Superkirana Tasks to Achieve Vision by 23rd August 2024

# 1. Finalize Website Content and Design

Ensure all pages are fully updated with accurate content, especially the franchise enrollment and community-building sections. Review the current design, including the line-drawing style illustrations, and confirm all design elements are cohesive across the site.

# 2. Launch Ad Campaigns

Begin running digital marketing campaigns across Facebook, Instagram, Google Ads, and LinkedIn. Finalize influencer partnerships and ensure promotional posts and ads are created and scheduled. Track ad performance metrics to adjust campaigns if necessary.

# 3. Franchisee Support Setup

Train the franchise support team to handle inquiries and guide potential franchisees through the onboarding process. Set up an automated CRM system for managing franchisee leads and communication.

# 4. SuperKirana Store Branding

Finalize store branding materials for franchisees, including logos, in-store signage, and yellow-and-black theme alignment. Ensure the 3D models of Superkirana stores are ready for presentations.

# 5. Content and Media Creation

Create launch posts for social media, including Instagram, Facebook, and YouTube. Draft blog content and FAQ updates for the website to address potential franchisee queries.

# 6. Prepare for the Grand Launch Event

Plan a pre-launch strategy that creates buzz around the grand launch on 23rd August. Organize logistics for the event, including media invites, influencer participation, and live-streaming with Ankush Saxena.

# 7. Vendor and Supplier Onboarding

Finalize vendor agreements for Superkirana product supply to ensure seamless stock and inventory flow at launch. Finalize pending RFQs with vendors.

# 8. Final Review of Franchise Plans

Double-check deliverables for the Mini Plan, Standard Plan, Premium Plan, and Executive Plan. Ensure clear communication of infrastructure, inventory, technology, and support offerings to franchisees.