

JANUARY 2025

INIT
CART *Init Cart Pvt Ltd*

FRANCHISE PROPOSAL

Prepared for

**RETAIL GROCERY
SUPERMART FRANCHISEE**

AGENDA

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Don't just dream of owning a business, own a successful one with Navjivan Mart.

Navjivan Mart, the retail brand of Initcart Private Limited, based in Ahmedabad, Initcart was founded by Mr. Suresh Makwana under the aegis of Navjivan Co-op Credit Society, a 25-year-old institution with a network of over 20,000 members and collaborations with 200 allied societies to drive business diversification.

About Us



Vision

To foster a sustainable and diversified business ecosystem, enabling countless individuals to embark on their entrepreneurial journeys.

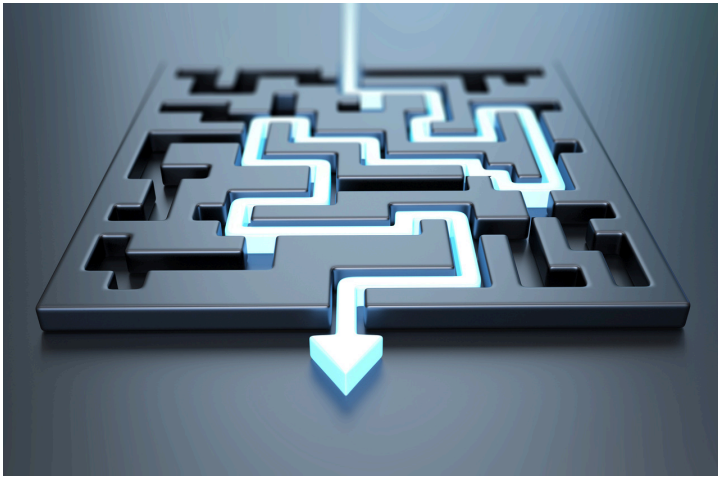
Mission

To establish modern, eco-friendly retail stores under the Navjivan Mart brand across India, spanning tier-1 cities to tier-3 towns.



Problem

The retail landscape has never been more competitive. From established global chains and sprawling malls to niche superstores, online e-commerce giants, D2C brands, dropshipping models, and the rise of instant delivery platforms, every corner of the market is bustling with players. In this fierce environment, small retailers are struggling to survive. The pressure of changing customer demands, technological advancements, and cutthroat pricing is forcing many to shut their doors.



Solution

At Navjivan Mart, we didn't just step into the market—we studied it, dissected it, and understood every challenge, every opportunity, and every gap. We know the rules of the game because we've analyzed the strategies of every major player. But instead of competing as another giant, we chose a different path: **empowering the entrepreneurs who are the backbone of this industry.**

When others see chaos, we see opportunity. While traditional retailers falter under market shifts, we've armed ourselves—and you—with strategies designed for today and tomorrow. Navjivan Mart isn't just another franchise; it's a movement to transform local businesses into thriving, future-proof enterprises.

Our Franchise Models

We provide two business models to suit different investor preferences:

1. FOFO (Franchise Owned Franchise Operated):

- The franchisee owns and operates the store.
- This model allows you to take full control of the day-to-day operations while benefiting from our support in store setup, inventory sourcing, marketing, and technology.

2. FOCO (Franchise Owned Company Operated):

- The franchisee invests in the store, and our expert team manages and operates it on their behalf.
- This is an ideal option for investors seeking passive income, as we handle everything from operations to staffing and management.

Why Choose Navjivan Mart Supermarket Franchise?

1. Clear and Profitable Investment Opportunity:

By partnering with Navjivan Mart, you invest in a modern and efficient grocery store setup backed by proven systems and comprehensive support. Whether you're an active entrepreneur or a passive investor, our franchise models cater to your needs while maximizing profitability.

2. 45 Days Store Opening Guarantee:

We ensure the quickest and most efficient setup across PAN India. Within just 45 days, your store will be fully operational, complete with interiors, products, marketing, and staff.

3. Advanced Billing Software:

Our advanced cloud-based billing software simplifies store operations, even for those without prior experience. The software is designed for speed, efficiency, and ease of use.

4. Free Accounting Service:

We provide free accounting services for the first 3 months, including:

- GST filing
- Input Tax Credit (ITC) management
- Bank reconciliation

5. Royalty-Free Franchise:

Unlike other franchises, we are not charging any royalty fees for the first 5 franchises, allowing you to benefit from being an early entrant and focus on growing your business without any added financial burden.

6. Free Digital Marketing:

We promote your business on platforms like Facebook, Instagram, and YouTube at no additional cost, driving more sales and increasing brand awareness.

7. Offline Promotion:

We also provide offline marketing support, including hoardings, banners, and promotional campaigns like E-Rickshaw advertisements to establish your brand locally.

8. Backend Purchase Entry Support:

For the first 3 months, we assist with backend operations, ensuring seamless management of purchase entries and other administrative tasks.

9. Lifetime Free Software Training:

We offer lifetime access to software training, enabling you and your team to maximize the benefits of our advanced tools.

10. Staff Hiring and Training:

Our team hires and trains staff to ensure smooth store operations, letting you focus on business growth.

11. Premium Branding:

Navjivan Mart provides superior branding solutions, ensuring your store stands out with a unique and recognizable identity.

12. Complimentary Navjivan Mart Kit:

As a welcome gesture, we provide a complimentary kit including branded T-shirts, caps, promotional products, and more to reinforce our partnership.

How Navjivan Mart Franchise Works

Step 1: Fix Appointment

Once you fill out the inquiry form, our team will review it and schedule a virtual or in-person meeting to discuss your requirements.

Step 2: Site Visit

After the initial agreement, our team conducts a site survey to understand the locality and tailor the business plan accordingly.

Step 3: Assign Team

A dedicated team is assigned to handle everything from interior design to product procurement and team training. Your store will be ready in less than 45 days.

Step 4: Testing

A comprehensive 5-day testing phase ensures that all systems, products, and team operations are functioning optimally.

Step 5: Store Opening

Once testing is complete, your store is ready to open and start earning profits.

How Navjivan Mart Franchise Works

Step 1: Fix Appointment

Registration - KYC: Personal name and address, Business details - existing/upcoming shop area and location. GST/Current account status, All primary planning and discussion, Quotation and Proforma Invoice for token amount, To Initcart/Navjivan account.

Step 2: Site Visit

Verification and analysis, survey report:

feasibility and projection, Interior and products: budgeting and MOQ selection

(Exterior, hardware, tools & accessories, sign boards, lead time calculation, and logistics planning)

Step 3: Assign Team

Full payment, training start, D-1 to D-45

Step 4: Testing

5 day test run by Initcart.

Step 5: Store Opening

Inauguration planning and budgeting, Grand Opening, Support for 1 month, store visit, local marketing feedback and analysis.

1. Quarterly Performance analysis and required future training.
2. Annual/Bi-annual Franchise General Meeting (FGM)
3. Occasional Networking events participation
4. Franchisers run programs and offers.

Total Investment

Area/Size:	600 to 10,000 Sqft
Franchise Fees:	Rs. 1,00,000.00 + 18% GST
Software Fees:	Rs. 40,000.00 Per Login
Minimum Order/Products:	Rs. 1600 Per Sqft
Interior Cost:	800-1200 Per Sqft
Security Fees:	Rs. 40,000.00

SUCCESS DOESN'T WAIT, AND
NEITHER DO WE - YOUR STORE
WILL BE READY IN JUST 45
DAYS!

Take the first step toward owning your profitable grocery store. Partner with Navjivan Mart and be a part of a growing retail revolution.

Let's Get to Work Together

WITH NAVJIVAN MART, YOU DON'T NEED PRIOR RETAIL EXPERIENCE—OUR SYSTEMS AND TRAINING HANDLE IT ALL FOR YOU.

An average supermarket in India earns between ₹4-6 lakhs per month, with potential to grow by 15-20% annually.

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THANKS