



Expression of Interest to run the showroom of Garvi Gurjari on a franchise basis

Applications are invited from agencies for the sale of handloom and handicrafts products of Gujarat in the Corporation's Garvi Gurjari Showroom on a franchise basis. Interested agencies with financial viability/marketing experience etc. should apply in the prescribed form at the address given below. The application form for the franchise can be downloaded from the Corporation's website www.gurjari.gujarat.gov.in

Managing Director

Reg. Office: Handloom Technology Institute Building, Nr. Mahatma Mandir, Sector 13, Gandhinagar 382016, Gujarat, India.

For more details and clarification, kindly contact:

Phone No- 9909939808

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Franchise Policy-2022

Introduction

GSHHDC as a nodal purchasing and selling body of handicrafts and handloom in the state of Gujarat has 22 emporiums in various parts of the country. At present GSHHDC follows the model of 'company owned franchise operated' i.e COFO. Under the model the franchise gets a commission of 15% over the net sells value up to 1cr, and 20% over the sales value of more than One Crore (Rupees One Crore Only).

In order to enhance support to franchise and provide them additional share in the revenue GSHHDC has decided to switch to 'Franchise owned, and franchise operated' (FOFO), which means that a franchisee will provide the capital and operational expenses. The franchisee manages the entire show within the guidelines given by GSHHDC. Under the model, 15% share in revenue from sales worth up to 1cr go to GSHHDC as loyalty and the remaining 85% stays with the franchise. If it goes beyond 1cr, then the decision on percentage of loyalty will be taken by the board of the corporation.

Terms of Association

1. The term of contract will be for 3 years with one year lock in period, 10% penalty on bank guarantee if it is during lock in period.
2. Post one year lock in period, a prior 1-month notice is required from either side to close the contract and franchisee has to return the stock in the same condition provided to them.
3. **Auditor Rule** - All the Policy at the Corporation level will be applied on Franchisee.

Responsibilities of Franchisee

1. **Financial Responsibilities** – This includes lease a retail space where applicable and purchase marketing and support materials from the franchise at large. When applying, a franchisee will be asked to provide proof he or she can meet the financial role of owning a business.
2. **Maintenance of Standards and Ethics** – The Franchisee must follow the standardized brand image of GSHHDC in all aspects like the brand's identity, the ambience, the outlook of the outlet.

3. **Managing the Brand's Services and Product** - It is responsibility of a franchisee to establish strategies that focus on promoting the franchisor brand. This includes establishing quality standards for their services/products and safeguarding the trademarks of the franchise. Brand language such as signage, brand name, logo, trademark, colors and typography, design concepts are maintained.
4. **Ongoing Support** - Depending on the provisions of the franchisor agreement, it's the responsibility of the franchisee to provide the franchisor with ongoing support, including day-to-day, customer service, technical.
5. **Electricity and other maintenance** - The franchisee will need to cover all the electricity and other maintenance like renovation.
6. **Stock**
 - A. The franchisee is required to share the stock requirement for each quarter with prior notice of 3 months to GSHHDC. The franchisee can select stock as per their requirement.
 - B. A onetime bank guarantee on calculated selling price of the first stock will be required.
 - C. It is the responsibility of the franchisee to avail insurance of the stock, once it is dispatched from the GSHHDC, the stock will be the responsibility of the franchisee.
 - D. The Franchisee can stock products from other department of CCI, with prior approval from MD GSHHDC.
 - E. The franchisee will be given sales target as per policy of corporation.
 - F. If products selected by the franchisee are not sold within six months, franchisee will be given an option to exchange products with genuine reason, provided products are in same condition as given by corporation. Total value of exchanged products in a year shall not exceed 30 percent of total stock value given at the start of the year.

Responsibilities of Franchisor

1. All kind of software required for the emporiums shall be provided by the franchisor.
2. It's the job of the franchisor to offer training and education opportunities for the franchisee and the staff.

3. All kind of branding collaterals will be provided by the franchisor.
4. All kind of marketing expense will be supported by the Franchisor as per regular policy of corporation. Additional marketing can be done by the franchisee by their own funds on special occasions after getting approval from GSHHDC. In case of additional funds provided GSHHDC for sales promotion, additional sales target will also be assigned to the franchisee.
5. Franchisor shall review the sales target and performance of the Franchisee regularly and provide productive feedback.

Store Design:

The store designs would be uniform at all locations. All franchisees need to follow the standard design provided by GSHHDC. In case of any changes, prior authorization shall be required from GSHHDC.

1. A minimum store size shall vary according to city, shall be a pre-requisite. Space and location need to be submitted by the franchisee. Location should be on main roads of the city.
2. A frontage area with maximum window display is mandatory. It should be made of glass and have sections of display area.
3. The store should have maximum display and transparent shelf area to showcase their products in accordance with different kinds of customers.
4. The stores should have a reception area and billing area which showcases the aesthetic sense handloom and handmade products. It should have a computer with
5. laser printer, bar code scanner and UPI codes.
6. The store should have a designated trial area under its garments and apparels section for customers to try the products being purchased.

Note: Policy will be reviewed every 6 months to assess market performance of the Franchisee.

As these Policies have to be implemented in due course of time we may submit the same before the Board of Directors through the Circular Meeting for necessary approval.

Gujarat State Handloom & Handicrafts Development Corporation

Application Form

[To open Garvi Gurjari Showroom on Franchisee Basis]

1. Name of the Candidate/Firm/Organization:

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2. Constitution of Candidate/Firm/Organization:

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3. The registered address of the Candidate/Firm/Organization:

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4. Contact No:

Landline Number:

Mobile Number:

Email ID:

Website:

5. Location of the proposed showroom:

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Pin Code:

City:

State:

6. Area in Sq. ft:

Frontage in .ft:

7. Turnover of the last three financial years:

2019-2020	2020-2021	2021-2022

8. Brief Professional experience (In Marketing)

Name of the Project	Name of the department/company/firm	Duration

9. Details of enclosures:

I hereby declare that all the statements made in the application are true and complete. I understand and accept that in case any of these details if found to be incorrect at any stage, the assignment awarded is to be canceled at any stage. I also understand that action can be taken against me by the GSHHDCL if I am declared by them to be guilty of any type of misconduct mentioned herein.

Date:

Signature of Candidate/Firm/Organization:

Place:

10. Note:

- No original certificates need to be attached to the application.
- Candidate has the discretion to enclose his/her Resume/Profile in addition to the details sought in the above proforma if they so desire.