

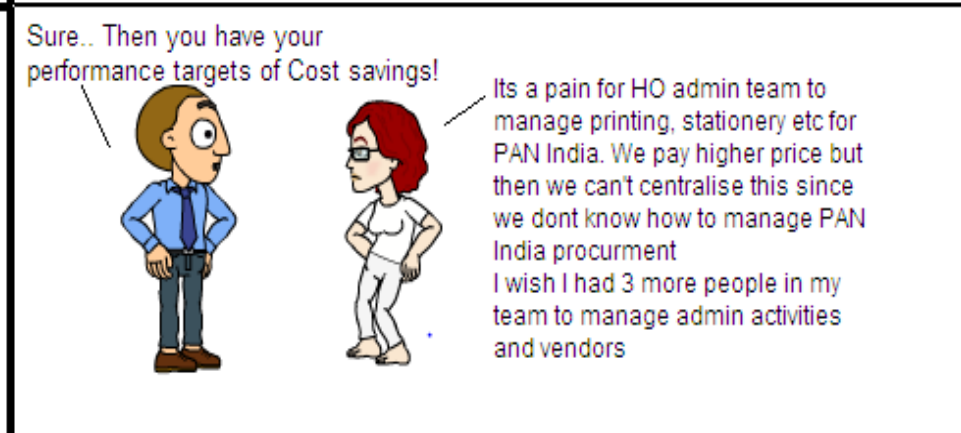
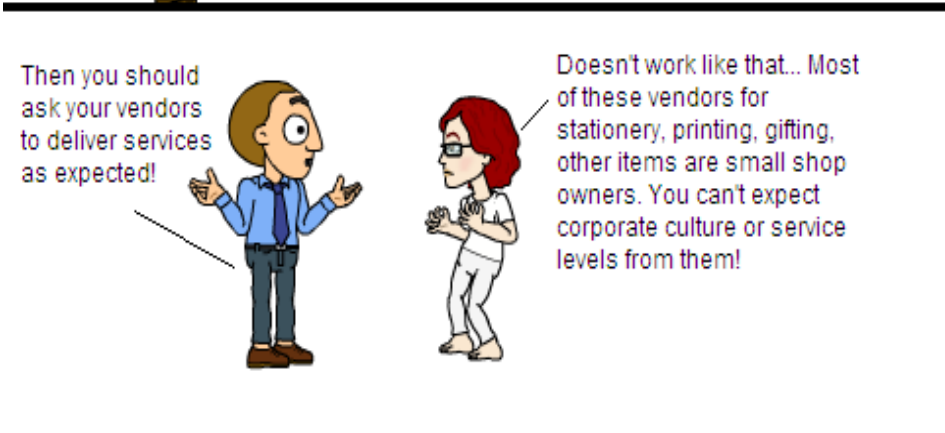
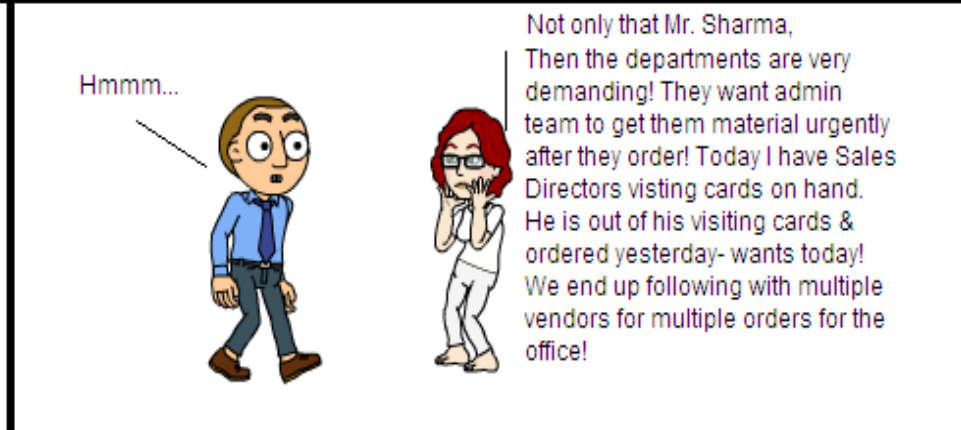
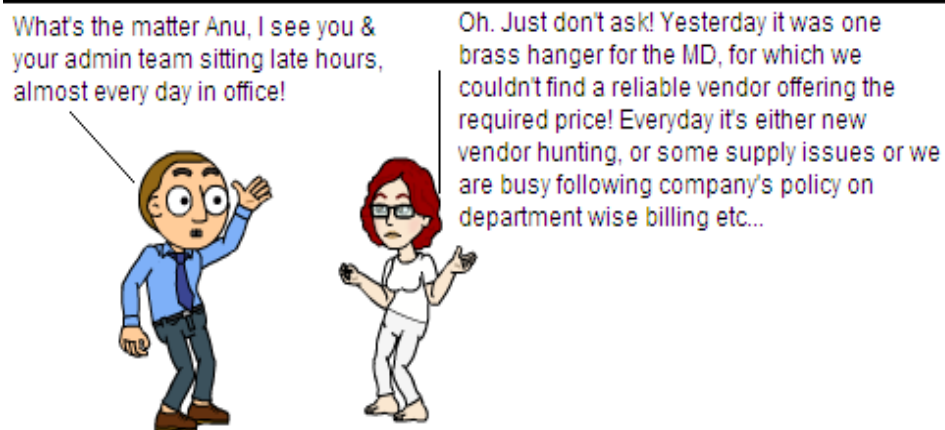


StationeryNation Introduction

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?

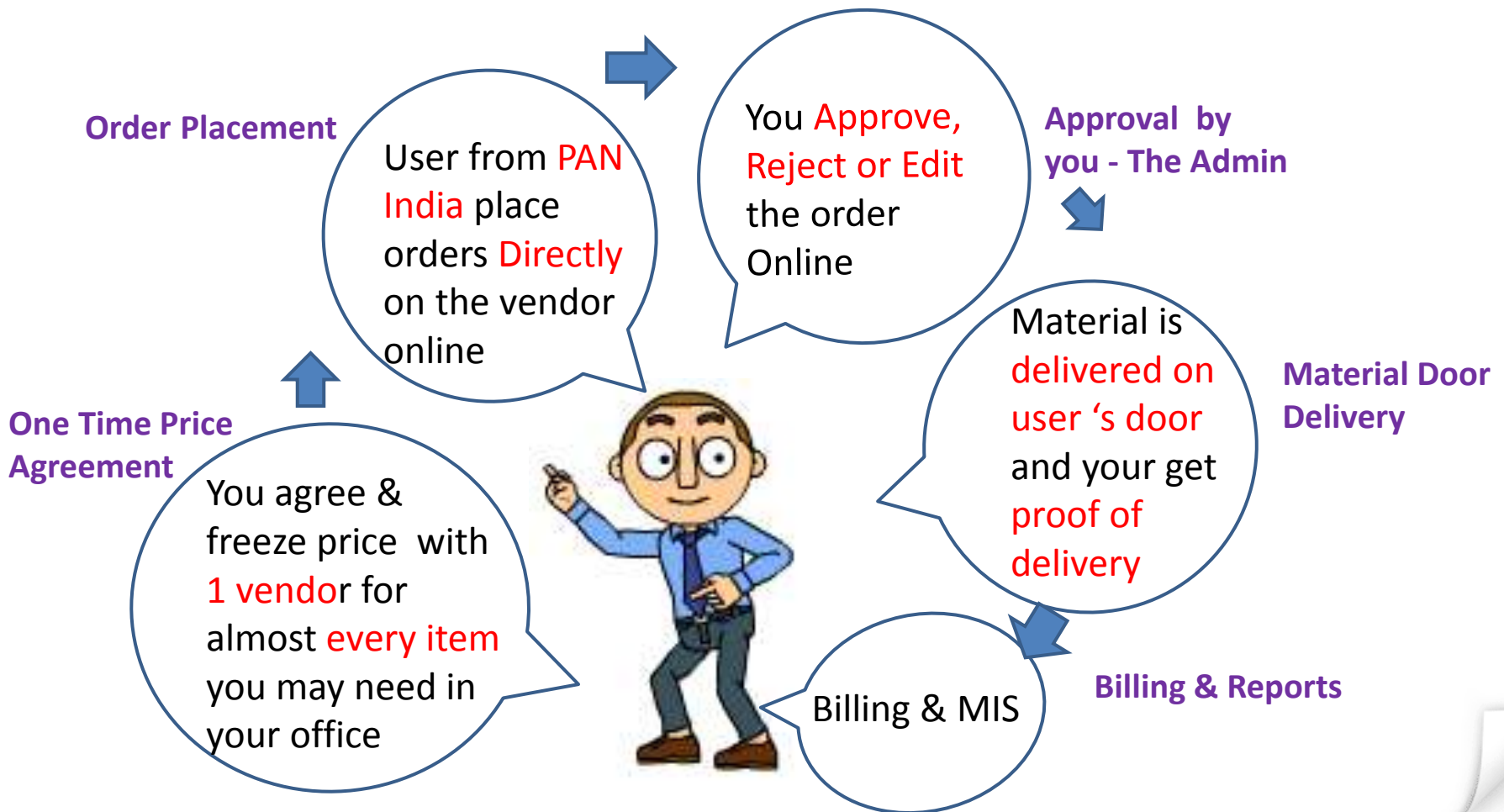
Will it help if you only sit back, relax & monitor the “order to procurement to billing to spent analysis process” and someone else manages it for you on end to end basis...



Wow! Certainly yes!
Tell me how...



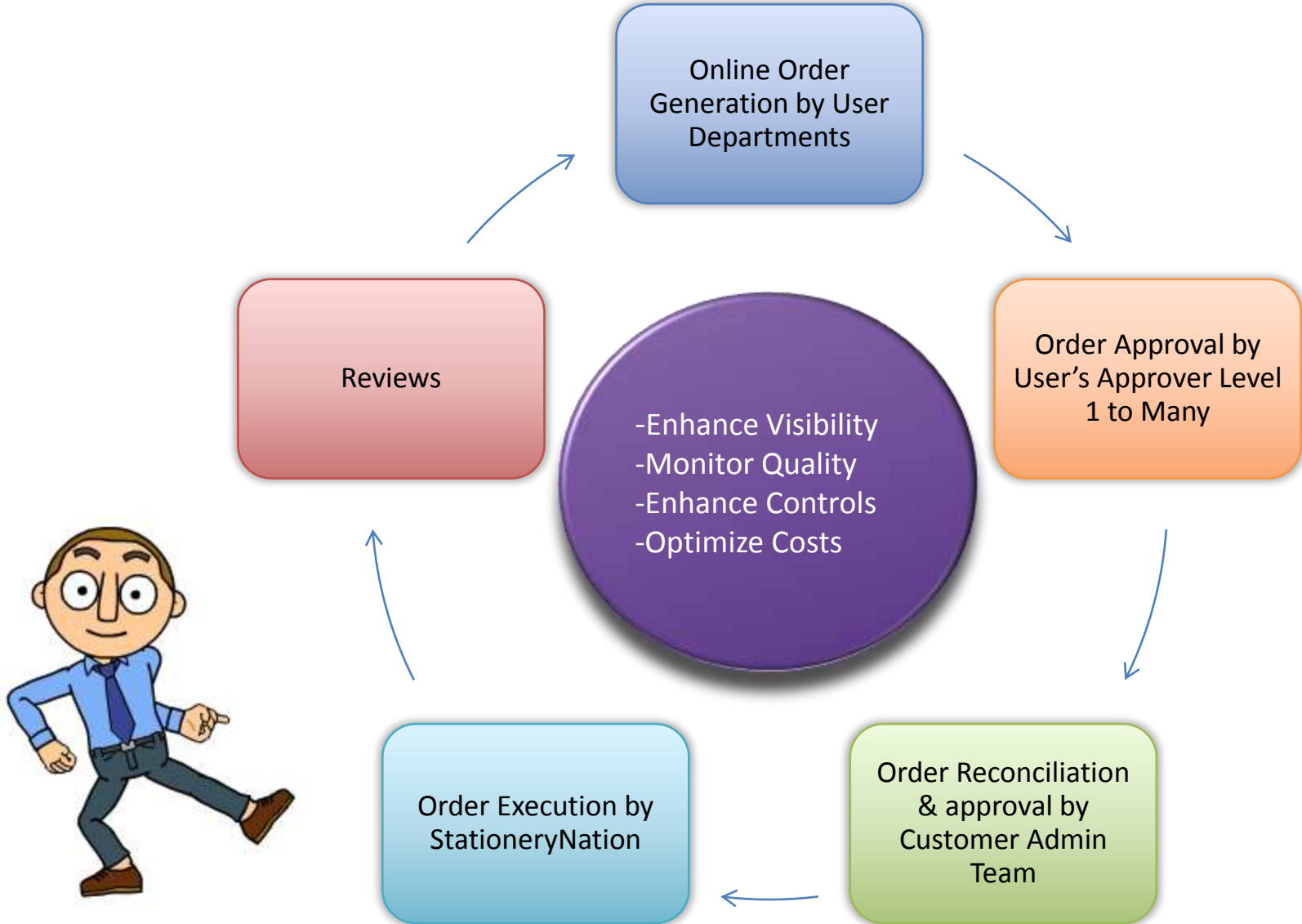
Here is the solution to all the problems...



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



Online Corporate Order Management tool



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

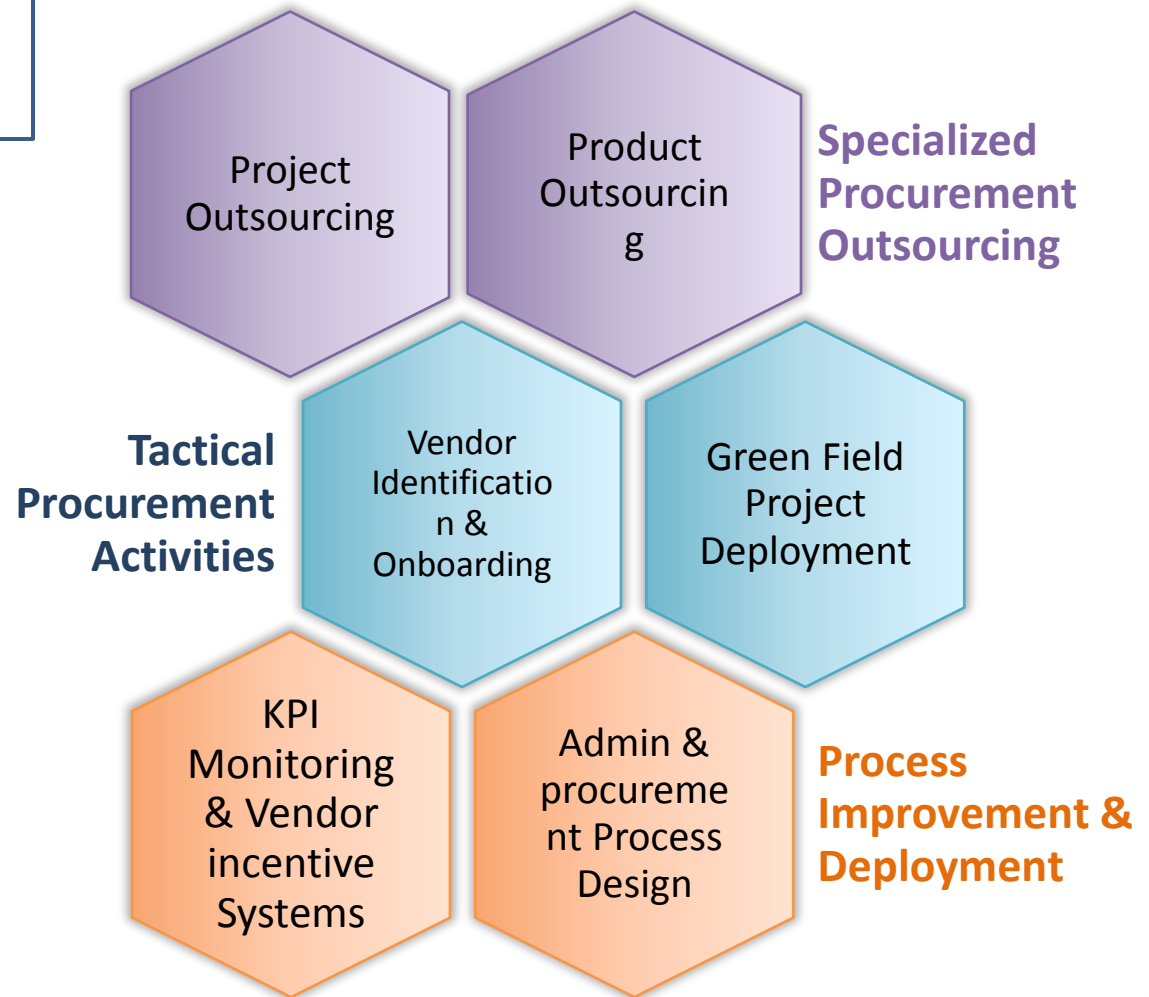
HOME
SHOP



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

StationeryNation.in – One Stop Shop For Admin Managers for all their procurement requirements. We also capture on-line market with our multi brand stationery web store & market places like Amazon, Flipkart, Snapdeal and so on

Achievements- Quick Snapshot

Successful Beta launched For–

- 1) Web store - StationeryNation.in
- 2) Corporate E Order Tool – eorderhub.com
- 3) Corporate Services Launched in Gurgaon CBD

Customer Traction -

- 1) 17 Corporate contracts gained
- 2) Orders gained across products – Stationery, Printing, Gifting, IT Peripherals & Misc Material
- 3) Crossed revenues of 1 Million in corporate and 0.2 Million in E Commerce Beta till June 2015 YTD
- 4) Q2, 2015 v/s Q1 2015 growth – 165%+

Future Plans -

- 1) 100 + Business Opportunities in Discussion
- 2) Reach a mark of 50 customers in Gurgaon CBD by Dec 2015
- 3) Launching New Geographies by Jan 2016

Journey So Far

June 2015

YTD 17 Corporate Customers Signed



April 2015

YTD 12 Corporate Customers Signed



May 2015

YTD 15 Corporate Customers Signed



March 2015

5 New Corporate Contracts Gained



March 2015

Online Volumes Reach 100 Orders a Month



Jan 2015

Beta Online Launched



Feb 2015

First Corporate Customer Signed



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



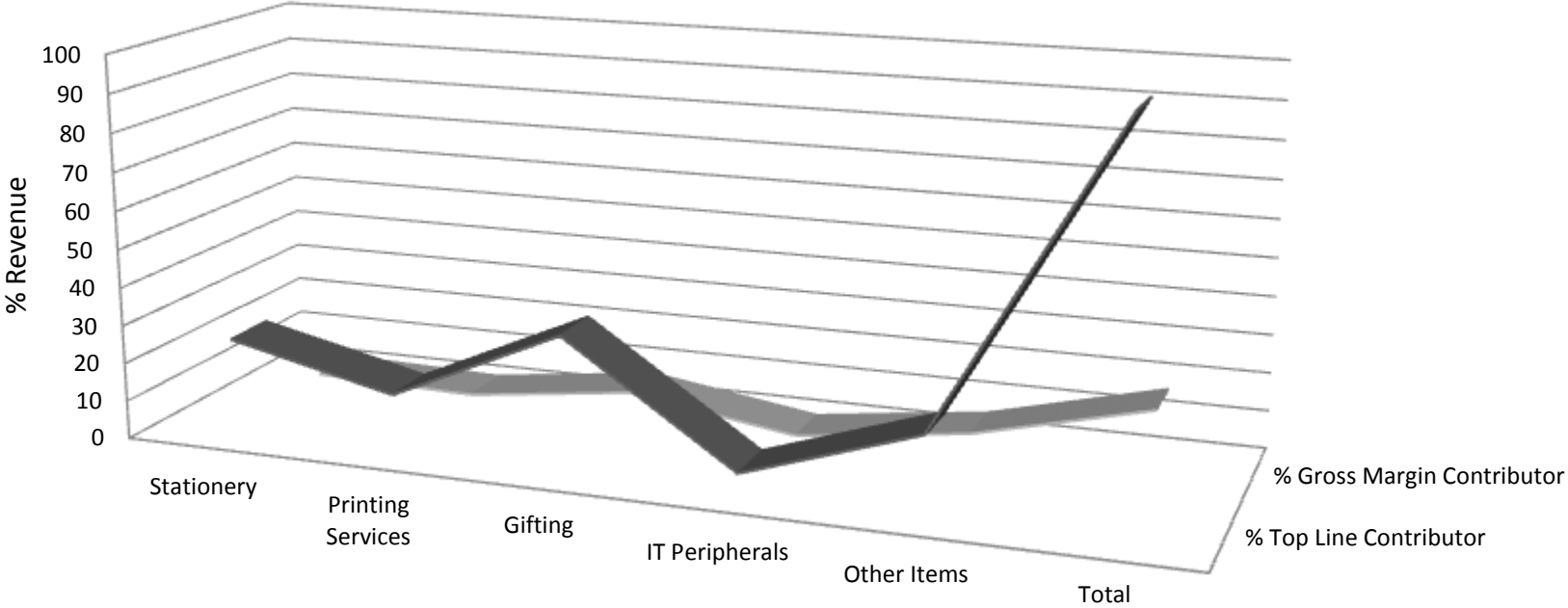
HEIDELBERGCEMENT

WOODWARD



[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

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