



**How to make the most profitable move in
Modern Trade & E-Commerce?**



Quick Facts!

- India's modern trade & e-commerce market is expected to cross US\$1.3 trillion by 2020, an additional US\$ 800 billion in the next eight years
- With penetration of only 5%, will grow by about 6 times from the current US\$27 billion to US\$160 billion by 2020
- Digital channels a miniscule percentage today, will increase to 6 - 8% of total trade & e-commerce amounting to about US\$13.3 billion – US\$17.6 billion by 2020

Opportunity for Small & Medium Enterprises

With the introduction of 51% FDI in Multi-brand retail in India, International retailers will have to procure 30% of their requirement from small and medium domestic players. This will provide a huge opportunity to Small and Medium Enterprises to generate sales and profits from players in India. The early adopters that will reap the maximum benefit! Are you one of them?

Modern Trade is different

Modern trade refers to the new mediums of retail, like Supermarkets, Hypermarkets, Online retailing, Specialty stores, etc. that are flourishing in the market today. Due to stringent competition, Modern Retailers require new and innovative products to stay ahead. In the diverse Indian culture and taste, there are large number of products made by small and medium suppliers, which have mass appeal but are yet unexplored. Some small and medium domestic suppliers are fairly unorganized, do not have access to large retailers and find it difficult to establish their credibility, quality & comply with extensive guidelines and pre-requisites set by large retailers.

The Modern Trade and e-commerce division of Franchise India

Solutions (FIS) with its rich experience in consulting retail operations and strong connect with large retailers provides a platform to connect the Large retailers with the small and medium suppliers. FIS provides Suppliers & Retailers transparency in the overall process and a mutually beneficial deal for both parties.



Service Offerings



Who can avail our services?

Any small or medium supplier with significant production capacity in the following categories.

Apparel	Beauty	Pharmacy and Wellness
Furniture and Furnishings	Footwear	Utensils
Accessories	Food & Grocery	Plastics
Toys	Consumer Durable	Books, Music & Gifts
Gems & Jewellery		

Consulting Approach

The consulting project is concluded in the following phases:



Benefits of Modern Trade

- Increased Profitability: Higher margins as compared to conventional distribution channel
- Increase Brand Salience and visibility in the market
- Listing and Empanelment as suppliers in Supplier directory
- Ability to display products attractively
- Direct interaction with the consumer
- Ability to run specific promotions
- Greater penetration & reach to your customer segment
- Enhanced sales & larger volumes
- Compliance to international quality standards

Why FIS?

- We provide a personalized consultative approach to cater to your growth needs
- We provide access to various avenues like large retail formats, e-commerce, m-commerce, social media amongst others paving way to an Omni Channel Approach!
- We help you build enhanced brand visibility, greater penetration leading to higher sales
- We provide support in streamlining documentation and processes as per the guidelines of modern trade & e-commerce
- We have expertise in Business Solutions & Consulting, Marketing and Promotions
- We thoroughly understand your personal and business track record and bring the right kind of opportunities that match your profile, vision and ambition
- We have a team of over 600 professional Deal Makers
- Our Business Associates are trained by Indian Business Brokers Association, to provide you the best opportunities
- We have Pan India presence with 11 Zonal Offices, 31 Representative offices and reach within 231 cities for an effective, anytime-anywhere integrated business transaction capability
- Leverage our experience and expertise of over 14 years and 1100 brands to provide the right kind of opportunities that match your profile, vision and ambition
- FIS partners with you in your journey to Growth & Success!

Sounds interesting...Contact us!

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About Franchise India Group

Franchise India is Asia's largest integrated franchise solution company since 1999, and an absolute authority on franchising, licensing, retailing, real estate. We have helped thousands of investors in selecting the right business opportunity and, in turn, assisted numerous organizations in international and domestic franchise expansion across all industries and categories: Food & Beverages, Education, Retail, Health Beauty wellness, Financial Services. Franchise India holds 90% of market share in Franchising in India which means 90% of franchising in India happens through our mediums / platforms with no competition in the Indian Market.



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