

# Franchisee Form

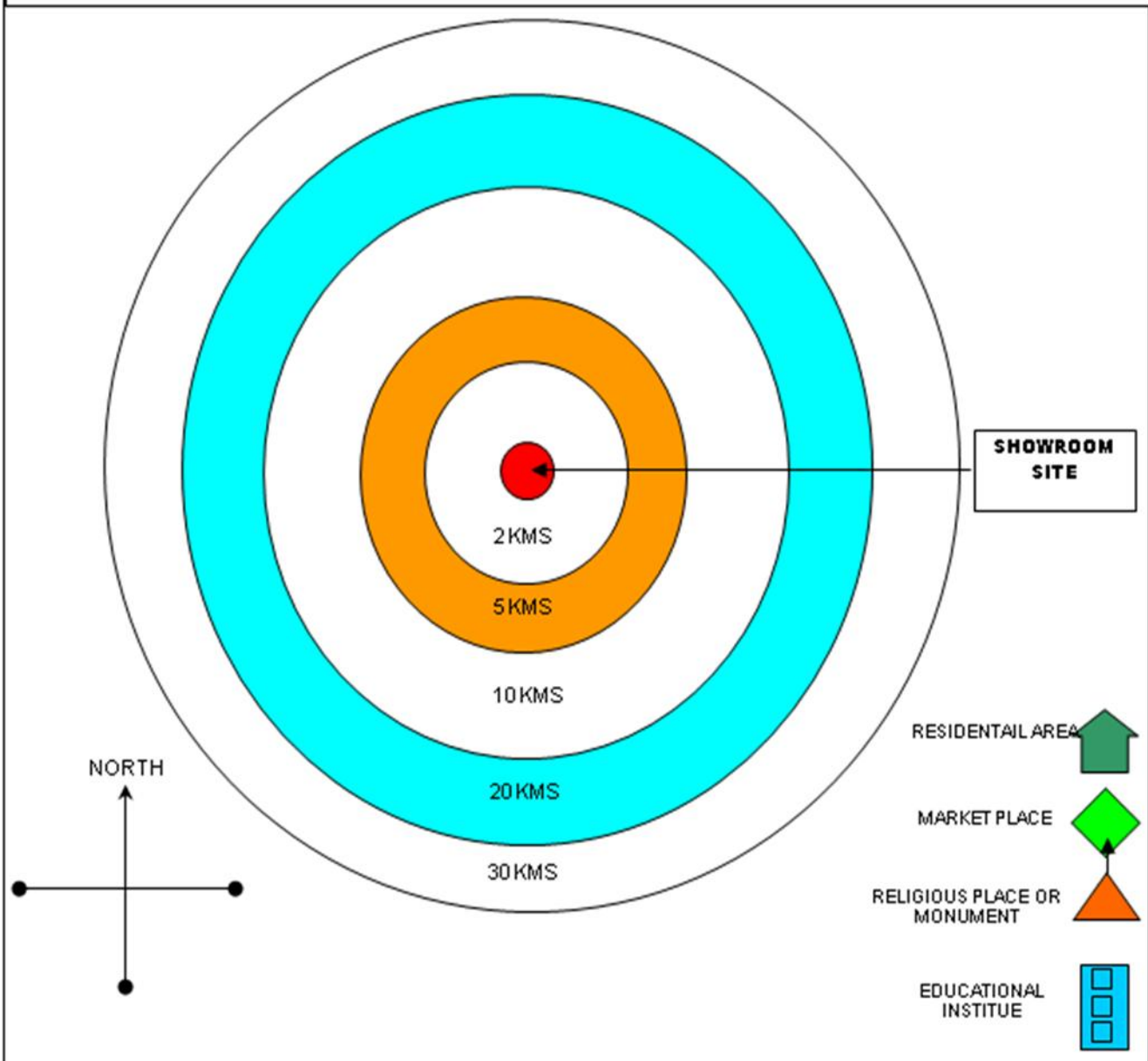
Site Name : .....

Area: .....Region: ..... Zone: .....

A. Address : .....

State .....Pin Code. ....

MARK THE LOCAL PRESENCE OF DIFF. PLACES OR CONSTRUCTION FOR NAMES MENTIONED BELOW ON "THE DART CIRCLES" SHOWING THE DISTANCE FROM THE SHOWROOM SITE.



Fill the above (Please ensure correct direction from store when marking)

**B. Location Details**

**Distance from Nearest**

**Bus Station** : .....  
[ ] 0-2 km [ ] 2-5 km [ ] 5-10 km [ ] more than 10 KM

**Railway Station** : .....  
[ ] 0-2 km [ ] 2-5 km [ ] 5-10 km [ ] more than 10 KM

**Airport** : .....  
[ ] 0-2 km [ ] 2-5 km [ ] 5-10 km [ ] more than 10 KM

**Catchment Residential Colony**

**0 to 2 km** : (1) ..... (2) .....  
(3) ..... (4) .....  
(5) ..... (6) .....

**2 to 5 km** : (1) ..... (2) .....  
(3) ..... (4) .....  
(5) ..... (6) .....

**5 to 10 km** : (1) ..... (2) .....  
(3) ..... (4) .....  
(5) ..... (6) .....

**More than 10 km** : (1) ..... (2) .....  
(3) ..... (4) .....  
(5) ..... (6) .....

**Public transport Facilities to reach the store**  
*(Give all options like Bus, Taxi, Auto, Tempo, Rickshaw etc)*

.....  
.....

**Format for which the store is proposed**

[ ] Hyper [ ] Mini Hyper [ ] Convenience [ ] Franchise [ ] Other .....

**Reason & Remarks** .....  
.....

**Parking Area Available** [ ] Yes [ ] No **Location 1** ..... **Sq. Feet** .....  
**Location 2** ..... **Sq. Feet** .....

**Nearest Public Parking** .....  
.....

**C. Geographic Details**

**Weather Cycle**

Term 1 (Mar-Apr) : Temperature Max : ..... Min : .....  
[ ] Rainy [ ] Humid [ ] Very Hot [ ] Hot [ ] Pleasant [ ] Cold [ ] Very Cold

Term 2 (May-Jun) : Temperature Max : ..... Min : .....  
[ ] Rainy [ ] Humid [ ] Very Hot [ ] Hot [ ] Pleasant [ ] Cold [ ] Very Cold

Term 3 (Jul-Aug) : Temperature Max : ..... Min : .....  
[ ] Rainy [ ] Humid [ ] Very Hot [ ] Hot [ ] Pleasant [ ] Cold [ ] Very Cold

Term 4 (Sep-Oct) : Temperature Max : ..... Min : .....  
[ ] Rainy [ ] Humid [ ] Very Hot [ ] Hot [ ] Pleasant [ ] Cold [ ] Very Cold

Term 5 (Nov-Dec) : Temperature Max : ..... Min : .....  
[ ] Rainy [ ] Humid [ ] Very Hot [ ] Hot [ ] Pleasant [ ] Cold [ ] Very Cold

Term 6 (Jan-Feb) : Temperature Max : ..... Min : .....  
[ ] Rainy [ ] Humid [ ] Very Hot [ ] Hot [ ] Pleasant [ ] Cold [ ] Very Cold

**Height from Mean Sea Level (..... Give Exact if Available)**

[ ] 0-500 [ ] 500-700 [ ] 700-900 [ ] 900-1100 [ ] 1100-1300 [ ] 1300-1600 [ ] 1600-2000 [ ] 2000+

**D. Demography**

**Near by Religious Places or monuments (With Distance from Store)**

.....  
.....  
.....

**Near by Government Offices (With Distance from Store)**

.....  
.....  
.....

**Near by School, Colleges other educational institute (With Distance from Store)**

.....  
.....  
.....

**Industries & Business centers (With Distance from Store)**

.....  
.....  
.....

**Residential Area 1** : ..... Distance from Store .....

[ ] Govt. Qtrs. [ ] Flats [ ] Small House [ ] Large Houses [ ] Bungalows

Average Family Income Rs.....

Transport Used by majority [ ] Public Transport [ ] 2 Wheeler [ ] 4 Wheeler

Avg. Family Size [ ] 2 [ ] 3 [ ] 4 [ ] 5 [ ] 6 [ ] 6+ M:F Ratio .....

Income Disposal % : Entertainment .....% Savings .....% Spending .....%

Expenditure Pattern : Entertainment - movies, theatre, parties etc ..... %

(% of Income) Grocery / FMCG ..... %

Home improvement -household, home ware, home furnishing ..... %

Clothing & Accessories Cosmetics etc ..... %

**Residential Area 2** : ..... Distance from Store .....

[ ] Govt. Qtrs. [ ] Flats [ ] Small House [ ] Large Houses [ ] Bungalows

Average Family Income Rs.....

Transport Used by majority [ ] Public Transport [ ] 2 Wheeler [ ] 4 Wheeler

Avg. Family Size [ ] 2 [ ] 3 [ ] 4 [ ] 5 [ ] 6 [ ] 6+ M:F Ratio .....

Income Disposal % : Entertainment .....% Savings .....% Spending .....%

Expenditure Pattern : Entertainment - movies, theatre, parties etc ..... %

(% of Income) Grocery / FMCG ..... %

Home improvement -household, home ware, home furnishing ..... %

Clothing & Accessories Cosmetics etc ..... %

**Residential Area 3** : ..... Distance from Store .....

[ ] Govt. Qtrs. [ ] Flats [ ] Small House [ ] Large Houses [ ] Bungalows

Average Family Income Rs.....

Transport Used by majority [ ] Public Transport [ ] 2 Wheeler [ ] 4 Wheeler

Avg. Family Size [ ] 2 [ ] 3 [ ] 4 [ ] 5 [ ] 6 [ ] 6+ M:F Ratio .....

Income Disposal % : Entertainment .....% Savings .....% Spending .....%

Expenditure Pattern : Entertainment - movies, theatre, parties etc ..... %

(% of Income) Grocery / FMCG ..... %

Home improvement -household, home ware, home furnishing ..... %

Clothing & Accessories Cosmetics etc ..... %

**E. Competition**

**Market Size**

Catchment Area ..... Population ..... Mkt. Size .....

Main residential Areas in Catchment .....

.....

**Nearby VMart Showroom (If any)**

Store	Size	Distance from Proposed Store	Proposed/Running
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(1) .....

(2) .....

(3) .....

**Competition Showroom**

(1) Name .....Size.....Type Of Store .....

Goods Sold.....

Address & Phone No.....

(2) Name .....Size.....Type Of Store .....

Goods Sold.....

Address & Phone No.....

(3) Name .....Size.....Type Of Store .....

Goods Sold.....

Address & Phone No.....

(4) Name .....Size.....Type Of Store .....

Goods Sold.....

Address & Phone No.....

(5) Name .....Size.....Type Of Store .....

Goods Sold.....

Address & Phone No.....

(6) Name .....Size.....Type Of Store .....

Goods Sold.....

Address & Phone No.....

Date ..... Name ..... Signature