

www.championmesh.com



Established Network,
Foolproof System,

**PROMISING
RETURNS!**



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Franchise
Business Models



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An ISO 9001:2008 Certified Company

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NOTE FROM CEO

Dear Associate,

India of late has seen an upsurge in the manufacturing sector and has begun to compete aggressively in the international export market against the Chinese counterparts! We are the leading manufacturers of wire mesh products and are well placed to take advantage of this upward surge in the industry. Wire mesh being an essential component of the manufacturing process is a highly sought after commodity and thus, enjoys high demand throughout the year.

Champion Industries has a rich experience of over four decades and has gained a precise industry insight. We have an enviable track record of meeting and exceeding the expectations of our customers.

We have now taken a lead by venturing into branding an industrial product by the name 'CHAMPION'. This we believe will be the first step in creating a Nationwide Franchise Network and also create trusted business partners in the process.

We invite you to associate with us to enjoy the patronage of a trusted brand backed by a proven business model to yield superior returns.

Yours Sincerely

Alok Surana
CEO
Champion Industries



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OUR VISION

Leveraging the explosion in the industrial growth, we at Champion Industries aim to emerge as unparalleled market leaders in the wire mesh manufacturing space through our quality standards. Driven by our passion and supply controls, we are committed to the best deliveries and maximum customer satisfaction by continuous innovative approach.

CHAMPION - THE LEADING BRAND

- ◀ Supply of wire mesh to manufacturers both in India and abroad
- ◀ Four decades of serving customers across various industry verticals
- ◀ Well established distribution network in South India
- ◀ One of the most trusted suppliers
- ◀ Fully automated manufacturing facility
- ◀ 'Champion' the first and only brand in the wire mesh industry

WIRE MESH - A MULTI INDUSTRY REQUIREMENT!

Asbestos, Chemicals, Ceramics, Cement, Fertilizers, Food processing, Petrochemicals, Pharmaceuticals every industry requires wire mesh, since, it is used in the manufacturing process of all production units. Hence, availability of wire mesh is critical to operations in the manufacturing sector. Apart from this it is used in every industry and has widespread applications. Being a highly sought after commodity, wire mesh trade requires manufacturers to develop extensive production capacities and ensure reliable deliveries.

INDUSTRY OVERVIEW

INVESTMENT

- ♦ In the recent past, a total of 68,468, Industrial entrepreneurs made an investment of nearly INR 2400 cr in this industry

GROWTH

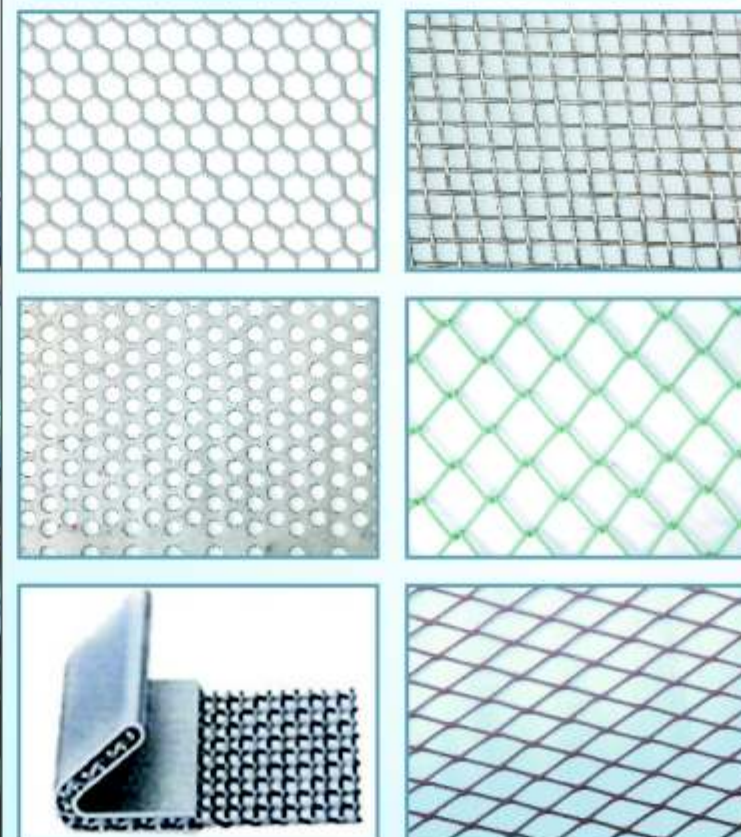
- ♦ According to latest estimates of cumulative index of industries production, the manufacturing sector registered a growth of 11.9% and is projected to increase by 2012

OUR WIDE PRODUCT RANGE

Champion offers a wide range of customized products to match the needs of its diverse clientele. Some of our core products are listed below:

- ♦ Woven Wire Mesh & Cloth
- ♦ Crimped Mesh
- ♦ Welded Mesh
- ♦ Hexagonal Wire Netting
- ♦ Expanded Metal Mesh
- ♦ Chain Link fencing
- ♦ Perforated Sheet

The well-organised control that we exercise over the supply chain, right from production to distribution has enabled us to respond quickly to the needs of our customers and meet superior quality standards.



Champion Factory at Jeedimetta

An ISO 9001:2008 Certified Company

CHAMPION FRANCHISE MODELS

CHAMPION FRANCHISE MODELS

CHAMPION MESH MART

To open an exclusive 'Champion Mesh Mart Franchise Store', the prospective franchisees need to fulfil the following criteria:

- Area Required : 300 Sq.Ft.
- Investment Required : INR 13 lacs
- Target Cities : All cities across South India

Franchise Certificate



Shop Facade Design for Franchise



Counter Design



Double Side Display Hanger

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CHAMPION SHOP-IN-SHOP

Under this format, we invite prominent hardware retailers who need to fulfill the following criteria:

- Area Details : 20 Sq. ft. of branding space on the wall
- : 4 Sq. ft. of branding space at the Cash Counter.
- : 30 Sq. ft. of space for stock.
- Investment Required : Min. INR 1 Lac worth Stock guarantee at all times
- Target Cities : All cities across South India

Kindly note, if the retailer is willing to guarantee a minimum stock deposit of INR 2 Lacs, we would undertake the designing and development of the Backlit Front Board which is vital to ensure high visibility.

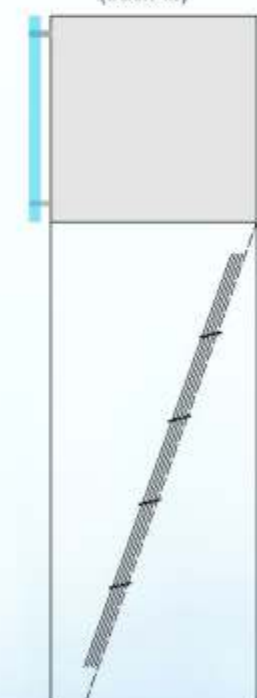
Table Top



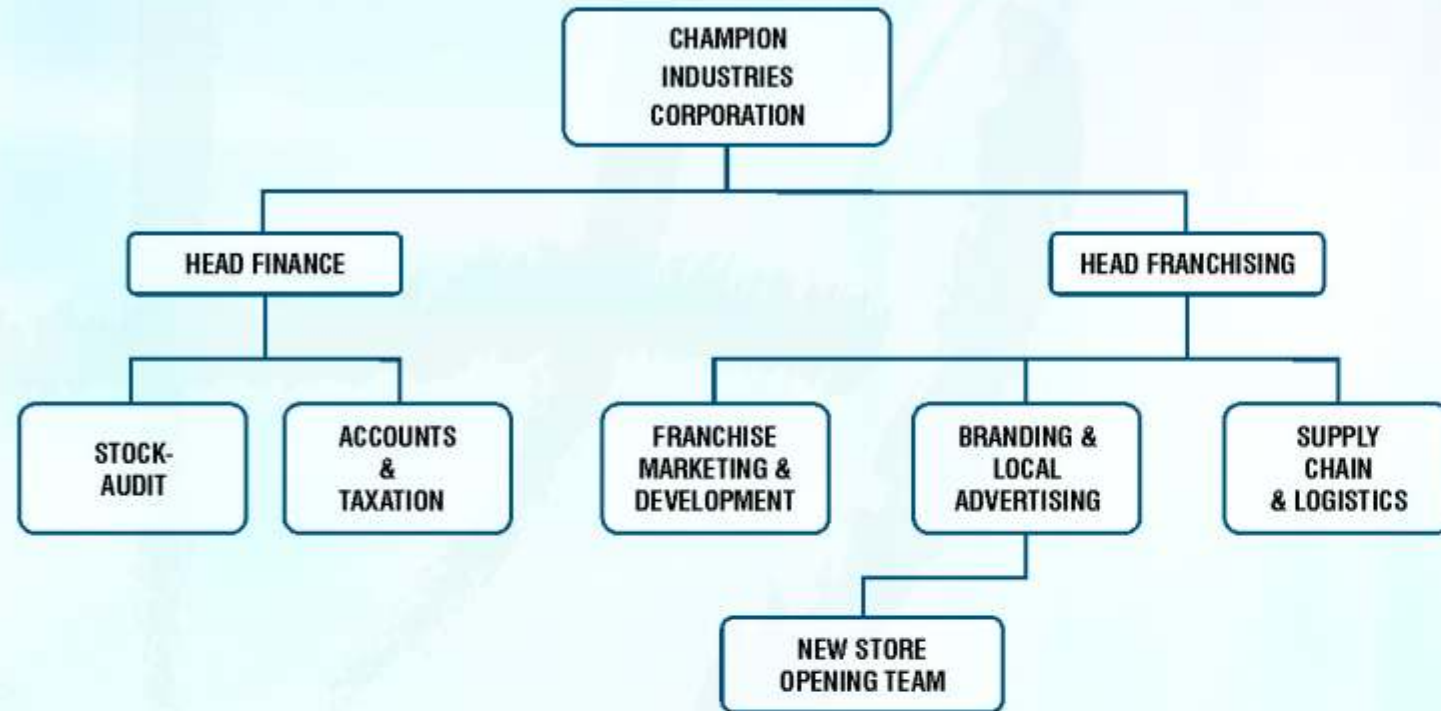
Champion Wire Mesh Catalog



Wall Mount (back-lit)



FRANCHISOR SUPPORT MECHANISM



FRANCHISOR SUPPORT:

- Dedicated Franchise Support
- Operations Manual
- Promotional and Advertising Support
- Assist in Recruitment and Training of Staff

THE FRANCHISEE ADVANTAGE

- Low risk and efficient mechanism
- Proven business format
- Shared brand identity
- Shared marketing and distribution system

FRANCHISEE OBLIGATION:

- Full compliance of customer service standards as prescribed by Champion
- Adequate insurance to protect stock and property
- Total involvement in the advertising and marketing initiative taken by Champion
- Strictly adhere to distribution guidelines laid down by Champion



FINANCIALS

CHAMPION MESH MART		
SET UP COST		
ELEMENTS	300 Sq.Ft	PER Sq.Ft
IN-STORE & OUTDOOR BRANDING	30,000	100
COMPUTER, PRINTER AND SOFTWARE	50,000	167
PRE-LAUNCH MARKETING	FRANCHISER	
STOCK DEPOSIT(AT SUPPLY PRICE FOR FIRST MONTH)	1,200,000	4000
WORKING CAPITAL	30,000	100
LEASE DEPOSIT (6 MONTHS ADVANCE)	30,000	100
TOTAL PROJECT COST	1,340,000	4,467

FINANCIALS

CHAMPION									
PROJECTED FINANCIAL STATEMENT OF A FRANCHISEE OUTLET									
PARTICULARS	% of Gross Sales	Best month	per sq.ft.	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	5th Qtr	6th Qtr
GROSS SALES	500 000	1667		1200000	1,440,00 ₀	1,656,00 ₀	1,821,60 ₀	1,912,68 ₀	2,008,31 ₄
^-----1st Quarter projections are taken at 80% capacity									
COGS	80.00%	400000	1333	960000	1152000	1324800	1457280	1530144	1606651
HR & Admin	1.80%	9000	30	27000	27,000	27,000	27,000	27,000	27,000
SALES PERSONS	6000								
SUPPORT BOY	3000								
Utilities (Tel., Electricity, Water etc.)	0.40%	2000	7	6000	6,000	6,000	6,000	6,000	6,000
Rent	2.00%	10000	33	30000	30,000	30,000	30,000	30,000	30,000
Miscellaneous, shrinkage & Marketing	0.50%	2000	7	4800	5760	6624	7286	7651	8033
TOTAL OPERATING EXPENSES	4.60%	23000	77	67800	67800	69624	70286	70651	71033
TOTAL COST	84.60%	423000	1410	1027800	1220760	1394424	1527566	1600795	1677684
NET PROFIT IN HAND	15.40%	77000	257	172200	219240	261576	294034	311885	330630
ACCUMULATED NET PROFIT		77,000	257	172,200	391,440	653,016	947,050	1,258,93	1,589,56

