



# Franchisee Proposal

## **Influx Mart Ltd.**

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**Influx Mart Ltd** is the retail initiative of the INFLUX GROUP. To reach out to its strong base of more than 5 lakh loyal customers across the country, Influx Mart Ltd has various formats of retail outlets. Influx Mart has created its own brands like FEELGOOD (Apparels & Accessories), DELIGHT (Eatables/Food Products) and NATURALIFE (Products & Services for the natural way to healthy life).

Influx Mart Ltd is an exclusive distributor of American Global Health Group (AGHG, USA) for South East Asia for their entire product range. Influx believes that "Customer is the King" and thus, every activity at Influx Mart Ltd is customer centric and ensures customer delight. The USP of Influx Mart Ltd is to offer unique and innovative products to its customers at delight prices. Our mission is to research products that are high quality, relevant to our loyal customers, provide good value and are backed up by companies that we know and respect. Customer service is very important to us and we follow up carefully on inquiries about orders, products and companies with whom we do business.

Influx Mart Ltd – a pioneer in innovative retail formats has come out with unique formats in wellness retailing which are aimed to ensure wellness for one and all. The focus is on preventive healthcare and solutions which are based on Mother Nature. As a part of its continual endeavor of presenting innovative concepts to its loyal customers, and help them with the availability of daily essential products and services for well being, Influx Mart Ltd after a lot of market research and surveys has concluded on the innovative retail formats in the worldwide growing industry of Health & Wellness.

### **The Wellness Industry :**

Promising Opportunities in the fastest growing wellness industry

The world wide growth of the wellness industry is massive and India is emerging as one of the fastest growing market for wellness products and services. As per a study report conducted in 2007, the Indian health and wellness market was on a boom phase. The market was estimated to be Rs. 2000 Crores with a year-on-year growth of over 25 percent. Moreover, the attitudes and preferences of the Indian consumers were changing due to the increase in their disposable incomes, high consumption propensity, and exposure to global trends, etc. This, according to analysts, had led to an increase in demand for health and wellness products and services. The retailing boom in India has also contributed to the growth of the entire wellness industry.

Today's health conscious and well informed consumers are looking out for the products and services to make them feel healthier, look better, slow down ageing and prevent diseases from happening in the first place. Health and Wellness franchises are committed to helping their clients and their members get healthy and stay healthy. Health conscious baby boomers and younger adult consumers are the primary users of franchises focused on: Nutritional Supplements, Health Food and Drinks, Dietary Supplements, massage therapy, Books, CDs & DVDs on yoga, personal fitness, Fat loss / weight loss, Skin Care, Hair Care, Aroma Therapy, Music & Relaxation contents, wellness products and services etc.

In the present era when there is a recession and down turn in every business, Influx wellness retailing is here to offer you the best of the opportunities. There can not be any better time than this to capitalize on this rewarding business opportunity as all costs and real estate prices are at very low levels and seem to be dipping further. In addition to this quality people are available at the right price. The industry is all set to grow multifold and with INFLUX you can be a part of it.

Besides its impressive and growing retail profit potential, due to the consumption oriented business module, you have the opportunity to earn additional profits and to generate recurring sales for long-term income. It could be the answer you are looking for to improve your current practice or business, lifestyle and provide for a more comfortable and earlier retirement.

Influx Mart Ltd is all set to create a revolution in this industry through its innovative and unique wellness retail formats. It offers a very rewarding business model for all who wish to venture into today's most promising sector of Health & Wellness. Our Wellness Store franchise hence is an exciting mix of Sales, Marketing and Management, offering the right individuals the potential for an exceptional and unmatched Return On Investment.



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## **The three innovative retail formats are :**

### **The Wellness Store (TWS)**

TWS is a neighborhood wellness store and is the biggest format of all. The size of such stores ranges from 500 sq. ft to 5000 sq. ft. TWS is normally established in the prominent areas to get the maximum awareness. The store has full range of Influx wellness products and services. It offers CMD preventive health check up at the store. Products like AloeCure, AloeChunk, AloePulp, AloeDerma – Cosmetics Range, a whole range of Naturalife - health & nutrition products, Health drinks, TOTAL Organizer Software, books, CDs & DVDs on health & wellness, olive oil, music therapy, relaxation products, aroma products, acupuncture accessories, and other wellness products are made available through these stores. Due to the wide offerings of consumable products and essential health services, TWS not only retains the valued customers but also creates new clientele every day. TWS is all set to have a revolution in the very promising and booming sector of Health & Wellness through the chain of the franchise outlets across the country. It's a very unique and innovative wellness retail format which ensures healthy returns on the investment.

### **Wellness On Wheelz (WOW)**

WOW is a mobile wellness store format created on a fully customized four wheeler vehicle. With this format, Influx wants to take the wellness to the doorsteps of the customers to provide them the required products & services at their convenience. It carries select range of Influx Wellness Products & CMD preventive health check-up service. The vehicle is fully equipped with computer, billing terminal and relax chair etc. WOW starts the day with the Morning Walker's gardens and the jogger's parks in the early morning and continues to move around the Health & Fitness Centers, Beauty Salons & Clinics, Hospitals, Malls, and many such public places where the target consumer is expected to be throughout the day. Thus WOW ensures the product availability of the consumable health & wellness products for the loyal customers at their convenient places throughout the day at suitable timings. WOW hence achieves the best of the returns due to low investment and hassle free operations compared to establishing the full fledged store. Influx Mart Ltd thus plans to have many of the WOW mobile stores operational in coming few months across the country.

### **Wellness Vending Point (VP)**

Wellness VP is the smallest wellness retail format of all. VP is a wellness touch point for the loyal customers. VP just does not sell the products but also helps in creating a lot of awareness among the consumers due to its huge numbers present at best of the public places. It is designed to catch the target customer group during their day-to-day schedule at locations like Morning walker's gardens, Jogger's parks, Gyms, Shopping Malls, Outside Chemist shops, Railway Stations, Multiplexes, Yoga Institutes, Beauty Salons, etc. This format offers very limited product range and focuses mainly on AloeCure – A Pure Aloe Juice, AloeDerma – A complete cosmetics range and Naturalife – Health & Nutritional Supplements. Establishing a chain of such VPs across the city will also guarantee high returns at low investment through a lot of goodwill and monopoly brand value. A very well designed, light weight Vending Kit having the basic setup accessories and the sellable stocks is made available to all which enables easy movement at various places.



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## Our Offerings : Products & Services

CMD (Computer Meridian Diagnostics) is a revolutionary health-check system. Diagnosis and therapy methods employed by CMD are based on traditional Chinese medical practices, which have been developed and proven over thousands of years and which are still used by a large segment of the world's population. By combining this ancient medical knowledge with state-of-the-art computer technology it is possible, for the first time, to make early diagnosis of diseases and trouble spots in the body. Now, INFLUX has brought this miracle wellness checkup system in India.

### Aloe Vera Product Range :

Aloe Vera – the miracle plant is one of the oldest known medicinal plants gifted by nature. Aloe Vera is known for miraculous healing qualities for thousand of years. It is widely used for cosmetology, skin care, digestive system etc and is a complete remedy to many ailments. The world best aloe Vera products from AGHG, USA (American Global Health Group) is now made available in India by INFLUX. The range includes :

#### AloeCure

AloeCure is 99.7% pure organic juice available in three flavors. It's non-bitter and It's sugar free. Evaluated by US FDA, AloeCure is an OTC product and has quality certifications like ISO 9001, GMP, ECOCERT, HACCP etc.

#### AloeChunk

AloeChunk is pure aloe vera chunk. Cultivated and processed with 100% organic process AloeChunk is sugarfree and non-bitter. It's available in retail as well as bulk packaging.

#### AloePulp

AloePulp is pure aloe pulp directly taken from the plant through a world class and 100% organic process of cultivation. AloePulp is sugarfree and non-bitter. It is also available in retail as well as bulk packaging.

#### AloeDerma

AloeDerma is a complete range of cosmetics having skin care, hair care and beauty care products made out of pure aloe vera. AloeDerma is available in very attractive world class packaging.

### Naturalife – A wide range of health and nutritional supplements :

Naturalife is a scientifically developed complete & balanced wonder product for modern day energy needs which helps impressively on body nutrition. A wonderfood for the entire family which works on Diabetes, Blood Pressure, High Cholesterol, Heart diseases, kidney problem, hair loss, depression, body weight etc. Regular intake of Naturalife means immunity, nourishment and and strength filled with natural prevention, care & cure.

- Naturalife is the best balanced nutritional & protein support to the body
- Strengthens the natural healing ability of the body.
- Increase oxygen supply to blood system
- Gives the recommended amount of Macro- nutrients, Vitamins, Minerals & trace elements
- Helps in prevention of growth retardation, infertility, weakness & anemia
- Essential for maintaining proper skin, eye, sexual and growth functions
- Safe for children, pregnant & lactating women
- Has prophylactic consequence on all kinds of illness and syndromes
- No side effects upon any kind of body situation

### Contents on health and wellness :

This includes a selected range of books, reading material, audio, video and multimedia contents on health and wellness. The idea is to provide the authentic and genuine content on the subject to people. It includes contents from Feelgood Publication and other reputed publications.



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### **TOTAL Organizer :**

Total Organizer is a unique utility software. This ultimate utility and wellness software is designed for a wide target group which includes working professionals, students, housewives, retired people, entrepreneurs etc. It does complete accounting, proper organizing, effective planning and scheduling etc. It makes the user well aware about health & wellness and helps them to stay healthy.

### **Acupressure Health Products:**

Since ancient times, Acupressure therapy has been the easiest form of alternative health treatment. In acupressure, the emphasis is on curing through proper pressure on concerned nerve points in the human body. This non-drug therapy which is making its presence felt across the globe is the main treatment in the CMD health solution. A wide range of Contents (books & CDs) and Accessories is made available through Influx Wellness Retail.

### **Music Therapy and Relaxation Products:**

Since time immemorial, music has infused a spark of the Divine in human beings. Music has been known to have soothing effects on overwrought nerves since ancient times. But it's only recently that the curative abilities of the seven notes are being tapped. Music is not just nourishment for the heart, but also for the soul. Music therapy is based on the associative and cognitive powers of the mind. Sound creates certain vibrations which are picked up and amplified by the human ear. These waves are then picked up by the sensory nerve going into the middle of the brain and redistributed throughout the neuron network to other parts of the brain to distinguish the pitch, tone, and frequency of that sound. Music therapy is proven for healing, joy, relaxation, meditation, elevation and stress reduction. Today it is used for the benefits of an unborn baby in the womb to busy working professionals. It creates a relaxing atmosphere for any type of activity. Influx wellness retailing offers a select range of authentic CDs/DVDs on music therapy.

### **Health & Nutrition Products :**

In today's world almost everyone has a fast forward life and a hectic schedule which gives tremendous pressure on human body. Eating habits and increasing trend of fast food / junk food has made the situation further worst which leads to variety of illness and diseases. With an objective to provide a balanced nutrition for good health, Influx wellness retailing offers a wide range of select health supplements and wellness food products through their outlets.

### **Olive Oil :**

Since the ancient times philosophers, physicians and historians referred to the miraculous curative properties of olive oil. This fact is proven by the modern scientists and it has been established that Olive oil is related to our well being and has amazing natural healing power. The very unique fact about olive oil is that it comes from the juice of the ripened fruit, whereas most of the oils are made out of the seeds . This means you get more than just oil. You get a great aroma and flavor with the oil and health benefits from a ripening or ripe fruit. It's one of the healthiest oils for protecting your heart, helping to reduce your cancer risk and maintaining proper memory and cell function. In the CMD health solution, the olive oil is one of the key remedies.

### **TOTAL Organizer :**

Total Organizer is a unique utility software. This ultimate utility and wellness software is designed for a wide target group which includes working professionals, students, housewives, retired people, entrepreneurs etc. It does complete accounting, proper organizing, effective planning and scheduling etc. It makes the user well aware about health & wellness and helps them to stay healthy.

As a form of alternative medicine, Aromatherapy is considered by some as essential to a person's mood or well-being. It's considered a holistic way of taking care of the body by enhancing the senses with pleasant smelling botanical oils. Aromatherapy has been extensively studied and is considered one of the fastest growing options in alternative medicine. Aroma therapy stimulates and relaxes our minds and bodies. Hospitals and clinics are using aromatherapy for pain relief, to relieve the pain and stress of cancer patients as they undergo chemotherapy and to assist many other patients who are recovering from various ailments. Even corporets are finding that using aromatherapy in the workplace can go a long way in affecting the moods of their employees and customers. Influx wellness retailing offers a select range of aroma therapy products suggested by aroma therapists.

### **Other Wellness Products :**

With an objective to provide the assorted range of health and wellness products, Influx wellness retailing offers a wide range of other wellness products on health, yoga, fitness, beauty care, ayurveda and naturopathy.



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## Our Strengths & Support

### Low-Risk Business Concept

In the present era when there is a recession and down turn in every business, Influx wellness retailing is here to offer you the best of the opportunities. There can not be any better time than this to capitalize on this rewarding business opportunity as all costs and real estate prices are at very low levels and seem to be dipping further. In addition to this quality people are available at the right price. The industry is all set to grow multifold and with INFLUX you can be a part of it.

### Superior Products and services for a Large Target Market

This is your chance to tap into one of the fastest growing industries in the world today, with over millions of people in the world already incorporating nutritional health supplements into their daily lives. Every day, consumers are becoming more educated about their health and the options available to them, and they're learning the value of investing in higher quality nutritional products that really make a safer difference.

### Low Franchise Costs & Investments but great Benefits

Franchises are often great opportunities, but being a part of one certainly has its costs, both up front and ongoing. In the TWS business opportunity you don't have to pay any of the high costs typically associated with other business modules. All the three Influx Wellness retail formats are low investment formats ensuring high returns. Even though it does not involve high investment, you will still have the backing of Influx Wellness Retail, a large and established business organization that will provide you with the information, training, and materials you need to succeed. You will also have an ongoing guidance and encouragement from Influx wellness retails for your store which will have a vested interest in your success and will therefore mentor you as needed to ensure that you achieve your goals.

### Recurring Sales System Makes Money While You Sleep

This is one of the most exciting parts of the Influx Wellness Retail program. With the consumption based sales module, your customers will have the option to sign up to receive their products on a monthly basis, delivered directly to their home from your stores. As a loyal customer they will be the members of the Influx Wellness Club due to which they will receive a discount, which is a great incentive for them, making it a win-win situation for everyone involved. On average, getting a net of about 10% of your customers to register each month in the Influx Wellness Club is a realistic expectation.

### Training and Support

There are numerous training seminars available in major cities throughout the country from the experts at Influx Wellness Retail. This training is often provided by the authorised personals of the company who have a very hands-on business approach and who take an interest in the success of each and every franchisee representing their products. Their training programs include both product knowledge and business management skills, because they understand the importance of mastering both to achieve your goals. The value of the guidance and encouragement you will receive from Influx Wellness Retail will also be immeasurable.

### Ready-Made Website with store locator

The Influx Wellness Retail is with a ready-made internet presence via its website which is a convenient tool for additional sales. Through the store locator service of this website, a consumer can easily locate the store nearest to his/her location and reach the same to avail the services. A value added home delivery service is always helpful for additional sales with the store contact details available on the website.

### Excellent software Tool with POS and CRM tracking

Via the POS software provided by Influx, you will have access to real-time information about your on-line sales and profits. You can track your orders, your sales, your billing, inventory, and more. The information is easy to understand and very detailed, providing you with a complete overview of everything you need to know at your fingertips. It also provides the CRM tracking module so that you are in a constant touch with the loyal customers and could deliver the personalized services.

### Additional Income Opportunities

As a Influx Wellness Retail franchisee, you are entitled to have all the brands and the future product ranges of the company for distribution/retail ensuring additional income opportunities.



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## Requisites

### The Wellness Store (TWS)

- Basic Business Acumen with entrepreneurship qualities
- Marketing skills with Sales experience
- A prominent retail place of min 500 SFTs in good locality – Rented/Owned
- An investment of app. Rs.15 Lacs other than the shop. The investment may differ according to the size, location and the city of the store.
- Minimum manpower of app. 4 people

### Wellness On Wheels (WOW)

- Basic Business Acumen with entrepreneurship qualities
- A vehicle with commercial permit/RTO passing
- An investment of app.5 Lacs for the van and the sellable stocks
- Manpower of just 2 people
- Basic know-how of the city for knowing the touch points of the target consumers

### Wellness Vending Point (VP)

- Basic Business Acumen with entrepreneurship qualities
- Investment of app.Rs.75,000/-
- Minimum 1 person as a staff
- Basic know-how of the city for knowing the touch points of the target customers

