

**Notice inviting Expression of interest for taking up Franchising of Spices**

**India Signature stalls across India and Abroad**

M/s. FSTL, An enterprise of Spice Board invites prospective investors to take up Franchises for 'Spices India' Signature stalls across India and Abroad. 'Spices India' Signature stall shall sell Spices and value added products under two different brand names "Spices India" and "Flavourit" in a contemporary-traditional styled Indian environment. Our product range consists of more than 30 spices and culinary herbs. Apart from whole spices the store also has a line of lifestyle and personal care products such as beauty creams, clearness oils, bathing bars, shower gels and shampoos all flavoured with spices. Spice flavoured chocolates are added attractions.

M/s. FSTL intends to select suitable agencies for acting as Franchisees for the same. Therefore Expression of interest (EOI) (As given in ANNEX-I) is invited from the interested and technically qualified agencies for acting as Franchises for Spices India Signature stalls across India and Abroad.

The interested agencies may submit their **EoI** latest by 26/12/2014, 5.00pm addressed to the ***Mr. NARESH V S, Director, M/s. FSTL, Spices Board, Sugandha Bhavan, NH By-pass, P.B. No.2277, Cochin-682025, India*** with superscription "EOI for taking up Franchising of Spices India Signature stalls"

**The interested agencies shall submit the following details along with the application form:**

1. A **brief profile** of the agency along with the technical competence of the nodal person of that agency shall be attached along with the application.
2. The **previous experience** in running successful franchises, especially in the Food and Beverages sector and other Ethnic Indian style stores.
3. A detailed **business plan** for operating the Signature stall.
4. The applying agencies shall clearly **specify the Franchising model**, that they are interested in taking up. The different formats of franchising model are mentioned below.
5. The applying agencies shall clearly state **the cities/territories** that they are interested in operating the Franchise.

## Different franchising models/options available

### 1. Company Owned, Franchise Operated (COFO)

In this case, the Franchise shall be owned by the parent company. The Store space shall be identified and taken up by the company and the company shall also be responsible to set-up the store including financing of the same. The Company shall also provide the goods to be sold and the Franchisee shall only be responsible for Store operations including sales generation.

### 2. Franchise Owned, Franchise Operated (FOFO)

In this case, the Franchise shall be owned by the Franchisee. It is the responsibility of the Franchisee to identify the store space and to set-up the store including financing of the same and the taking care of Store operations. The Franchisor/Company shall only be responsible for providing of goods to be sold. However the terms of use of the Brands 'Flavourit' and 'Spices India' shall be as per the instructions of FSTL.

### 3. Shop-in-Shop retail concept (SIS)

The "shop-in-shop" retail concept is one where the applying agency already has a retail business (preferably specialty Gourmet stores) and is ready to accommodate our brand of products in a dedicated space/area in the same store. As such the applying Franchisee shall share the details of the space/location currently owned by it and the current financial profile of the operated store.

## **Notice for Applying agencies**

- **This is a rolling advertisement.** As such you are welcome to express your interest at any point in the near future unless an alternate advertisement is released. The last date for the consideration of expression of interests for the first round of selection of Franchisees is **26/12/2014, 4.00pm**
- Please visit the link provided for the Google Business view (3D) page of the Signature stall in Cochin <http://goo.gl/Qw1Akb>
- And visit the website [www.flavourit.com](http://www.flavourit.com) for details of the products offered.

**Annex-I**

**Application form for EOI for taking up Franchising of Spices India Signature stalls**

1	Name of the Agency/person	
2	Postal address with pin number, email, fax and phone including Mobile	
3	Details of the registered office with registration number in the name of the applicant or the name of the applicant's companies name	
4	Details of VAT registration with TIN Number (if any)	
5	Continuous years of business and type of business (if applicable)	
6	Type of products dealt with (if applicable)	
7	Annual turn -over of the present business (if applicable)	
8	Number of Franchisees currently operated	

**Expression of Interest**

Sl. No	Location	COFO	FOFO	SIS
1				
2				
3				

Note:

1. Location Columns may be filled in the descending order of Interest
2. Please tick in the relevant columns in COFO/FOFO/SIS columns
3. You may add additional rows to express interest on various locations

(Signature of the applicant)

Place:

Date:

Seal of the Company

**Guidelines:**

1. If a group of individuals are planning to jointly set up the business, please photocopy **SECTION I: - Personal Fact Sheet** and fill the details of respective members.
2. Please enter all relevant details. Do not keep any details vacant/unfilled.
3. In case of questions with multiple options, please tick the appropriate answer.
4. In case you wish to provide additional information, please attach a separate sheet.

**Section 1: Personal Fact Sheet**

1. Name : \_\_\_\_\_  
(First Name) (Middle Name) (Surname)
2. DOB\* : \_\_\_\_\_
3. Address : \_\_\_\_\_
4. Email : \_\_\_\_\_
5. Contact Nos. : \_\_\_\_\_
6. Educational Qualification beginning with the most recent

Qualification	Year of Passing	Name of Institution

7. Current Occupation:                      Service                      Business                      Others

(To be filled in by those in service)

Name of current employer: \_\_\_\_\_

Designation: \_\_\_\_\_

**Previous Work Experience**

Period	Organization Name	Designation	Responsibilities

(To be filled in by those in business)

Company Name(s)	Proprietary/Partnership/Private Ltd/Public Ltd.	Nature of Business	Products / Services	Years in Business	People Employed	Turnover (Rs. in lakhs) Last 3 years		
						1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>

**Any other relevant information:**

8. Does your professional background involve any of the following? (Please tick)

Marketing/Sales

People Management

Supply Chain Management

Profit Centre Management

Business Administration

Small Business Administration/ Management

9. How soon can you free yourselves from present commitments to start this possible association with **FSTL**?

Immediately

Within 3 months

Within 6 months

Undecided

**References (excluding relatives)**

10. Your social status (Yes/No)

- a) Any past criminal record?
- b) Are any criminal proceedings pending against you in any courts in India?
- c) Have you ever been charged for any unlawful acts?



2. Why are you interested in this business?

- Great Investment option
- Unique Business opportunity
- I don't know
- Other \_\_\_\_\_

3. If you invest (x) amount how much ROI do you expect on it every year?

100%                  200%                  50%                  25%                  10%

4. Why are you interested in **FSTL** franchise?

- I am from retail background and wish to utilize my experience in this sector of my own.
- I am an entrepreneur with diversified business interests and wish to get into retail industry.
- I am already in retail outlet business and wish to diversify further.
- This is the best business deal amongst others
- Other \_\_\_\_\_

5. Have you been involved in any Franchise business in the past? If yes, please provide details.

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6. Have you been associated in any way with the retail outlet business? If yes, please provide details.

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