



Franchisee Proposal For Practice Guru Xperience Store

[www.practiceguru.in](http://www.practiceguru.in) | [www.video.practiceguru.in](http://www.video.practiceguru.in) | [www.studyolympiads.com](http://www.studyolympiads.com)

# About Us

1. Practice Guru is a renowned brand in self assessments.
2. With more **than 300 titles/ exams**, we stand #1 in terms of number of products and services in the country.
3. **Bagged 1<sup>st</sup> prize** from IEN for “Best site for test preparation”, in November’15!
4. Our test series are the only across the nation to be available in Online/ offline and paper pen modes!
5. **Working since 2006** to serve students preparing for exams – a niche category of e-learning market.
6. Products and services available across more than 18 online platforms like Prozo.com | Buytestseries.com | Flipkart.com | Amazon.in | Snapdeal.com etc.
7. Strong content development team and student support system.
8. Developed content for prestigious clients like: Business Standard | Extraminds | Newshunt | I-prof etc.
9. Installations of ONLINE TEST LABS at more than 20 institutes/ schools.

# ***The Practice Guru Xperience Store Franchisee Proposal***

## **Our Concept:**

*We propose to open up Xperience stores, who will demonstrate, counsel and sell our products to customers. The store will be branded with our themes and format. They will have regularly trained staff who will help buyer make a informed choice.*

**Products:** we sell exam preparation products.

- **CD Roms** – more than **300 titles** in CD format for exams.
- Spoken English packages
- E-learning products
- Learning Tabs and pen drives.

***You have a lot of products catering every student's requirement who comes across.***

# Exclusive stores...



# Our products sell fast...

## Opportunity:

*Most entrance exams are conducted online like:*

*IIT-JEE | NEET | AIPMT*

*CAT | CMAT*

*All Bank entrance exams*

*Many RPSC/UPSC exams*

*GATE*

*SSC exams etc.*

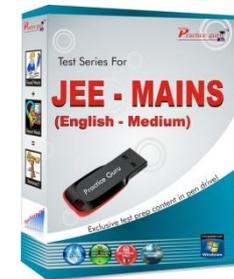
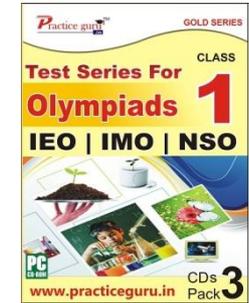
## Other **sales opportunities:**

- *Not much products available for exam prep. in market.*
- *Not much products have English & Hindi language test series.*
- *No other company has a range of products as large as us in exclusive test preparation market.*

*More and more exams are going online – creating a huge (**More than 2 crores students every year**) market in INDIA!.*

# Products in shelf

ALL CATEGORIES	
Engineering	▶
Medical	▶
CBSE	▶
Commerce	▶
Management	▶
Banking	▶
UPSC	▶
SSC	▶
Defence	▶
Law	▶
RPSC	▶
Teachers	▶
Olympiads	▶
Abroad	▶
General Aptitude	▶



**More than 300 CDs/DVDs and Pen Drives**  
Test Preparation Software

# Requirements

1. Store area: 100 sq. ft min. - at a good footfall area in the city
2. Computer
3. Internet
4. Printer
5. Speakers
6. Sales staff/ counsellor
7. Investment capacity of 1.5 – 2.0 Lacs

# Investments

Fixed Expenses		
S.No	Particulars	Amount
1	Franchisee Fee	25000
2	Initial Stock	100000
	Total	<b>125000</b>

Running Expenses (Monthly)		
S.No	Particulars	Amount
1	Rent (100 sq. ft min. area)	8000
2	Staff - 01 sales consultant	7000
3	Electricity	2000
4	Miscc. Store expenses	3000
	Total	<b>20000</b>

# RETURNS (ROI)

Return on Investment			
S.No	Particulars	Amount	
1	Daily Min. Units sales - 10 Units X 300 Avg. MRP	3000	
2	Monthly sales = Daily X 30	90000	
3	Average Margin on MRP @ 60%	54000	
4	i.e, Monthly Gross Profit =		<b>54000</b>
5	Less: Monthly Running Expenses		20000
6	<b>Net Monthly Profit</b>		<b>34000</b>

# Against the franchisee fee

1. One display shelf – branded for Xperience store.
2. One LED monitor fitted in the display shelf for demo.
3. Regular training to the staff for sales/ counselling and technical know how of the products.
4. Upto 60% margins on the products and services.
5. Launch promotions (digital/ physical).
6. Regular digital marketing for the store.
7. Exclusive franchisee agreement for upto 5 kms area in your location.



# What our channel partners say..

*"I have sold more than 800 CDs of Practice Guru! Satisfied with their customer support, value for money and delivery time"*

- Mr. Nitin (The Intact Boon, Aurangabad)

*"We are distributors for Practice Guru CDs. Selling the CDs in white-labelled packaging. Appreciating content, regularly updated and good customer support"*

- Comprint, Hyderabad.

*"The best part is – they never say NO! We are resellers in Bhilwara (Rajasthan), selling all products related to competitive exams and get many products developed as per our needs also. Practice Guru's team takes care of our requirements and we are happy to work with them!"*

- Mahaveer Jain, Glonet, Bhilwara

*"My sales are purely to coaching institutes. Selling Practice Guru products since 4 years. Good people, great products!"*

- Mr. Swapnil Jaiswal (Uncles Career Point, Aurangabad)

**Contact us:**

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