

FRANCHISE

MANUAL



THE BUSINESS MODEL-FOFO

The FOFO Model refers to a Franchisee-Owned Franchisee-Operated business model where the franchisee is involved in day-to-day operations.

In this model, the company will support the franchisee in branding, promotion, inventory, and staff training, while day-to-day sales, operations, customer handling, on-ground marketing, payroll, repair and maintenance, order management, billing, and other allied tasks will be managed by the franchisee.



FRANCHISE FACTS

Capex- Opex Table

BUSINESS MODEL: FOFO

BREAK-UP CAPEX

Heads	Amount (INR)
Franchise Fees	200,000
Furnishing, Interior, Branding & Signage	400,000
Eye Testing Machinery	400,000
Hardware Installation, Software and Misc.	300,000
Stock	700,000
Total Amount	20,00,00 + GST

BREAK-UP OPEX

Heads	Amount (INR)
Property Rentals	35,000
Optometrist (Primary)	25,000
Optometrist (Secondary)	20,000
Miscellaneous (Electricity, Internet, Delivery)	20,000
Total	1,00,000

FRANCHISEE DELIVERABLES

Manage daily
store operations
(OPEX liability)

Handle staff
hiring and
management

Employee
optometrist
on franchisee
payroll

Oversee retail
sales and
customer service

Maintain
Inventory and
Coordinate
Replenishment

Ensure store
Compliance and
Brand Standards

Handle store
Insurance and
Legal Formalities

Manage Store
Repairs and
Maintenance

Execute local
BTL Marketing
Activities

Use only
ClearDekho-
authorized
software &
systems

CLEARDEKHO DELIVERABLES

Before Launch	After Launch
Finalise Location	Replenish Stock
Lease Support	Backend Lens Support
Store Design	Staff training & Review
Technology Support	Monthly Settlement and Payout
Finalise Lens Vendor	Digital and Social Media Marketing
Stock Fullfillment	Backup Staff Support
Payment Mechanism	Quality checks & Audits
BTL Marketing Activity Planning	Tech Support
Staff Training	Billing POS Support
Google Listing	Store Performance Evaluation
Sign Franchisee Agreement	New Product Launch

WHY PARTNER WITH US

Most affordable
investment
option

Zero risk on
stocks

Inventory light
model

High gross
margin products

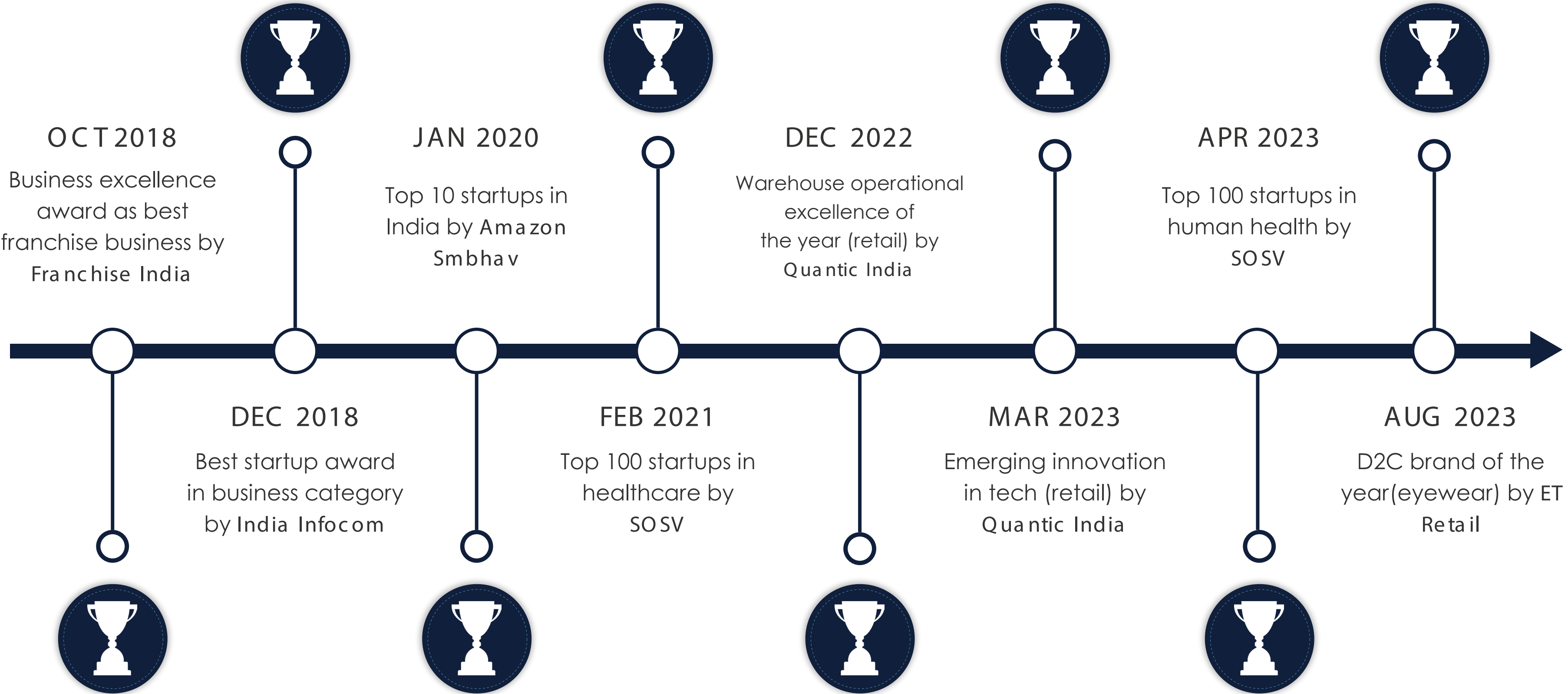
ATL Marketing
activity
managed by
ClearDekho

Staff training
exclusively
managed by
ClearDekho

Location search
& finalization
assisted by
ClearDekho

Investor friendly
business model

AWARDS



OUR STORES





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