



FRANCHISE PROPOSAL

**Youth
EngineerTM**

———— SATISH SALUNKHE
———— GHANSHYAM CHAVAN

“ A brand is an idea of tomorrow,
brought to reality today”

Business and Brand

Technology is growing at an exponential rate all over the world. We are experiencing a paradigm shift in the global market of the 21st century where large-scale industries are re-modelling their business based on technology. These actions of strategic change within multi-national corporations fundamentally indicate that the growth of the future exists within technology and its operational markets.

Observing this trend a question arises, if large-scale corporations can prosper in these trillion dollar industries, then what about the smaller firms and individual business owners?

-How can the smaller competitors thrive in such markets against giant corporations? To tackle such a dilemma and bring a balanced solution, we need a platform where smaller businesses and individuals could be unified and compete against multi-national corporations for their share of the market.

About Us

INCRETECH stands for the idea of a brand which ventures out fresh and intuitive ways of entrepreneurship in tech hardware industry, promoting dealership and open-market business. Our functionality as a business medium is to provide security and surveillance equipment and their installation services to corporate, commercial and residential establishments, encouraging safety to the immediate environment.

Our Origin

Our founders were initiated and poised with the brand since 2014 when they began this revolutionary journey with only a limited number of 6 team members.

Their primary objective, to expand their business potential and business ethics in favor of a long term business growth and stability. Serving on 40 clients by the first year of business, they were more motivated than ever.

Today our team exceeds 50+ members in total strength and growing, serving over 500 clients all throughout the state of Maharashtra. Our intention, to mould and multiply our services PAN India by the upcoming year through our ethical decision making skills.

Our Ethics and Operations

Through all these years of endeavour, our ethics have guided us towards an expansive development for what a business structure could be, so with time, our ethical foundation was forged in **SERVICE**

- Stability** - of our brand where we ensure all the regulatory guidelines are adhered properly
- Efficiency** - of valuable resources such as cost and time where every ounce matters
- Reliability** - among all business establishments, because 'faster alone but, further together'
- Visibility** - of our transparent business nature with our clients establishing a long term business medium
- Integrity** - of our ideal goal where we intend to develop a business enthusiast open platform PAN India
- Creativity** - in complex problem solving skills, bringing an authentic work nature, and
- Effectiveness** - of our business spirit where we understand our true competition is only our future selves.

Investment and return

Any business model falls apart against the test of time when it fails to generate compound annual growth where incremental revenue on a yearly basis is the fundamental backbone of the given business economy.

However we cannot neglect the limitations and economic challenges faced by the potential franchisee, hence, in order to ensure a mutual balance, we have structured the investment breakdown with high variability based on our client on-boarding capacity, where the minimally recommended investment opportunity begins 12 lakh onwards and peaks at 25 lakh throughout a 10 year contractual period of business.

When you invest in a franchise, you have every expectation and right to know what your money is paying for. A big part of the answer lies in the initial 'franchise package'.

There is no 'one size fits all' and keeping that in mind we have further organized the packages based on experience, cost and fundamental necessities.

How the Investment is Absorbed

The following breakdown of a given investment provides a brief description of how the investment is intended to be absorbed. For a detailed breakdown you may ask our relevant associates. (*note that taking variable investment figures under consideration, the following breakdown is being represented in approximated percentages. The final figures may vary.)

- > 40% Franchise Licensing Fee
- > 30% Infrastructure Development Fee(Build-out Cost)
- > 20% Marketing and Lead Generation
- > 10% Inventory supply

40% Franchise Licensing Fee -

This bifurcated percentage of your stock investment grants you the authorization for business under the brand throughout the contractual period. As a franchise you will be shared and trained about the business format. This fee gives you the right to engage into the tech hardware industry under the pre-established reputation of our brand.

30% Infrastructure Development Fee -

This cost structure is taken under careful consideration as the utility of this fee will determine the manifestation of your franchise outlet. From the establishment deposit to professional fees for civil and architectural operations, the expenses will be organized and regulated to ensure 100% operational capacity of your outlet. This cost also includes the expenses of interior and essential furniture.

20% Leads and Marketing

‘What is the point having a car if you do not have any fuel driving it forward?’ Marketing is an essential driving force for the business, hence we have pre-established various stages of marketing so that your business receives the appropriate boost since the beginning of its emergence.

This category of fee is intended to be utilized for your Pre-Launch boost campaign as well as overall marketing throughout your contractual period of 10 years.

The marketing campaign has been strategized in such a manner based on the serviceable location and demographics so it could smartly target the relevant audience as well as potential customers who are prone to look for our services in the near future.

10% inventory

After setting up your franchise establishment and fueling it with promising marketing campaigns, your franchise outlet should be armed and equipped with adequate quantity of inventory goods to fulfill the anticipated demand. Through careful study and experience, we have mandated this requirement at 10% over your stock investment at all times, because there is nothing more disappointing for a customer experiencing shortage in immediate supply for goods and services.



INCRETECH

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World of Innovative and Creative Technologies

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