

# Franchise Prospectus



# MABELLO

Incredible  
Innovation  
In *Designing*



*Bringing natural beauty and timeless style to your home, one piece  
of wooden furniture at a time...*

## About Us-

Welcome to Mabello – the leading woodworking industry in Odisha that combines creativity, craftsmanship and technology. At Mabello, we are dedicated to providing a range of exquisite wooden products that meet the highest standards of quality and aesthetics. Whether you're looking for bespoke furniture for your home or office, or looking to elevate your decor with handcrafted decorative items, we have it all. Our team of skilled craftsmen, designers, and artists work together to create unique designs that merge timeless elegance with contemporary sensibilities. We use only the finest raw materials, responsibly sourced to minimize our environmental impact. Our state-of-the-art facility features modern equipment and technology to ensure every product is crafted with precision and care. We believe in providing personalized attention to each of our clients and work with you to bring your ideas to life. At Mabello, we pride ourselves on providing exceptional customer service and timely delivery. Let's work together to create beautiful wooden products that transform your spaces. Contact us today to explore our exclusive range of products and services.





## Vision:

To be the leading provider of premium quality and innovative doors and furniture in the industry with a cost effective price range.

## Mission:

To provide exceptional customer service and high-quality products through our team of skilled craftsmen, modern manufacturing facilities, and commitment to sustainability.

### Goals:

1. To increase market share by expanding our product line and distribution network.
2. To continuously improve our manufacturing processes and use of sustainable materials.
3. To invest in the development of our employees, promoting a positive and fulfilling work environment

### Strengths:

1. Mabello has a strong ability for producing high-quality doors and furniture and equipped with the latest technology.
2. The company has skilled craftsmen and modern manufacturing facilities that enable them to meet customer demand.
3. The company's commitment to sustainability and use of eco-friendly materials promotes environmental stewardship.
4. Mabello has an excellent customer service and support team, fostering customer loyalty.

## Significance of Franchising

### Financial:

- Low investment
- Financial support
- Competitive Price

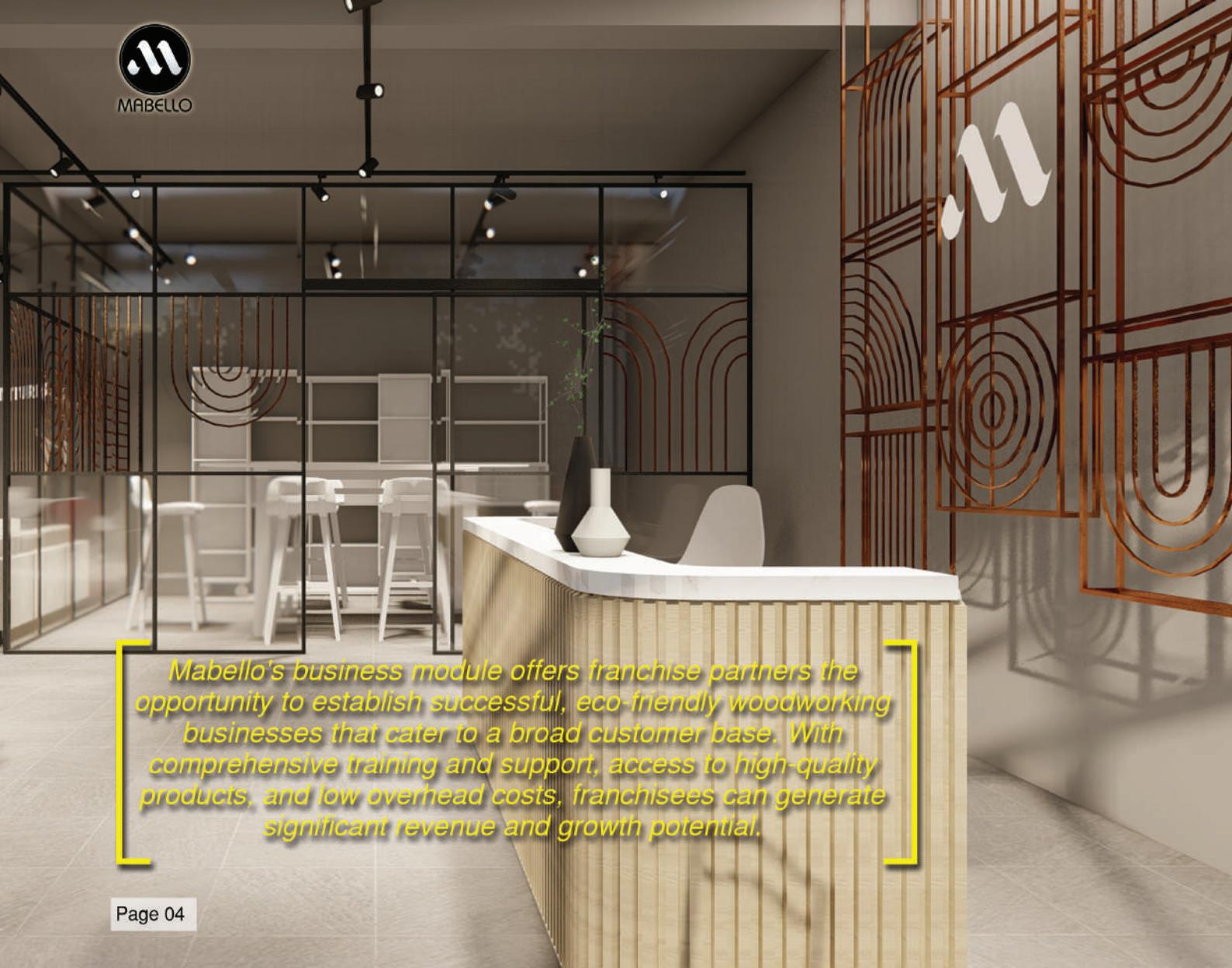
### Operational:

- Low overheads
- On-time delivery
- Easy setup Procedures

### Marketing:

- Marketing support
- Software support
- Training support

**MABELLO**  
**DOORS & FURNITURES**



*Mabello's business module offers franchise partners the opportunity to establish successful, eco-friendly woodworking businesses that cater to a broad customer base. With comprehensive training and support, access to high-quality products, and low overhead costs, franchisees can generate significant revenue and growth potential.*



## Franchising Module of Mabello

The business module for a Mabello franchise in Odisha is designed to provide comprehensive support and training to franchise partners, ensuring that they can establish and grow successful businesses. The business model is based on a low overhead cost, eco-friendly practices, and high-quality products that cater to a broad customer base. Here's a breakdown of the business model:

1. Low overhead cost: Mabello franchise partners can take advantage of the company's established brand and supply chain to keep their overhead costs low. The company provides training and support in all areas of the business, allowing franchisees to focus on the essential tasks of production, marketing, and customer service.
2. Eco-friendly practices: Mabello is committed to sustainability and eco-friendliness, which can be a significant selling point for franchises. The company only uses wood sourced from responsibly managed forests and follows eco-friendly manufacturing practices to reduce their carbon footprint.
3. High-quality products: Mabello offers a diverse range of premium-quality woodwork products, including doors, windows, furniture, flooring, and many more. Franchise partners have the potential to cater to a broad customer base, increasing their chances of making more sales and profits.
4. Training and support: Mabello provides comprehensive training programs that teach woodworking techniques and business management. The training covers all aspects of the business, including product design, production, marketing, and customer service, ensuring that franchises have all the knowledge and skills they need to succeed. The company also offers ongoing support to franchise partners in areas like production, marketing, customer service, accounting, legal compliance, and technology implementation.
5. Marketing and sales: Mabello provides sales and marketing support to franchise partners, helping them reach potential customers through digital marketing, social media, and other channels. Franchises can also leverage the company's established relationships with builders, architects, and interior designers to generate leads and secure contracts.
6. Revenue streams: Mabello franchise partners can generate revenue through multiple streams, including product sales, project contracts for commercial and residential properties, and design consultation services for customers.
7. Expansion and growth: With an established business model, training and support, and access to a growing market, Mabello franchise partners can expand and grow their businesses. The company also provides opportunities for franchises to integrate vertically into manufacturing and sourcing of raw material.



## Benefits of Franchising with Mabello

### 1. Work Force:

Hardworking, devoted and accomplished work force to support your business. Their knowledge, experience and skill will help you gain business.

### 2. Effective Analytics:

Detailed research analytical data will help you succeed by understanding the client needs and region wise requirements.

### 3. Training Program:

Extensive training programs for your staff offers regular enhancement and uniforms provide unique identification to setup and identity.

### 4. Socially Aware Business:

This business indicates awareness and responsibility towards society by providing the wooden products in a lower cost to peoples.

### 5. Competitive Edge:

Our wide range & competitive price products has a Unique Selling Point which will ensure your exclusivity in the competitive market.

### 6. Store Design:

Our high-end software helps you in holding stock records, billing, etc. Our professional store lay out offers unified identity.



# MABELLO DOORS & FURNITURE

Join Us...  
Let's Grow together....



## Our Product Ranges...

Woodworking is a craft that has been passed down from generation to generation. It involves working with wood to create beautiful and functional objects. In today's world, the woodworking industry has grown into a sophisticated industry, with experts creating exquisite pieces of furniture, doors, windows, and home decor items. At Mabello we are having the following product ranges:

DOORS

FLOORING

DOOR  
FRAMES

CLADING

WINDOWS

FALSE  
CEILING

WINDOW  
FRAMES

EPOXY



## and Indoor Furnitures....

Dining tables ,Sofas, Rocking chairs, End tables , Coffee tables, Beds , Handrails and stairs, Recliners, Chaise lounge, Bar stool, Cupboard, Chairs, Nightstand, Wardrobe, Desk, Console tables, Dressers, Planters, Bookcases, Racks, Cabinets, Bookcases, Coat racks , Dog houses , Wine racks, Kitchen Cabinets.

## Classes of Wooden Furnitures....

**General class furniture:** Includes economic class furniture.

**Traditional class furniture:** Includes traditional designs, carvings, engravings

**Space saving furniture:** This class meets the modern day requirement of multiple resources in limited space. This class may include Sofa+bed, Coffee table -cum- dining, Rack -cum-Dining etc.

**Kids furniture:** This category may include furnitures required from birth of a child till later -Cribs, Swings, High chairs, Bunk-beds, Study tables, etc.

**OUTDOOR :** Log huts, Gazebos, Sit-outs, Patio, Deck, Outdoor swings, Sun beds, Bench.





## Kitchen Series...

The modern kitchen demands a systematic and well-maintained interior. We at Mabello provide a wide range of convenient high quality kitchen cabinets which will enhance the look of your kitchen interior. We use high quality water proof and termite and fungus resistance materials. This will keep your kitchen hygienic and clean. You will enjoy cooking with ergonomically fit design.



## Wardrobe Collection...

Your wardrobe and the content within it are a reflection of your lifestyle. We at Mabello provide a wide range of wardrobe design. When you consider getting a new wardrobe or changing the existing one, the design becomes the most important factor, as wardrobe's main usage is space management. Sliding door wardrobe not only looks trendy, but also offers more utility as the doors can slide seemingly and on top of that save space as doors don't need to open outwards.



Organize your...  
**SWEET HOME**  
WITH MABELLO INTERIOR



## Doors and Window Series...

Mabello creates the highest quality solid wood doors and window for our clients' front doors, interior doors, and cellar collection doors. We unite high quality wood doors hand crafted by artisans with the latest technology. The doors are high quality, secure and durable as per standards with affordable price range.

Secure your...  
**HOME**  
WITH MABELLO DOORS

<https://www.glenviewhaus.com>

## Office & Home Furniture Collection...

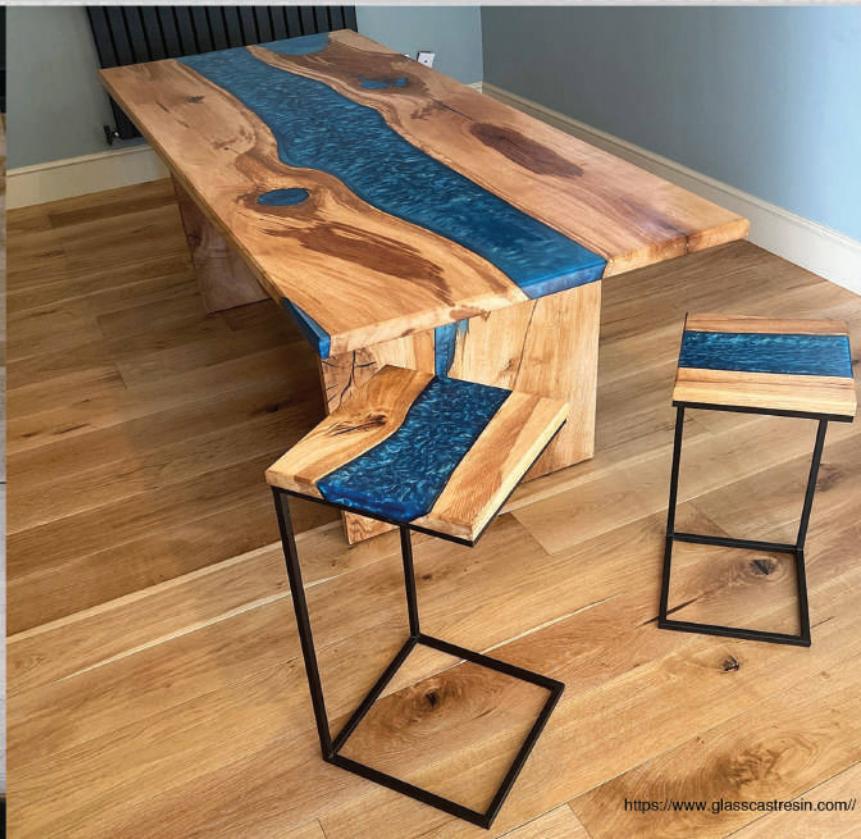
Mabello is a brand that is well-known for its office and home furniture. With an extensive range of products, Mabello offers a unique blend of style, comfort, and functionality. Whether you are looking for furniture pieces that would enhance your workspace or furniture that would make your home more inviting, Mabello has got everything covered.





## Epoxy and Inlay Collection...

Epoxy resin offers a variety of possibilities that is unlike any other material. In conjunction with wood, you can achieve a wide range of design possibilities: epoxy resin coated with wood as a protective layer, wood in cast molds, epoxy resin river tables, and much more is possible. We at Mabello have wide and creative ranges of wood based epoxy products. The combination of epoxy resin and wood and give you a unique and finish product.



## Outdoor Products:

We design dining sets, sofas, benches, stools, planters, umbrellas and sun loungers focusing on the new trend. All these beautiful designs are created just to make sure that you enjoy your outdoor space in style. Our creations are made of treated solid wood. The innovative designs made by us, be it the rusty look of wood, all are loved by the patio enthusiasts. We make sturdy and strong products that will not only suit your design aesthetic, but will last for years to come. Our collection has a transformative quality of renovating an old and boring space into an inviting and relaxing retreat.





## Quality Assurance of our Products...

The importance of ensuring quality control in wood production cannot be overstated. Wood is a vital material used in a wide range of industries, from construction to furniture making, and the quality of the wood produced has a direct impact on the final product's durability, safety, and aesthetic appeal. We at Mabello not only ensure the quality of raw material but also its finished products in each stage of production. We use processed and treated (seasoning and pressure treated) wood for its better durability.



## Planning

Book your consultation: Share your requirements, inspirations, likes and dislikes – and your budget. Take our personalized survey.



Check out your design concept: See your ideas and design preferences illustrated in your mood boards and 3D presentations for any one room.



## Presenting



Finalize your design: See the spaces in your dream home emerge in your 3D presentations and renders

Get your project estimate: Go through your quotes, proposals and our deliverables

Get your project estimate: Go through your quotes, proposals and our deliverables



## Performing



Your dream turns into reality: Watch your design plans implemented in our factory and on site

Payment Milestone 2  
60 %



Inspect your dream home: Meet and inspect progress of your project

Payment Milestone 3  
30 %

Opt-in services: Go shopping with your interior designer\*  
Plan and purchase your home decor items

Payment Milestone 4  
10 %

The reveal: Move into your brand new home!



## Perfecting

1 month after moving in, walk us through your home to survey and speak to us about any issues



# Mabello Assist...

At Mabello, we believe that interior design is more than great functionality and beautiful aesthetics. We aim to make your home interiors a reflection of your personality. Your home should be something that you and your family take pride in and love to spend time in. Our efficient, customized home interior designs incorporate your needs in every nook of your home, so your space meets your every requirement. Our dedicated home interior designers work with you tirelessly to tie your style with their design expertise, creating the perfect interior design plan. They will also ensure that the plan is executed using the materials of the highest standards.





## What we Provide...

Mabello's franchise model offers franchisees a complete business blueprint, with comprehensive training programs and ongoing support to help them establish and grow their woodworking business. The primary benefit of investing in a Mabello franchise is access to an established brand name and reputation, which can help attract customers and boost sales.



1

### Store Setting Support

Professional Store Layout, Interior, Furniture, Lights, etc.  
ISI Certification of our products.  
Assistance in Store Location and Store Set-up.

2

### Functional Support

Computerizing business operation, IT support and monitoring.  
Assistance in recruiting store personnel.  
Classroom and store based staff training programs.

3

### Digital Support

Market Survey of Neighborhood and cloud based ERP software support.  
Social media artwork to attract and convince buyers.  
Store details displayed on our website & other platforms.

4

### Marketing Material

Right to use Mabello Logo & Visiting cards to ensure quality.  
Regular supply of Informative brochures and pamphlets.  
Feedback forms to procure data, needs and feedbacks.

## Terms and Conditions:

1. Franchise Fee: The franchise shall pay a one-time franchise fee to Mabello Doors and Furniture to purchase and operate a franchise location. The franchise fee shall be non-refundable and non-transferable. The minimum space requirement is 2000 sqft.
2. Territory: The franchise will be granted an exclusive territory within which to operate the franchise. The franchisee shall not market or sell Mabello Doors and Furniture products outside their designated territory, without prior approval from the franchisor.
3. Training: The franchisee shall attend and complete all necessary training courses provided by the franchisor to ensure that they have adequate knowledge and skills to operate a successful Mabello Doors and Furniture franchise.
4. Intellectual Property: The franchisor retains ownership of all trademarks, logos, and intellectual property associated with the Mabello Doors and Furniture brand. The franchisee shall not use this intellectual property for any purpose outside of operating the franchise.
5. Advertising: The franchise shall contribute to a regional or national advertising fund, which will be used to promote the Mabello Doors and Furniture brand. The franchisor shall have the right to approve all advertising materials used by the franchisee.
6. Sales Requirements: The franchise shall maintain minimum sales requirements on an annual basis. Failure to meet these sales requirements may result in termination of the franchise agreement.
7. Confidentiality: The franchisee shall maintain confidentiality and not disclose any trade secrets, operating procedures, or other confidential information belonging to the franchisor.
8. Duration: The franchise agreement shall be for a period of 10 years, with an option for renewal following the completion of the initial term.
9. Termination: Either party may terminate the franchise agreement if the other party breaches the terms and conditions of the agreement.
10. Governing Law: The franchise agreement shall be governed by the laws Berhampur jurisdiction only.



## Franchise Application Form for Mabello Doors and Furniture

Full Name:

Nominee:

Mailing Address:

City:

State:

Pin Code:

Mobile Phone Number:

Email Address:

Date of Birth:

Nationality:

Either business place is owned or rented?

Do you currently own any other franchises?

Do you have any retail or sales experience?

Have you managed or owned any other stores or franchises before?

Why do you want to open a Mabello Doors and Furniture franchise?

Where do you plan to open your franchise?

Have you secured a location for your business?

Do you have any previously agreed upon financing options or plans?

Are there any legal judgments or suits against you or any of your businesses?

### Franchisee Certification:

I certify that the information provided in this application is true, complete, and accurate to the best of my knowledge. I understand that providing false or misleading information will disqualify me from pursuing a franchise opportunity with Mabello Doors and Furniture.

Signature:

Date:

Thank you for your interest in becoming a Mabello Doors and Furniture franchisee. We will review your application and get back to you as soon as possible.



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The question of what you  
want to own is actually the  
question of how you want to  
live your life.

Mabello Doors & Furniture Pvt. Ltd.



MABELLO

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