



SMITH & MORGAN

The inevitable fashion



“ WHEN YOU NEED
TO INNOVATE,
YOU NEED
COLLABORATION ”



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SMOKING IS INJURIOUS TO HEALTH

INTRODUCTION

With a strong belief in our business strategies and the empowering support from our valued customers, Smith and Morgan is all set to take a big leap towards its next milestone, its franchise

Franchising is a new innovative idea of doing business in which a brand's owner gives the right of his idea to share it with prospective partners. It helps the owner of the brand to open chain of stores of his production in different cities. For entrepreneur who gets all the benefits of the brand owner's investment, years of research, experience, training, trusted and tested formulas from the day one..

Our value for money to customers and the passion to absolute quality has taken us to a great position with in our industry. WE WOULD NOW LIKE TO SHARE IT WITH YOU for outstanding and stunning business achievements.





PROFILE

We, Smith and Morgan founded in 2017 at Calicut, located in the heart of Kerala. Smith and Morgan is a stylish suit and uniform manufacturing company with high quality materials and sophisticated workmanship. The company eventually became known for dependable Indian suites crafted with Italian fashion. Elegance, comfort and the dependability is the heart of the brand's core of philosophy. Our value for money to customers and the passion to absolute quality has taken us to a great position with in our industry.



DESIGNING & MANUFACTURING

If you want to achieve the most elegant and luxurious look, make sure to wear a suite that perfectly fits you. The best designers who crafts inevitably fashionable suites are in now Smith & Morgan's hub. We design suites that fashions and displays the elegant culture of India and crafted carefully in order to match the quality of Indian apparel.

The best quality formal suites, Designer suites, Jodhpuri suites, Waist coats, formals, casuals, suit accessories, Leather and casual shoes are available in our stores. Suits that will make you stand out in any occasion. May it be formal, social or even your wedding.

We are the one stop shop for you to buy your best attire because shoes and chapels are also available to make sure that your footwear perfectly matches your outfit.

VISION

The opportunity to make a real difference in all aspects of our customer relationships, globally.

MISISON

Our mission is to create an ethical dressing habit, standing in Indian cultural values collaborating with western dsigns.

VALUES

SIMPLICITY

PASSION

INNOVATION

COMMITMENT

SUPERIOR QUALITY

BUDGET



STORE FORMAT

The store have been carefully designed for customers in order to enjoy an international standard shopping experience. We ensure the usage of high quality raw materials in our products with various designs presented with in visible racks.



We are categorizing each section of products in a spacious level to ensure easy selection and customer satisfaction. Makes the circulation flow easeful and customer friendly. The minimal display of hanging and stacking gives an international feel and enhance your shopping experience.

- FORMAL SUITES
- DESIGNER SUITES
- WEDDING SUITES
- JODHPURI SUITES
- SHARWANI
- T-SHIRTS
- FORMAL SHIRT & TROUSERS
- CASUALS and JEANS
- WAIST COATS
- LEATHER SHOES & CHAPELS
- CASUAL SHOES
- BROOCHES
- LAPEL PIN
- CUFFLINKS
- TIE
- POCKET SQUIRE
- LEATHER WALLET
- LEATHER BELT
- ALL OTHER SUITING ACCESSORIES
- AS PER THE CUSTOMIZATION

FLAGSHIP STORE

We are maintaining all our franchise outlets are the "FLAGSHIP STORES" so that our franchisee members can avail all mentioned branding aspects to the store.

The term flagship refers to a ship which is the largest, fastest, latest, most heavily armed or the lead ship in a fleet. Similarly all the retail chains have one or more flagship stores that are bigger shelves more merchandise than the rest and are more impressive. These selected stores are given more attention, have complete range of products perhaps have special merchandise on display.

Smith and Morgan's business values and ethics are always different, We shall not discriminating any of our outlets on the basis of business range, business location and physical area.

The supply and the sales will be minutely monitored at micro level from designs to color, size etc...this will be taking cared by our special trained business development team to ensure all the outlets are a profit centers.



TURNING TO “WE”

Franchising program

In order to participate Smith and morgan's franchise program a few years of experience in selling similar commodity is expected.

FRANCHISE APPLICATION FORM

Submit complete franchise application along with required documents and photographs of the proprietor.

FACE TO FACE MEETING

Franchise partners will be called off to smith and morgan's head office, The franchisee prospect can have a detailed discussion with our retail division about franchise business including terms and conditions as a pre documentation

PRESENTATIONS OF THE COMMERCIAL TERMS

This process will present the commercial terms of our business to the franchisor for their review

DOCUMENTS

Following documents to be submitted by the franchise prospect to Smith and Morgan head office for forwarding the further process.

- Property owner ship or lease/rental agreement document.
- Property certification of free from the lien.
- Gst license
- Pan copies of company and the individuals
- Last one year bank statement
- Signature verification from the bank
- Personal current financial liability declaration
- Certified true copies and personal documents to self-attested

VISIT TO FRANCHISEE'S PROPOSED LOCATION

Concerned representative of smith and morgan's head office will visit proposed franchisee's location

Key consideration during this visit will be visibility of the store, accessibility, parking, primary trading area, competitors, market environment, staffing solutions, logistics and proposed outlet specifications.

FORMAL QUALIFICATION

A franchisee approval letter will be submitted with the indicated location after company person's visit.

Once the franchisee approval letter issued, The franchisee prospect is required to submit the approved location's property ownership proof or lease/rent agreement.

LETTER OF INTENT

The letter of intent shall be signed by both smith and morgan and the franchisee prospect as a first step towards signing of franchise agreement.

- Signing of the LOI within 15 days from Smith and Morgan's approval
- ₹ 2 Lakhs to be paid upon signing of LOI.
- Smith and morgan will furnish the franchisee store after receiving a certain amount of advance for starting the furnishing process, the advance amount will be discussed upon signing of Letter of intent.

FRANCHISEE AGREEMENT

The signing of the franchisee agreement will be taken of at the Smith and Morgan Head office located in Calicut, Mukkam, within 65 days of signing of the LOI, with a payment of 30% of total quoted project budget.

LETTER OF THE APPOINTMENT OF THE FRANCHISEE

Smith and morgan would be issuing letter of appointment to the franchisee prospect. The store will be opened within 65 days from the date of execution of this agreement.

IN DEPTH INTRODUCTION

Along with the letter of appointment of the franchisee you will invited to visit our head office. During this visit the franchisee will receive more in depth introduction to the Smith and Morgan backend team. Franchisee will meet each department of retail to learn their roll in franchisee support system. Interact with the members of our executive committee and will spend some time " BEHIND THE SCENES" in our back office or in one of our store locations to learn more about the franchising operation process.



OPEN AND ONGOING SUPPORT

Design and construction- We will assist the franchisee in the process of planning, designing and building the retail store through our approved vendors.

Comprehensive

information such as prototypes, blue prints, equipment, signage, furniture and fixture lists details will be provided by Smith and Morgan. The cost of building the store, furniture, interiors, accessories will be borne by the franchisee. We will always work with pre approved and designated vendors to keep the consistent. Cost controlled and more importantly the work can be completed on time.

Comprehensive training program

Franchisee must complete comprehensive training program at Smith and Morgan's head office. You and your crew will learn the important aspects of running Smith and Morgan retail store successfully in the training program. The training will cover key topics such as production, software and sales etc

Ordering and supply

The franchisee purchasing manager should be in touch with Smith and Morgan's retail sales support team in order to keep updated on new arrivals of designs and garment materials. The team will be inspecting the retail stores to make sure the business support. The 70% of display should be filled by Smith and Morgan's products. plus, other brand's suits are not allowed to be sold in Smith and Morgan's franchise store.

Marketing

Our visual merchandisers will work closely on the various marketing activities for the grand opening.

They will stay in touch with you, assisting and promoting the store. They shall provide you weekly, monthly and seasonal window displays.

Store opening support

Our operation team will be on site to assist you for the successful and grand opening of the Smith and Morgan retail franchise store. Their aim is to train your crew, implement the marketing plan and execute the operating system taught in the training program.

Operating assistance

Smith and Morgan's procedures and operating standards are fully outlined for you in our franchise operation manual. We will take you through the step by step procedures on how to leverage the efficiencies and maximize profit. Our focus is on providing a wonderful experience to every customer on every visit.

On going support

Regular visit by Smith and Morgan's business development team will assist in evaluating and enhancing all aspects of our business. Our object is to help you on improving sales and increasing the profit and providing a better shopping experience.



Frequently asked questions

1- What is the format for Smith and Morgan's franchise?

A- Outright purchase in 100% stock correction

2- What will be the size of the store?

A- Minimum 250 square feet carpeted area to 1000 square feet carpeted area

3- What will be the margin of the franchise

A- The franchisee's margin will be 42% on fresh merchandise

4- Will 'Smith and Morgan' offer EOSS

A- Smith and Morgan doesn't encourage EOSS, However if the situation demands EOSS, Smith and Morgan will offer a gross margin deduction of 10% on sold out products during the EOSS, the discount offered during the EOSS will be reimbursed by the company to the franchisee in the form of credit not at the end EOSS.

5- What are the payment terms?

A- First buy will be on advance payment of 80% of total invoice, approximately 6-7 lakhs.

- Payments shall be made in the sequence of the invoice received. First in and first out(FIFO)
- Weekly deposit against the purchased invoices after deducting the margins.
The weekly payment cycle will be starting on every Monday.
- Maximum credit for all subsequent Bill's is 45 days from the billing date.
- All the invoices must be settled within 45 days credit period irrespective of all daily deposits

6- Will 'Smith and morgan' do any marketing for the launch of the store?

What are the plans for the same?

A- Yes, Smith and Morgan will plan a proper announcing the opening of its store in concerned city.

7- Will, Smith and Morgan train the staff?

A- Yes, Smith and Morgan will provide the staff training for Product range, customer care, software and other related activities.

8- What is the next step?

A- Simply complete the smith and morgan franchise application form and submit to us. We shall contact you upon receiving the application form. In the meantime if you have any further questions, feel free to call on below number or mail us on
Mail id : smithandmorgan@gmail.com phone Number : +91 7902348448





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For start a new franchise/ Enquiry : 7902348448

For Suit tailoring/ Uniform enquiry : 9656574075

Showroom : Able avenue building, Near Indian oil pump, Karassery junction, Mukkam,
contact: 9207348448

Office: Opposite SBI, Calicut Road, Mukkam, Kozhikkode, Kerala, India, 673602,
contact: 9995733984

Franchise

Near K.V.R Bajaj, Thamarassery Road,
Omassery, Kozhikode
+91 89435 42056

Opposite Family Wedding Centre,
Near IIM Kozhikode, Calicut Road,
Kunnamangalam
+91 81569 73771



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