

FILMSHOPPEÉ

CAR FACELIFT STUDIO



INVESTOR DECK

FRANCHISE PARTNERS INVITED

- The visionary Founder of Filmshoppee – **Mr. Ravi Shah**, Started his journey in the year 2006 at the grass-roots level with direct marketing of sun films for cars.
- He got fascinated with the car accessory industry which led to his foray and opening of his 1st studio under the brand name FILM SHOPPEE in the Diamond Capital of the World – Surat.
- Enhancing his skills in this line of work and adding to his knowledge base, he got highly specialized certified trainings in Sunroofs, Mobile audios, Car Wrapping, PPF, Customized Interiors, Car Detailing and Auto Lightings, only to name a few.
- He has trained more than 50 engineers in these industry with his 15 years of hands-on experience that has led to gathering great knowledge of the ins and outs of this highly evolving market.

MR. RAVI SHAH

FOUNDER



ABOUT THE BRAND

Discovery of the fact that this industry is highly unorganized, serves a very large potential of growth to all who align with Filmshoppee in this business, with quality products and state of art workmanship, FS aims to create a platform for car enthusiast who want to come in this industry, but struggle with knowledge and technical knowhow.

TOP Brand Highlights

SUPPORT PROVIDED BY BRAND

- ✓ Hands-On Training
- ✓ Exclusive Product Range
- ✓ Branding & Promotion
- ✓ Cross Sales Training
- ✓ Car-wise Database
- ✓ Offline Events & Media
- ✓ Marketing knowledge
- ✓ Fresh Leads

ASSOCIATED BRANDS



SONY



audison

Nitto





VISION

To build 100 profitable franchise partners with the turnover of 25CR per annum by 2025



MISSION

Our mission is to deliver quality products with State-of-art workmanship in Automotive After market industry



VALUES

Quality, Ethics, Learnability, Creativity & Passion

ALL SERVICES



CERAMIC COATING



PAINT PROTECTIVE FILM



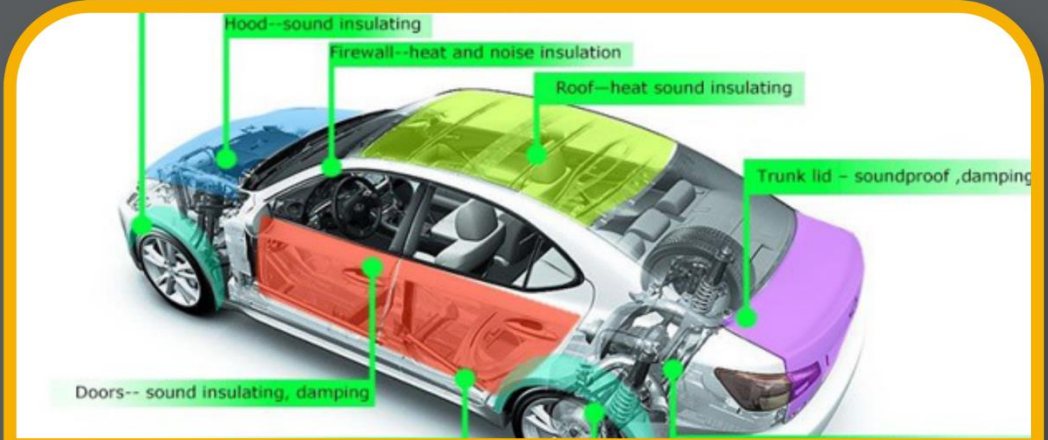
CUSTOM INTERIORS



AUTO LIGHTING



HIGH-END AUDIO



SOUND PROOFING



CAR RESTORATION



EXCLUSIVE CAR ACCESSORIES

SOME INTERESTING **INDUSTRY FACTS**



01

7th largest passenger car market in Asia & 10th largest in the world

02

Industry estimates peg the Indian car servicing industry anywhere between Rs. 20,000 to 30,000 Crore annually

03

The industry Covers a large set of services like Customized Interiors, Car Wrapping, High End Audio, Auto Lighting, Car Detailing & Sound Proofing with Top Car accessories

04

Very vast range of target clientele allows this business to thrive and flourish regardless of the industry ups and downs



SOME INTERESTING **FUTURE TRENDS**

01

The car Facelift & Detailing business has constantly been a gainful business for quite a long time. As with the rise of car lovers and even because of innovation enhancement, this business has gotten increasingly beneficial from the last 3-4 years.

02

This business is bound to succeed now and in the future as 95% of the products are skill based and is not threatened by the online market.

03

Every person can't take high end cars but they can afford some features of high end, by doing a facelift in the after market. So Accessories and Car Makeover business is an evergreen business as demand & supply is constant.

04

Technology is allowing people to see the importance of a good car facelift across all services. As a result, people prefer car facelifts are done in the right manner with a professional agency that beats competition and is highly well organized



TARGET CUSTOMERS



New car owners

- Owners of newer cars are most likely to beautify their cars
- These owners take great pride in their cars and will bring them often to protect their new car
- The goal with these customers is to promote regular use of car accessories



Older luxury car Owners

- These people have either owned their high-end luxury cars for several years or are unable to afford the expense of a new luxury car but want the feel of relaxed driving.
- Those who have bought second-hand cars will often spend many hours in their cars and will place high importance on keeping their cars looking good. These owners will bring their cars in for car facelifting service

TARGET CUSTOMERS



Lifetime Owners

- Many of these people have owned their cars for more than five or six years, and are more likely to be women
- They are attached to their cars as friends and they will bring their car in for restoration services
- They like their cars to look presentable, and want to keep it in good shape



Dealerships

- There are usually new and used car dealerships in the major cities
- These dealerships often use outside vendors to facelift their customer vehicles before they are put up for sale



Multi car workshop

- Multi car workshop generally find vendors to do some of the jobs which we can cater
- Cooperates do contract for paint protection in yearly basis

THE BUSINESS PROPOSITION



THE BUSINESS CONCEPT

- ◆ This format will be a compact format of around 1000 sq.ft.
- ◆ It will have 4 bays for the following
 - ◆ Car detailing bay
 - ◆ Ceramic , PPF and wrapping bay
 - ◆ Audio, sound proofing, custom interior, auto lighting, sunroof and restoration bay
 - ◆ Display, stock room and customer waiting area space
- ◆ The brand will provide the layout and assistance in site selection
- ◆ All technical support regarding selection and procurement of machinery will be provided by the brand
- ◆ The revenue sources will be both from sale of services and products
- ◆ The Model will be targeted for High streets, and residential areas having ample parking space, in selected cities
- ◆ The Franchise model will be FOCO (Franchise Owned Company Operated)
- ◆ The Franchisee will be responsible for investment on the initial infrastructure, Inventory and all property related deposits.
- ◆ Company will provide team hiring and team training support



KEY FRANCHISE TERMS FOR **CAR FACE LIFT STUDIO**

Area-Built up

1000 sq ft of carpet area for compact format should be ideal for delivering the right experience of the outlet

Total Investment

The total investment will be in the range of INR 26 lakh depending on the format size and the location. Extensive support will be provided in setting up the franchise outlet by the franchisor due to compliance issues..

Area-Built up

With the objective of not loading the franchisee with high investments, we have created a lean franchise model with no frills attached to it. A development fees of INR 3.5 Lacs, for Compact format , as a one time payment needs to be paid at the start of the term of the legal agreement. 50% of this fees will be collected at the time of signing the LOI

Refurbishment at renewal of the term

Outlet should be refurbished at the end of the first term (5 years) of the legal agreement. This will include construction costs involved in outlet furnishing in ceiling, flooring and painting, along with improvements in furniture, electrical fittings and signage

Renewal Fees

NO Renewal fees will be charge at the time of renewal

Royalty

We charge 3% royalty charges on total sales with fix 15000/- studio management cost for smooth run

FRANCHISE FINANCIALS

COMPACT FORMAT: 1000 SQ FT



UNIT FRANCHISE – FINANCIAL PROJECTIONS

BUILD AREA (SQ.FT.) : 1,000

Outlet Setup – INVESTMENT

Lease Hold Improvements – for bays	50,000
Roof Shade Fit-out	6,00,000
Furniture / Fixtures / Wood work – Display Area	3,00,000
Electrical Equipment & Fittings & Lighting	2,00,000
Signage (Interior / exterior)	50,000
Sub-Total	11,00,000

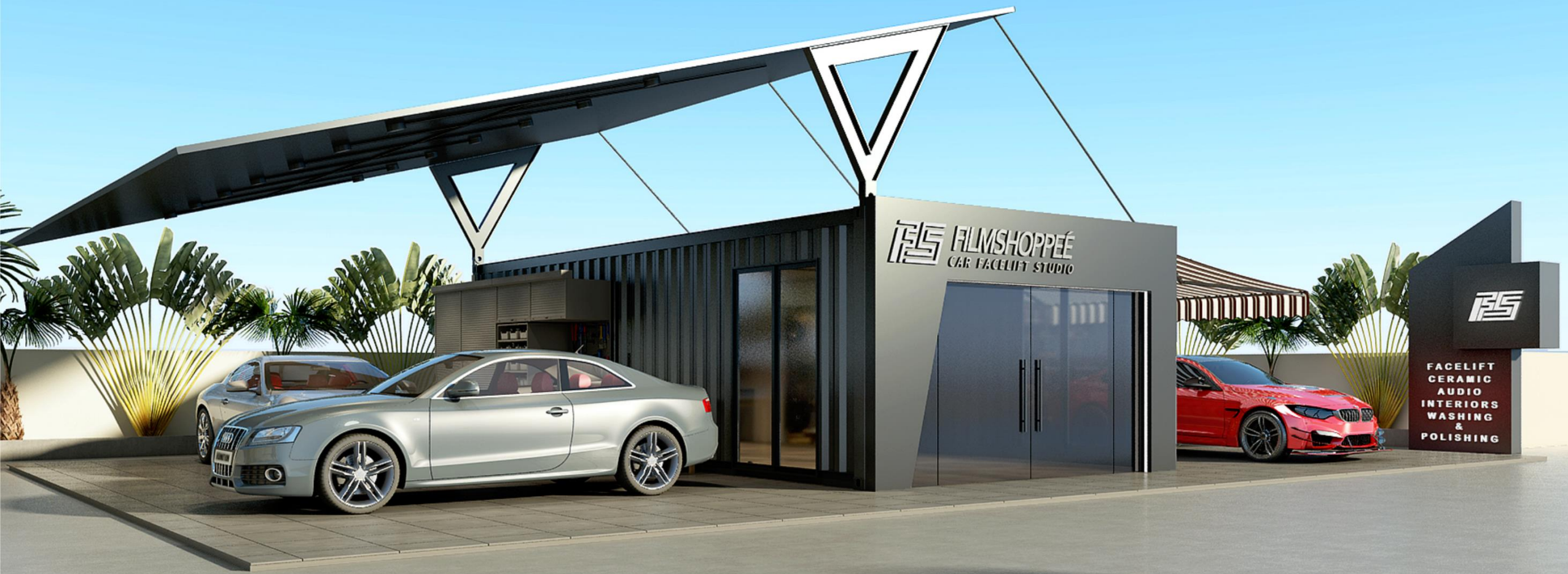
Equipment – INVESTMENT

Non Technical Equipment	
POS (Hardware Piece) with Printer & Scanner	50,000
Misc (Stationary, Uniform, etc.)	10,000
Sub-Total	60,000
Technical Equipment	3,50,000
Total Capital Investment	4,10,000
Business Establishment & Others	
Initial stock (Inclusive of display items)	6,00,000
Consumables	1,50,000
Preopening marketing expenditure	Company
Sub-Total	7,50,000
Franchise Fees + training fees	3,50,000
Total Project Cost	26,10,000





FILMSHOPPEE – 3D MODEL EXTERIOR



FILMSHOPPEE – 3D MODEL EXTERIOR



FILSHOPPEE – 3D MODEL WORKSPACE & INTERIOR

FRANCHISEE'S OBLIGATIONS

01

SITE SELECTION FOR THE OUTLET

02

FIT-OUTS OF THE OUTLET AS PER FRANCHISOR'S SPECIATIONS

03

PRE-OPENING PURCHASES OF MATRIALS, EQUIPMENTS AND OTHER RELATED PRODUCTS ETC.

04

FULL INVOLVEMENT IN OPENING LAUNCH PROMO

05

PAYMENT OF FEES TO THE FRANCHISOR AS PER THE AGREED TERMS

06

COMPLIANCE WITH STANDARDS AND POLICIES/OPERATING MANUAL

07

CPMPLIANCE OF THE CUSTOMER SERVICE STANDARDS AS SET BY THE COMPANY

08

BE ADEQUATELY INSURED

09

HONOR ALL TIE UPS OF THE COMPANY WITH ONLINE PARTNERS & VENDORS

10

FOLLOW TIMELY REPORTING STRUCTURE OF SALES TO THE FRANCHISOR

11

WILL HAVE TO ENSURE SMOOTH FLOW OF BUSINESS AT ALL TIMES

FRANCHISEE'S OBLIGATIONS

- ◆ Prevision Of All Forms, Formats, Cash Sheet, Sales Sheets, Monthley Report Sheets Etc.
- ◆ Assistance In Creation And Installation Of Marketing Merchandise Etc.
- ◆ Provisions Of Informative Material, Presentations
- ◆ Assistance In Organizing Of Local Promotional Activities And Events.
- ◆ Printed Material Like Brochure, Pamphlets, Flex Banners On Cost Basis
- ◆ Filmshoppee Will Continuously Assist In Monitoring And Managing The Business To Make Sure That The Best Business Practice Get Implemented At The Franchisee And To Run It On Profit As Well As To Have Satisfied Customers. Step Wise Training Programs. (set-up Phase, The Operating Phase And The Growth Phase.)
- ◆ Filmshoppee Will Also Take Care Of Quality Of Services To Be Delivered At The Franchisee End As Well As To The End Customer (through Customers Feedback, Regular Interactions, Mystery Visit At The Franchisee Store Etc)



OPENING SUPPORT TO THE FRANCHISEE



OPERATIONS MANUAL

FRANCHISEE COORDINATOR

CUSTOMER SERVICE AND OTHER REALED MARKET DEVELOPMENT INITIATIVES

OPERATIONS SUPPORT
DAY TO DAY OPERATIONS, TECHNICAL & ADMINISTRATIVE ADVICES.

REGULAR ADVICES ON INVENTORY CONTROL AND ADMINISTRATIVE ISSUES.



OPENING SUPPORT TO THE FRANCHISEE



FREQUENT OFFICIAL VISITS, ADVICES ON LOCAL PROMOTIONS PROGRAM ETC.

STRUCTURED MARKETING IDEAS TO SUIT A LOCATION

PR SUPPORT

- REGULAR PR COVERAGE AT REGIONAL LEVEL
- BRAND BUILDING THROUGH ALL MEDIA – PRINT, OUTDOOR, WEB, RETAIL, ELECTRONIC.



PRE-OPENING FRANCHISE SUPPORT TO THE FRANCHISEE



COMPERHENSIVE TURN-KEY ASSISTANCE FROM SITE SELECTION TO SETUP AND SATR OPERATIONS

LAYOUT AND DESIGN; ARCHITECTURAL SUPPORT

PRE-OPENING PURCHASING ASSISTANCE

ASSISTANCE IN ORGANIZING OF LAUNCH PROMOTIONS



PRE-OPENING FRANCHISE SUPPORT TO THE FRANCHISEE

TRAINING

A Comprehensive Training Is Provide To All The Franchisees On Service Operations, Each And Every Standard Check Up Procedures, Accounting, Inventory Control Etc. Employees From All Vertical Are Being Trained On A Regular Basis Which Helps To Continuously Groom And Enchaining Operating Efficiencies Of Employees

THE FRANCHISER CAN PROVIDE FOLLOWING ASSISTANCE TO ITS FRANCHISEES DURING THIS PERIOD

- ◆ Ordering Of All Equipments For The Outlet
- ◆ Negotiation Of Fabrication Of The Outlet
- ◆ Preparation And Issue Of Po To Approved Vendors
- ◆ Daily/ Weekly Assistance In The Service Operations.

ALL THE FRANCHISEES ARE PUT THROUGH A HIGHLY FOCUSED SUPPORT SYSTEM WHICH EDUCATES THEM ON UTILIZING THEIR ENTREPRENEURIAL SKILL TO BECOME HIGHLY EFFICIENT AND HAPPY FRANCHISEES.

THANK YOU

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CAR FACELIFT STUDIO

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