



MARK VIEW: A Franchisee-Centric FMCG Ecosystem

The Buyzaar Mart



ABOUT US.

BUYZAAR is committed to providing transparent, high-quality retail solutions that simplify everyday shopping while building trust through clear communication and consistent service standards.

By making entrepreneurship accessible and sustainable, we empower individuals to take charge of their futures and serve their neighbourhoods with trust, reliability, and community-driven growth.

ABOUT BUYZAAR



MISSION

Our mission emphasises community-empowerment through retail ownership, where individuals are given the chance to build an honest and dignified livelihood by becoming proud owners of neighbourhood stores that serve everyday needs with fairness, affordability, and convenience.

VISION

Our Vision is to get **The Buyzaar Mart** to even the most remote corners of India. Establish a wide network of our stores and eventually reach a notable global presence in FMCG.

MODULE

Our Operating Modules are:

- FICO (Franchise Invested Company Operated): For business owners looking for a more passive role as an investor. You Own the store, we run it!
- FOFO (Franchise Owned Franchise Operated): For those who wish to be more involved with the operations of their invested business. Active Role as a store owner!

WHY CHOOSE BUYZAAR?

“Your Need, Our Commitment” is not just a slogan — it’s our operating principle.



■ Trust & Transparency

Transparent pricing, quality standards, and clear vendor/franchisee communication. Brand built on integrity and service.



■ One-Stop Retail Experience

Shop for FMCG, groceries, home care, and daily essentials — all under one brand. Simplifies shopping with a complete product range curated for everyday needs.



■ Scalable Business Opportunity

Plug-and-play system allows fast rollout of new locations. Ideal for entrepreneurs seeking a low-risk, supported retail venture.

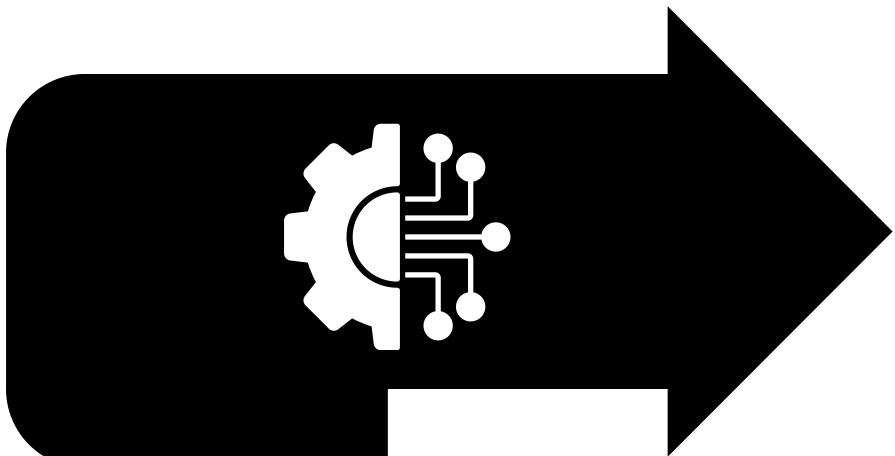
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■ Franchisee-Friendly Model

Pre-built operational ecosystem for franchise owners. Includes POS systems for seamless business management.



■ Technology-Enabled Operations

Digital backbone ensures inventory control, sales tracking, customer engagement. Minimizes manual errors and increases profitability for franchisees.



■ Professional Support & Service

Dedicated customer support for franchisee owners. Franchisees receive onboarding, training, and ongoing assistance.

STORE TYPES

MINI MARTS



600-1000 sqft.

SUPER MARTS



1000-3000 sqft.

HYPER MARTS



3000+ sqft.

SUPPLY CHAIN MANAGEMENT



GROSS MARGIN

CATEGORY	GROSS MARGIN	SALES CONTRIBUTION
FMCG - MNC/ LEGACY BRANDS	12-15%	35%
FMCG - NEW AGE REGIONAL BRANDS	23-28%	25%
FMCG - IMPORTED PRODUCTS	25%	5%
STAPLES & PROVISIONS	15-20%	20%
BEVERAGES	35%	10%
DAIRY	10-15%	5%
GROSS MARGIN	18.66%	
VISIBILITY / OFF INVOICE	2%	
TOTAL GROSS MARGIN	20.66%	100%
LEAKAGE & WASTAGE	2.50%	
PAYMENT FEE	0.25%	
EFFECTIVE MARGIN	18%	

INVESTMENT & RETURNS

Store Type	Total Investment (₹)	Projected Monthly Sales (₹)	Payback Period
Mini Mart	14.99 – 22.99 Lakhs	10 – 16 Lakhs	18 – 24 Months
Super Mart	22.99 – 55.99 Lakhs	16 – 48 Lakhs	18 – 24 Months
Hyper Mart	55.99 Lakhs – 1.85 Cr.	48 Lakhs – 2 Cr.	18 – 24 Months

STORE FEATURES & SERVICES

Wide Product Range

Daily-need items under one roof: FMCG, groceries, home care, and personal care products. Carefully curated product mix to meet the needs of urban and semi-urban households.

Affordable Pricing

- Competitive retail pricing across categories.
- Combo deals for value-conscious customers.
- Pocket-friendly without compromising on quality.

Localized Product Flexibility

While core SKUs are standardized, stores have the flexibility to include region-specific or locally popular items based on demand.



Uniform Branding & Store Design

All Gram Shree stores follow a consistent brand layout, signage, and merchandising. Builds trust and a professional identity across locations. Easy for customers to recognize and trust.

POS-Enabled Billing System

- Stores are equipped with modern Point-of-Sale systems.
- Fast and accurate billing, GST-compliant invoices.
- Real-time tracking of sales and inventory.

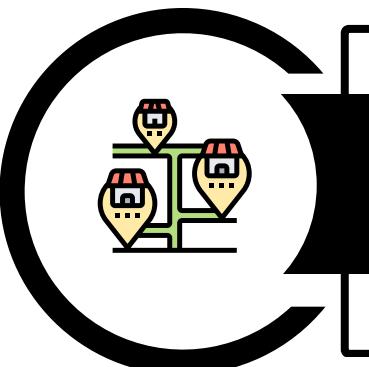
Customer Relationship Management (CRM)

Captures customer data for building loyalty programs and repeat marketing. Enables personalized offers and return-customer engagement. Helps improve store profitability and customer retention.

RETURN ON INVESTMENT - ROI

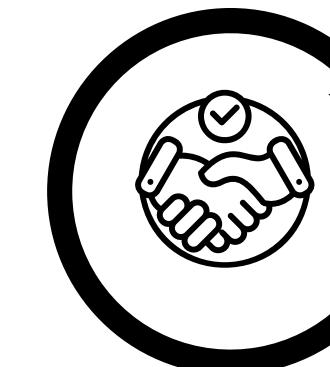
DESCRIPTION	MINI MART	SUPER MART	HYPER MART
FRANCHISE FEE (IN LAKHS)	3	3	3
SECURITY (IN LAKHS)	1-1.53	1.53-3.73	3.73-12.33
SIZE IN SQFT	600-1000	1000-3000	3000-8000
INTERIOR & EQUIPMENT (IN LAKHS)	5.99-9.99	9.99-27.99	27.99-73.99
INVENTORY (IN LAKHS)	4.99-7.99	7.99-22.99	22.99-60
TOTAL (IN LAKHS)	14.99-22.99	22.99-55.99	55.99-1.85CR
SALES PROJECTION (IN LAKHS)	10.5-16	16-48	48-1.28CR
PAYBACK (IN MONTHS)	18-20	18-24	18-24

BUYZAAR SUPPORT



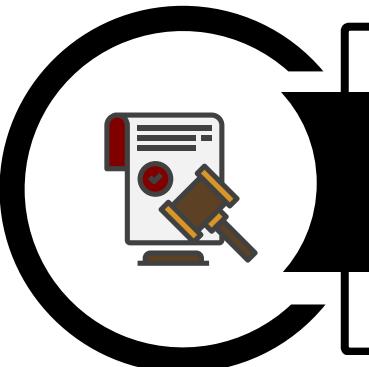
Growth & Expansion Assistance

- Multi-Unit Support.
- Market Intelligence.
- Innovation Pipeline.



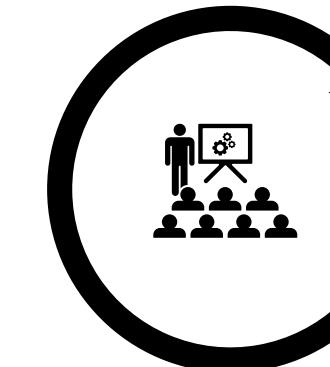
Pre-Franchise Onboarding Support

- Franchisee Orientation.
- Location Evaluation.
- Documentation Help.



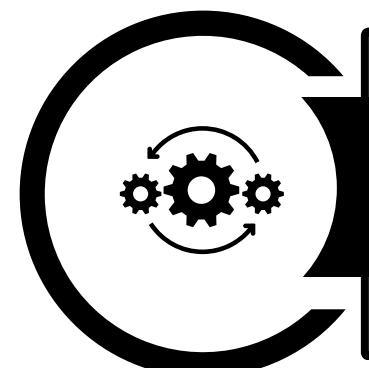
Compliance & Governance

- Retail SOPs.
- Regulatory Compliance Help.



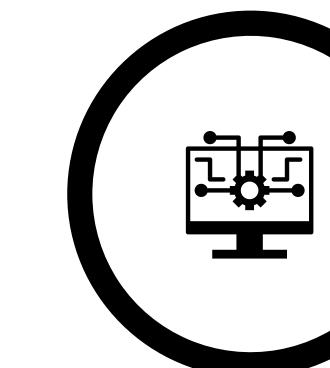
Training & Skill Development

- Initial Training Program.
- Ongoing Learning.



Operational Support

- Store Setup Consultation.
- Franchise Relationship Manager.
- Performance Reviews.



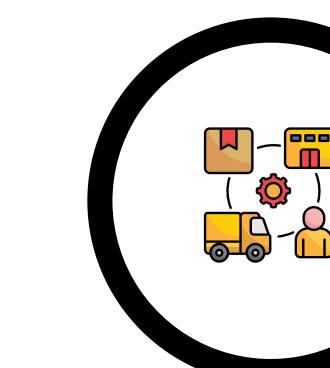
Technology Enablement

- POS System Setup.
- IT Support.



Marketing & Promotion Support

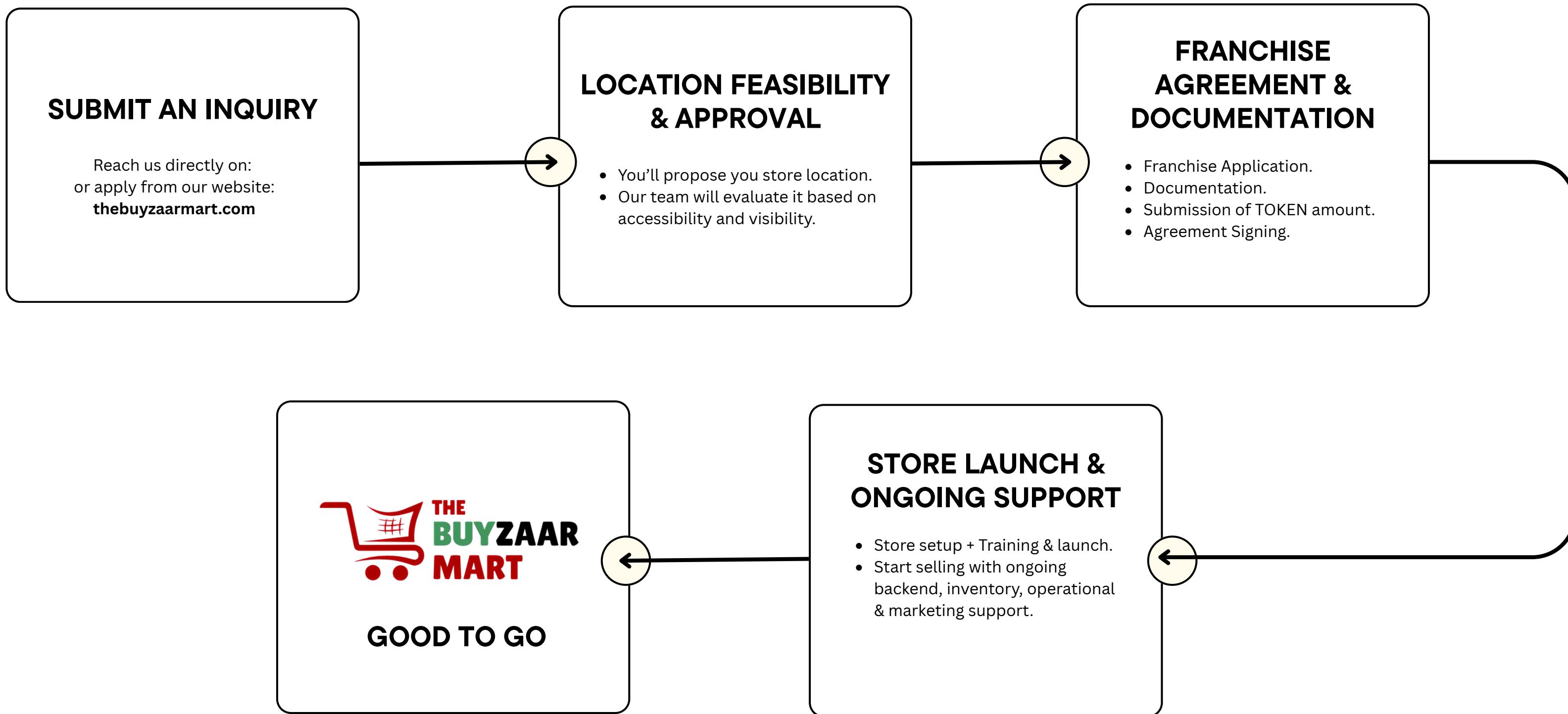
- Branding Assets.
- Local Advertising Guidance.
- Regional Campaigns.



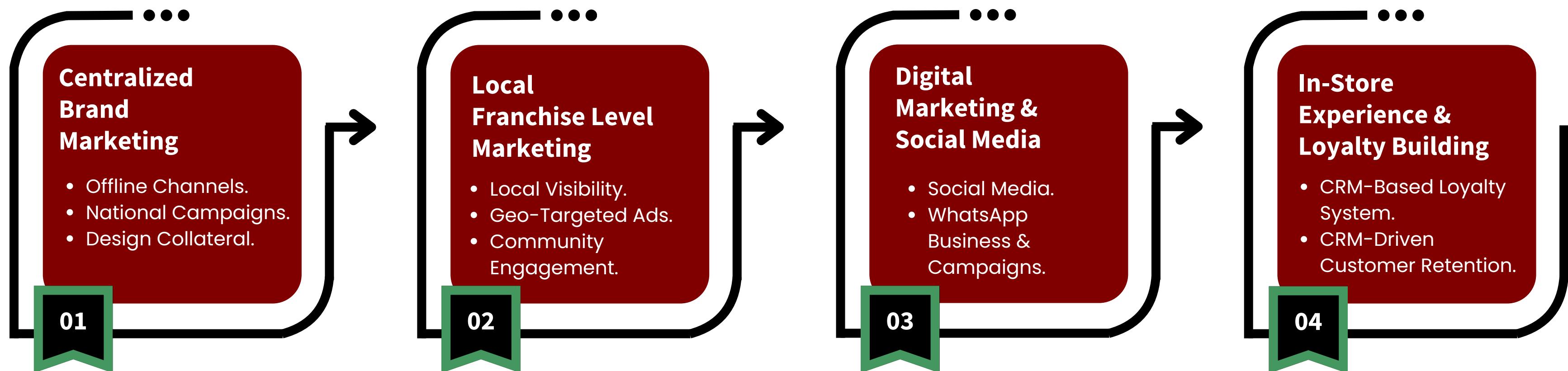
Inventory & Supply Chain

- Centralized Sourcing.
- Order Management System.
- Stock Planning Assistance.

HOW TO GET STRATED?



MARKETING & PROMOTIONAL STRATEGIES



HOW INITIAL SET-UP WORKS?

Step 1: Franchise Application & Screening

- Submit an interest form or contact **THE BUYZAAR MART** team.
- We reach out to you to understand your business goals, investment capacity, and location interest and explain **THE BUYZAAR MART's** model in detail.

Step 2: Location Finalization & Site Approval

- The franchisee proposes a retail space (owned or rented).
- **THE BUYZAAR MART** conducts a site feasibility check, evaluating Market potential, Footfall visibility, Accessibility and demographics.
- Once approved, the location is finalized and locked in for the franchisee.

Step 3: Agreement & Documentation

- Signing of the Franchise Agreement between the franchisee and **THE BUZAAR MART (MARK VIEW FABRICATION PVT. LTD.)**
- Submission of KYC Documents, Address Proof, Rental Agreement / Ownership Papers.
- Initial franchise investment (as per model chosen).

Step 4: Store Setup & Infrastructure Planning

- **THE BUYZAAR MART** provides a store setup blueprint, including: Interior layout and branding guidelines, Equipment list (POS system, billing counter, racks, lighting, etc.), IT system setup: POS software installation.
- Furniture and fittings as per brand standards.

HOW INITIAL SET-UP WORKS?

Step 5: Product Stocking & Supply Chain Onboarding

- **THE BUYZAAR MART** provides the initial product list and helps place the first bulk order.
- Vendor onboarding is done for the items, Local preference SKUs.
- Inventory is loaded into the system and ready for sale.

Step 6: Staff Hiring & Training

- Franchisee hires store staff (cashier, helper, etc.) based on store size.
- **THE BUYZAAR MART** provides training sessions for POS and billing operations, Inventory management, Customer handling and store SOPs.

Step 7: Store Launch & Go-Live

Grand Opening is scheduled with opening offers & combo deals, Local marketing support (flyers, social media creatives, banners).

The store is now live and operational under **THE BUYZAAR MART brand.**

HOW OPERATIONS WORKS?

STAGE	ACTIVITIES
VENDOR ONBOARDING	Vendor submits registration form → THE BUYZAAR MART reviews quality, terms, price → Approved vendor becomes part of procurement pool.
PROCUREMENT & INVENTORY PLANNING	THE BUYZAAR MART forecasts demand (based on sales data from franchisees / stores) → Places orders with vendors → Receives goods at distribution centers.
DISTRIBUTION TO FRANCHISEES / STORES	Goods are transported from DC to franchise stores as per PO & inventory requirements, replenishment cycles.
STORE OPERATIONS / SALES	Franchisee operates store, uses POS to sell to customers → Sales data captured, stock updated via POS & ERP.
MARKETING / OFFERS	THE BUYZAAR MART designs offers / discount schemes using CRM data, rolls them out via stores/franchisees → Monitors impact.
PERFORMANCE MONITORING	Analyze data: sales trends, stock levels, vendor performance, customer feedback → Adjust procurement, pricing, promotions accordingly



Thank You



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