

Business Model

Franchise Operated Crescita Studio (FOCS)

Responsibilities: La-Crescita Studio Partners: Sales & Service



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FRANCHISE

- Multiple business opportunities in different fields.
- Attractive ROI.
- 100% In-house manufacturing with a large variety of finishes.
- Extremely competitive pricing.
- Opportunity to do retail as well as project business.





• Approximately 80-90 lac.

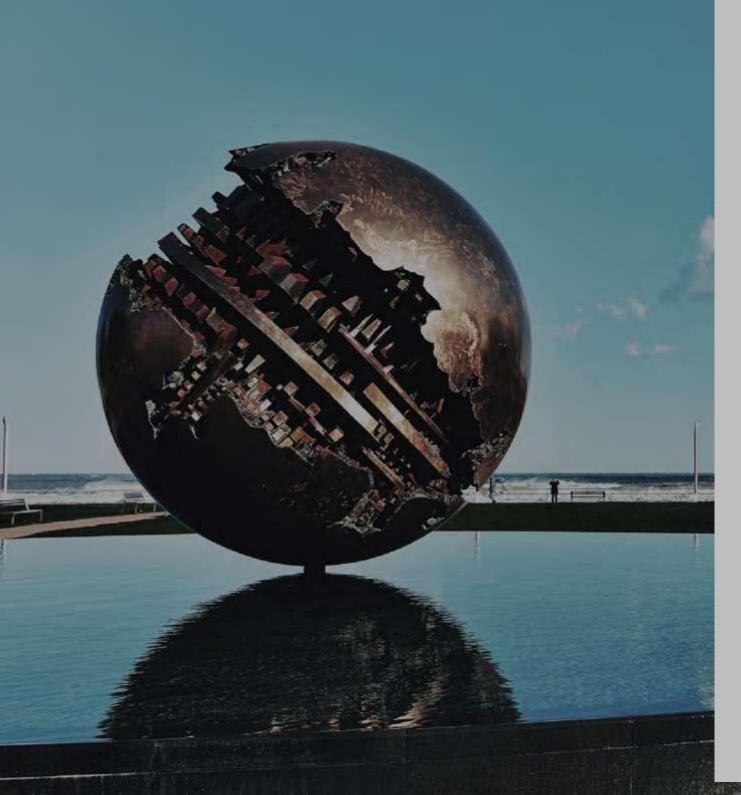
Time To Set Up

3-4 months after finalization of location, depending on how promptly you respond.

Franchise Margin

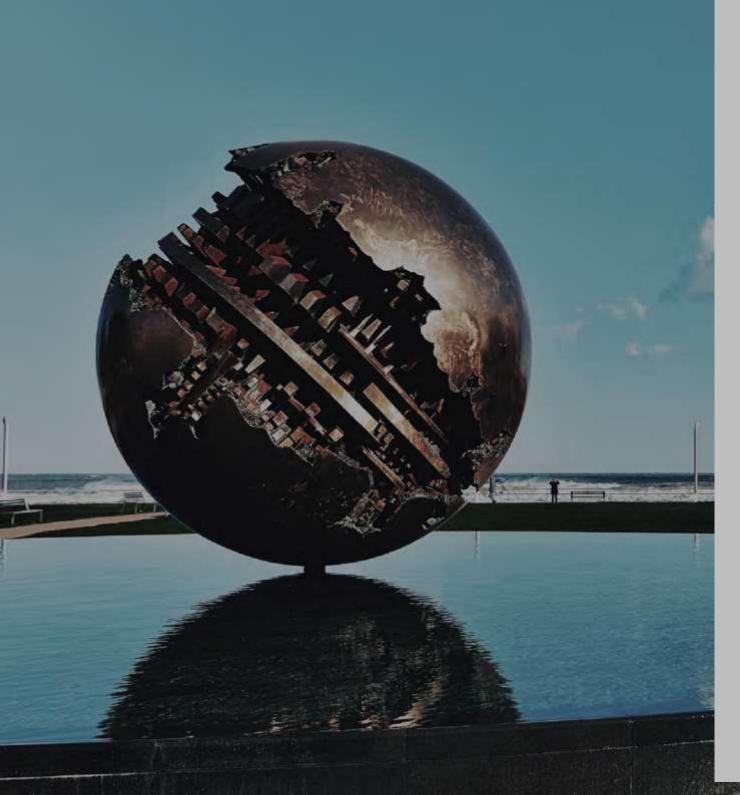
Net 41.12% on products.

—La—



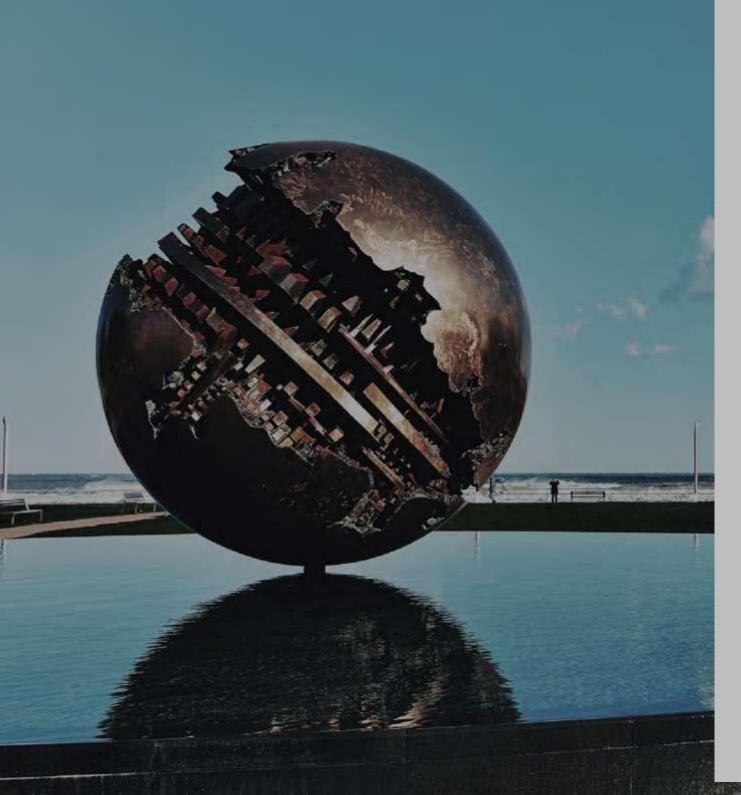
FOCS Display Policy

- FOCS discount is 50% on the selling price.
- An additional 20% on discounted display price.
- This 20% additional discount amount to be paid over 12 months with a deduction of 5% against everyorder or at the end of 12 months.
- Display discount would be available every 3 years to keep the showroom fresh and lively.
- Area Lock (City).
- Min. Area Req. 2000 to 2500 Sq.ft.
- Accessories 50% of selling price.
- GST applicable.



Studio Display Policy

- Studio discount is 45% on the selling price.
- An additional 10% on discounted display price.
- This 10% additional discount amount to be paid over 12 months with a deduction of 5% against everyorder or at the end of 12 months.
- Display discount would be available every 3 years to keep the showroom fresh and lively.
- Min. Req. 1 Kitchen or Wardrobe & Presentation Wall for Samples & Folder Kit.
- Area Lock (Market).
- Accessories 45% of selling price.
- GST applicable.



Dealer Policy

- Dealer discount is 35% on the selling price.
- 50% of that amount to be paid before production.
- 50% to be paid before dispatch.
- Accessories 35% of selling price.
- GST applicable.



Joining Service And Support Fee

time Non
Refundable fee of
Rs. 10,00,000/- (Ten
lacs only) +GST
against the spend
and support for
setting up a new
studio. This amount
is paid while
blocking the
location.



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Facebook

Linkedin



Instagram



Website



CRESCITA STUDIO

Company Support

- Digital Media
- Display Discount
- Studio Designing
- Branding
- Software Support
- Display Rack
- Sample Shutter
- Folder Kit
- Marketing support for lead generation.

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Estimated Initial Investment (Approx)

- Display (Wooden Work approx.) 40,00,000
- Hardware (approx.) 17,00,000
- Interior for the Showroom (approx.) 10,00,000
- Electrical Appliances 5,00,000
- Countertop, Accessories & Kitchen Decoration 6,00,000
- Setup Fee 10,00,000
- Launch Event 2,00,000

Total - 90,00,000

Display Bifurcation

- 5 No's of Kitchen.
- 5 No's of Wardrobe.
- Display Rack for Shutter's.



Estimated Sales Per Month



Retail Sales:-

- 5 No's of Kitchen (average 4,00,000/-) 20,00,000/-
- 4 No's of Wardrobes (average 2,00,000/-) 8,00,000/-
- Bathroom Vanity's & LCD Unit 2,00,000/-

Total Monthly Sales – 30,00,000

Basic Financial Model (Approx.)

| • | Rent – | 1,50,000 | • | The Sales team would increase on increase of sales Monthly Sales | 30,00,000 |
|----------------------------------|---------------------------------------------|--------------------|--------------------------|-----------------------------------------------------------------------------|-----------|
| • | Showroom Sales Person - Showroom Designer - | - 25,000 25,000 | • | Net Profit after considering max discount to all clients (0%). – | 8,74,150 |
| • | Supervisor – | 25,000 | • | Monthly Expense – | 3,00,000 |
| • | Outdoor Sales - | 25,000 | • | Profit Per Month – | 5,74,150 |
| • | House Keeping – | 10,000 | | | |
| • | Maintenance – | 40,000 | • | Considering no business in first three months, break even period (Return on | |
| Total Monthly Expense – 3,00,000 | | | Investment) – 15 Month's | | |
| | | | • | Project Sales & Sales of Appliances and countertop Not Considered. | |



Other Earnings And Expenses (Per Month)

- Counter Top Sales 1,50,000
- Appliances Sales 1,50,000
- Marketing Cost 75,000

*Sales is directly proportionate to the marketing spend. If we spend more than the business goes higher than the above mentioned.



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THANK YOU

- LET'S HAVE A CUP OF TEA
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