

Dr. Ethix's

Sty**l**ezone



Clothes that smile

www.stylezone.info



Ethix Tech. Park:

Plot No.94, 4th Avenue, Sundar Nagar, Guindy, Chennai-600032.



+91 8448440477



zone@ethix.in



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Introduction

If you enjoy fashion and retailing here, we are with a wonderful opportunity of Men's wear store retail chain. **Stylezone** is a multi-branded Men's wear outlet with all types of categories like formals, casuals, etc... **Stylezone** offers a distinctive experiences and assortments, including the most sought-aer exclusive fashion brands for him.

Men's clothing fashion is a growing niche market in the recent years. The reason is because of the cultural shift where men have started to focus more on their appearance. Men's fashion is something that half the population needs in one form or another, and **Stylezone** offers the best appealing apparels and products to be a successful entrepreneur.



Market Research

The growth of the Men's wear market has outpaced that of the Women's market and is forecasted to grow 22.5% by 2020 – totaling around \$22.9 billion.



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Our Vision

We strive to be a global leader in Men's wear and apparel industry by imbibing innovation and design to provide total customer satisfaction. We strive to be a caring and well-managed organization for our business partners, customers and employees, and a responsible corporate citizen to our society.

Our Mission

To innovate, to lead, to enhance, to provide best-value products and services to our customers.
To enhance the quality of life for our business partners, customers and employees.

We Support You

- ✓ We assist you to buy all important Equipment
- ✓ You get all categories of Men's wear with maximum profit margin from the company.
- ✓ Assist you to obtain all necessary (GST/DL/FSSAI (trade)/ISO) license numbers.
- ✓ Franchise authorization certificate (Framed)
- ✓ Franchisee performance-based Achievement Award
- ✓ We help in recruiting and continuous professional training to the staff.
- ✓ We provide inventory and billing software.
- ✓ We provide logo printed Aprons and t-shirts for the staffs
- ✓ Inventory management through our billing software.
- ✓ We equip you with latest sales promotional tools and marketing strategies.
- ✓ Guide to compile sales tax/income tax/audited balance sheet by a chartered accountant.
- ✓ So copy of advertising content to promote the business in local electronic media and print media/banner/stands/sckers/(No Parking) board.
- ✓ Value added products like belts, perfume, Wallets etc... will be assisted with the purchase.
- ✓ Compliments for consumers for advertising (Vouchers, pocket calendars, etc...) our brands.
- ✓ We give advertisements in national magazines and social media (Facebook, Twitter, Whatsapp, etc.).
- ✓ Soft copy of name board with your local address.



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Terms And Conditions

- ✓ Franchise fee is one-time investment (Tenure-5 years) which is non-refundable and attracts no interest rates.
- ✓ Royalty fee is 1350/- per month
- ✓ Franchise agreement will be renewed once in 5 years and the Renewal fee is just Rs.3500
- ✓ All equipment and other promotional materials will be sent in to-pay basis by cargo/transport/courier.

We will help you to procure the below mentioned Things with top quality at the most economical price by using our (Bulk) purchase influence.

- ✓ Display and storage units for the shop
- ✓ We will support with the shop layout
- ✓ Name board with back light (Company norms)
- ✓ Computer and printer (Epson) for billing
- ✓ Card swipe machine (Axis Bank)
- ✓ Interiors and Furnishings
- ✓ Air conditioner
- ✓ CCTV Wireless
- ✓ Drinking water dispenser
- ✓ LED TV 4
- ✓ Wi Fi connection



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Required Steps To Start Our franchise Business

- ✓ Step – 1: Identifying a premise with minimum area above 450 Sq Ft
- ✓ Step – 2: Send pictures of the premises to 9816618166 (What's app)
- ✓ Step – 3: Preparing Blue Print of the proposed premises by civil engineer, if needed by any govt. dep.
- ✓ Step – 4: Send your signed application form with residenttiaproof, PAN, Aadhaar & ID proof
- ✓ Step – 5: Pay fee amount Rs. 1,50,000 inclusive of GST and get the franchise agreement.
- ✓ Step – 6: Send the Rental agreement copy to our Chennai Address/Email
- ✓ Step – 7: We assist to apply for all necessary License Numbers
- ✓ Step – 8: Furnish the premises with Important equipment and PC with billing software.
- ✓ Step – 9: Interview/shortlist/Appoint/train all sta?
- ✓ Step – 10: Do inauguration by informing the neighbourhood in an informative and innovative manner



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Why it is worth Investing?

- ✓ Because same kind of other franchise charge above 2 lakhs as a fee. But here it is only Rs. 1,50,000
- ✓ Billing software and mobile app, alone may surely cost more than this fee amount.
- ✓ Above all you are getting a nationwide well-known brand, which is having centralized professional operating system

For the amount Rs.1,50,000 What you pay as franchise fee, you get

- ✓ Inventory and billing management software
- ✓ Mobile App to enhance customer services
- ✓ Softcopy of name board, customer information sheets, me to me schemes / discounts banner
- ✓ **Stylezone** Monopoly franchise marketing rights to use the brand name at your locality (we won't provide another **Stylezone** franchise outlet within 3 kms from your location)
- ✓ Competent Staff (Sales person, accountant etc...)



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Return on Investment [ROI]

Start Up - Expenditures	
Franchisee Fee-Tanure-5 Years	
Franchisee Fee	150000
GST @ 18 %	27000
TOTAL - Exp. - A	177000
STYLEZONE BASIC AMENITIES	
First Consignment Mens Merchandize	300000
TOTAL - Exp. - B	300000
Net Amount has to be Paid to ETHIX [A+B]	477000
Other Investment	
Marketting (Printing and local promotions)	20000
Name Board	7000
Interiors and furnishings	100000
TOTAL - Exp. - C	127000
Investment for STYLEZONE Shop Setup A+B+C	604000

Running Cost - Expenditures		
Working Capital [operational cost]		
Particulas	Monthly	Annual
Chief Branch Officer or Co-Ordinator [1] Salary	10000	120000
Salesman [1] Salary	16000	192000
House Keeping [1] Salary	3000	36000
Rent	23000	276000
Other Expenses	4000	48000
TOTAL - Exp. - D	56000	672000
Total Running Cost for Year -1 (A+B+C)	56000	672000
Total Running Cost for Year -2 (@ 10% increase)	61600	739200
Total Running Cost for Year -3 (@ 15% increase)	70840	850080
Total Running Cost for Year -4 (@ 17% increase)	82883	994594
Total Running Cost for Year -5 (@ 20% increase)	99459	1193512
From the 6th Year, Yearly working capital for STYLEZONE		12 LACS





DETAILS	Sales Vs Revenue [Income]				
	30%	30%	35%	30%	25%
Casual Shirts and trousers	10000				
Formal wear (Shirts and pants)		7500			
Inner wear			15000		
Wallets, belts, kerchief etc				15000	
Sports wear					12500
DAILY % OF PROFIT MARGIN FROM THE SALES	3000	2250	5250	4500	3125

Day wise Sales Growth up to the ?rst 5 years

DETAILS	MAXIMUM	End of 1st Year	End of 2nd Year	End of 3rd Year	End of 4th Year	End of 5th Year
SEGMENT WISE SALES	SALES IN A DAY	30% Capacity	40% Capacity	60% Capacity	80% Capacity	100% Capacity
Casual Shirts and trousers	15000	4500	6000	9000	12000	15000
Formal wear (Shirts and pants)	7500	2250	3000	4500	6000	7500
Inner wear	8000	2400	3200	4800	6400	8000
Wallets, belts, kerchief etc	5000	1500	2000	3000	4000	5000
Sports wear	6000	1800	2400	3600	4800	6000
Total SALES / DAY	41500	12450	16600	24900	33200	41500

Projected Revenue Generation

DETAILS	30% Capacity	40% Capacity	60% Capacity	80% Capacity	100% Capacity
Casual Shirts and trousers	900	1200	1800	2400	3000
Formal wear (Shirts and pants)	675	900	1350	1800	2250
Inner wear	1575	2100	3150	4200	5250
Wallets, belts, kerchief etc	1350	1800	2700	3600	4500
Sports wear	938	1250	1875	2500	3125
TOTAL PROFIT / DAY	5438	7250	10875	14500	18125

Monthly Cash Flow Statement for 5-Business years

Particulas	Total Income (Per Month)		Total Expense (Per Month)		Net Earnings Per Month
	Revenue	Extra Revenue (Fashion goggles)	Monthly Operational Cot	Inevitable Exp. (Every Month)	
End of 1st Year (30% Capacity)	163125	5000	56000	750	111375
End of 2nd Year (40% Capacity)	217500	5500	61600	1000	160400
End of 3rd Year (60% Capacity)	326250	6250	70840	1250	260410
End of 4th Year (80% Capacity)	435000	7250	82883	1500	357867
End of 5th Year (100% Capacity)	543750	8500	99459	1750	451041
	Monthly Net Income for Franchise (from 6th Year onwards)				Above 4.5 Lacs



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Brand Images



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Factory :

Plot No. 6 & 7, Sector 5, Parwanoo, Solan, Himachal Pradesh - 173220, India

Corporate Office:

2 & 3, Chanakya Layout, Nagawara, Bangalore - 560045, **Tel. 9857055555**

Marketing Office:

125, Industrial Area, Phase - II, Chandigarh, Pin code - 160002, **Tel. 0172-4735161**

Admin Office :

Ethix Tower, 111, Whites House, 1st Main Road, 1st Avenue, Anna Nagar East, Chennai - 600102, **Tel. 044-48677646, www.ethix.in, Mobile: 9816618166**

Business Enquiries:

Email to our Business Executive : zone@ethix.in,  **9129144444, 7807322222**

IT Support (Billing Software & Mobile Application): **Mob. 9750611748**



**Ethix Industries Inc.,
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IFSC Code: SBIN0006403,
Branch: Parwanoo**



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