

Modalities to support Safal Counter managed by Franchisee

Preamble:

It is decided to open Safal Counters across Karnataka to increase the product availability.

Role of Franchisee:

- Invest on Infrastructure including counter, racks, furniture etc.,
- Provide Bank Guarantee or pay in advance for stocks
- Keep the counter in a presentable manner
- Hire Manpower to operate the counter
- Responsible for stock, cash & management of counter
- Identify & explore business opportunities
- Work towards target to make this sustainable
- Indent & manage stocks to make it available all the time
- Delivery vehicle and Minimum 300-400sft area in prominent location

Role of KOF:

- Invest on counter branding in an attractive way
- Initially support part of Fixed Cost to create comfort till the volumes are reached to a level of self sustainability. We may decide the time frame for support & based on location.
- Ensure Supplies to build confidence with Franchisee
- Advertisement at Point Of Purchase
- Survey of nearby House Holds to assess the potential demand
- Cost effective advertisement plan to convey the counter location & products
- Train Franchisee & his manpower on following aspects :
 1. Stock & Cash management
 2. Records and documents to be maintained
 3. Knowledge on each product & SKU
 4. Sales skills and behavioural skills with consumers

Edible Oil	Agriculture Products
• Safal Double Filtered Groundnut Oil	Safal Sona masuri Rice
• Safal Refined Groundnut Oil	Safal Turdal
• Sungold Refined Sunflower Oil	Safal Sugar
• Safal Premium Refined Sunflower Oil	Safal Tea Powder
• Sun Safal Refined Sunflower Oil	Safal Byadgi Chilli Powder
• Safal Refined Palmolein Oil	Safal Peanuts
• Safal Refined Soyabean Oil	
• Safal Refined Rice Bran Oil	
• Safal Coconut Oil	
• Safal Gingelly Oil	
• Safal Deepa Oil	
• Safal Mustard Oil	