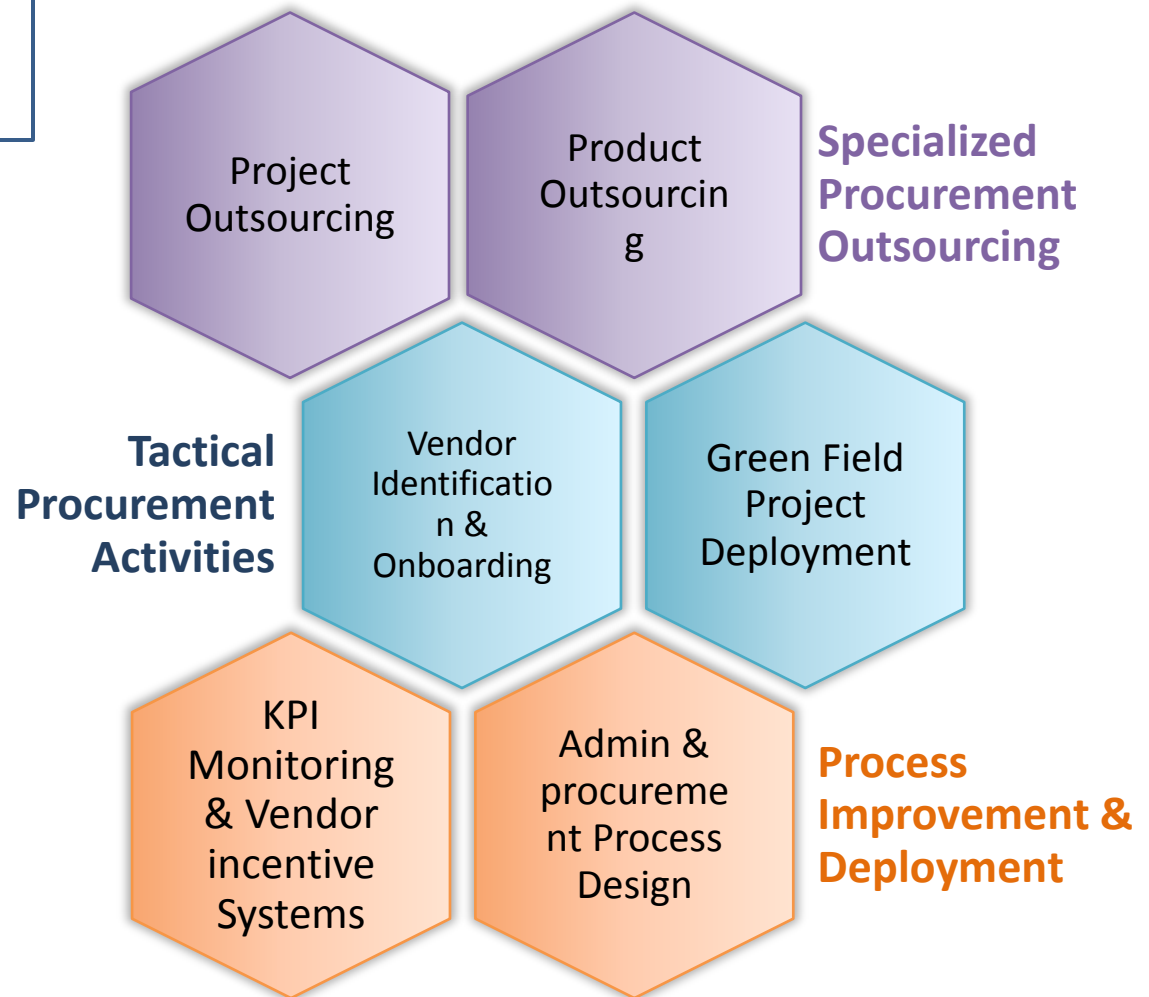
HOME  
SHOP



In a nutshell, StationeryNation **resolves procurement related issues faced by admin managers**, by providing a one stop shop for purchasing any thing & everything he may ever need to run the office.

What else... **we strengthen the internal admin procurement processes** of corporates by IT automation, enhanced visibility and control on PAN India basis!

We solve complex Admin procurement problems as well!



**Our Admin Procurement Consulting Service Offerings**

# Business Details

January 2015 till Date

# Journey So Far

**June 2015**

YTD 18 Corporate Customers Signed



**April 2015**

YTD 12 Corporate Customers Signed



**May 2015**

YTD 15 Corporate Customers Signed



**March 2015**

Online Volumes Reach 100 Orders a Month



**March 2015**

5 New Corporate Contracts Gained



**Feb 2015**

First Corporate Customer Signed



**Jan 2015**

Beta Online Launched



Run by a 3 Member Team, Stationery Nation carries total 20 years of experience in corporate sales. In addition, the team has total 7 years of experience in operations and Financial Management.

IT development and Logistics is outsourced to partners who are known names in the industry.

The team members have done their management studies from reputed institutions. Before founding StationeryNation, they have worked with blue chip companies in leadership roles



We are trusted by...

**STATIONERY** Nation.in

*Your Admin Procurement Consultant*

**Expeditors**  
You'll be surprised how far we'll go for you.

**Pioneer**

**ignite**,  **suez**  
environnement



**WOODWARD**



**Dhanuka Agritech Limited**

**HEIDELBERGCEMENT**



**Panasonic**



**GEA**

 **KYOCERA**



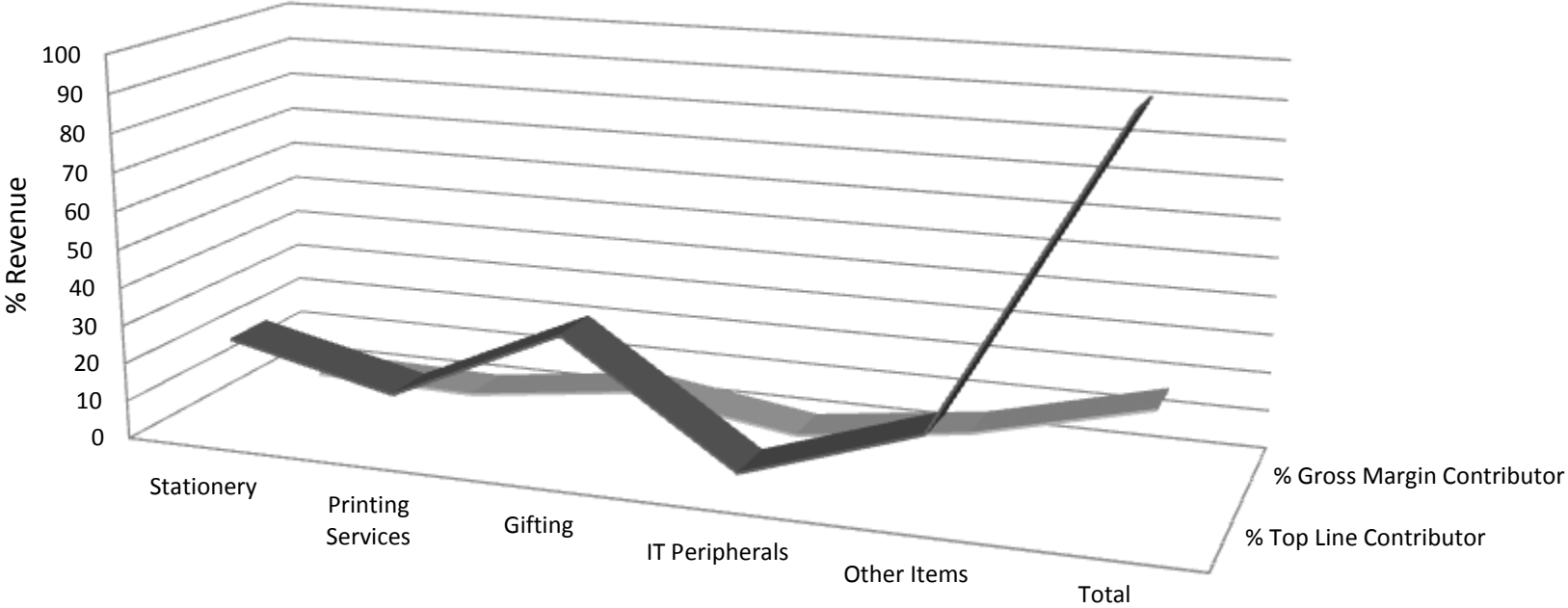
**NACHI KG**  
NACHI KG TECHNOLOGY INDIA PVT. LTD.

 **AVERY  
DENNISON**



[100+ Active opportunities under discussion...](#)

# Current Revenue Mix - Corporates



	Stationery	Printing Services	Gifting	IT Peripherals	Other Items	Total
■ % Top Line Contributor	25	15	35	5	20	100
■ % Gross Margin Contributor	2.5	1.5	7	0.25	6	17.25

# How the Revenues Flow in - Corporates

## Step 1 – Entry Strategy is selling Stationery

- Stationery Being Low Ticket Item, Sales cycle is less complex
- Vendor code generation is done comparatively easily
- Relationship building with Admin Managers starts
- Understanding the customer and buying process

## Step 2 – Assisting Admin Managers in procuring B&C Class items

- C Class Items / one time purchase items are biggest pain point of any admin manager since finding a vendor and getting good price without volumes is difficult
- Vendor code generation for one time purchase is a futile activity
- With existing relationship in place, helps us sell on higher margins
- Customer sees value in StationeryNation as his pain point resolved

## Step 3 – Cross Sell

- Build relationship with HR & Marketing
- Supply anything and everything required in the office... This is where the real money lies
- Position gifting, which is high margin and volume business



**Contact Us**

E Mail: [hello@stationerynation.in](mailto:hello@stationerynation.in)

Call: +91 987109 6633

**Help Line: 8882-046-046**

