



Edition – 2021

SmartDukaan Policies **Guide Book**

Content

03

Objectives

04

**Guidelines and Terms of Trade
for Partners**

05

Margin on Selling

07

Exclusivity

08

**Franchise Fee, Investment and
Legal Liability**

09

Agreement

10

Do's and Don'ts

11

Financial Services

12

Brand Promoter

13

How to start the day

14

**During conversation with the
customer**

16

During Billing

17

At the end of day

18

Stock Management

19

Marketing

Objective

This guide book is made available for SmartDukaan Partners.

It includes all the policies and procedures that will be useful to the partners in managing their business. It is important that our partners keep this guide book handy and get information on various topics from time to time



Guidelines for Partners and terms of trade



Margin on sale

SmartDukaan will share **brand wise margin sheet** on your dashboard every month.

The total margin is divided into **sell-out** and **sell-in margins**.

1. Base Payout and Cash Discount in **Sell-in Margin** will automatically be credited to your Wallet on doing **GRN**.
2. There are four parts of **Sell Out Margin** – **Category, Investment, Hygiene and Tertiary sale**.



Margin on sale

- a) According to the **outlet category**, there is a provision to give different margins on different products.
- b) **Investment** – Every outlet has a minimum fixed investment limit that all the partners will have to maintain. Failure to do so will result in a cut in your investment margin, and repeatedly doing this may result in the billing system being shut down completely.
- c) **Hygiene** – It is very important that you share the names and contact numbers of all the customers correctly on the SmartDukaan portal. Feedback call is made from our side to all the customers. If the customer's information is found to be wrong, you will get less hygiene margin.
- d) **Tertiary margin** will be credited to the wallet only after the customer is sold and billed from the dashboard.

Margin will be based on **SmartDukaan** brand terms. These Terms are subject to change from time to time. We hope that our partners will carefully read and follow all the guidelines issued on the dashboard from time to time.



Exclusivity

100% sourcing of products and services of the **outlet** will be done by SmartDukaan only. Purchasing from any other seller will either result in immediate termination of the **Franchise Store or a heavy fine.**

All sales are to be done through **retail counter** only. Partner cannot sell it's stock through any other medium like **online.** Only **online links** for stores provided by **SmartDukaan** can be used to **increase** customer base.



Franchise Fee, Investment and legal liability

The **partner** always has to ensure the **minimum investment** (Rs.10 lacs, or as decided with SmartDukaan) in the business. This limit will be finalised at the sole discretion of **New Spice** Solutions Private Limited. It can also be more according to the **area / capacity / size** of the **outlet** etc.

- Franchisee Fee **Rs. 2 Lakh + GST** (or more) will be decided **based on the area** / potential store size.
- Franchisee **fee** is completely **non-refundable**.
- Promotional offers/refunds will be applicable only for the franchisee running with minimum business commitment.



Agreement

The first contract will be effective for a period of **three years** with a lock-in period of **two years** from the start date. It will be **renewed** as per the business plan keeping in mind the interests of both the parties.

The termination process will take place only if either party fails to comply with the obligations or to comply with the general terms and conditions.

If the partner wishes to terminate the contract, he must notify **90 days** before the effective date of completion of the contract.

The sale is to be done through the counter only. Violation of brand guidelines through any other means of sale will attract **finances and strict action**. (In this case, the decision given by SmartDukaan will be valid).

For all retail partners, financial performance representation such as **IT Returns, Statements, Other Taxes, Compliance etc.** have to be updated every year.

All terms and conditions and responsibilities of partners are explained in the agreement. Please refer the same.



Do's and Don'ts

Handwritten content is not allowed in **SmartDukaan**.

Mark space for each item like credit card swiping machine, guest comment book etc. Then make sure anyone who uses the item puts it back in the same place where the item is marked.

Make sure the **handset** placed under the shelf is picked up and sold. This way you will always have **fresh stock**.

After the sale of all the phones, load the SmartDukaan Customer App.

Keep all stock at a **predefined location** so that you can quickly identify the location of the material

Keep all stocks safe in lock and key.

Always put pricing tags on display and update pricing tags within **1 hour** of price changes

All staff bags etc. should be kept inside the **storage unit** so that the store looks neat and clean.

Make sure all equipment (such as **Light, GSB, LED Wall, Inverter, CCTV etc**) are properly working.

All staff members representing **SmartDukaan** are well groomed.



financial Services

To provide **finance (financial services)** does not depend entirely on SmartDukaan, but on finance companies. **SmartDukaan (NSSPL)** does not take any responsibility for this. We can help partners only on "**best effort basis**".

These services are provided based on the past transaction history of the **franchisee** owner, availability in the area, **stock level at the outlet, sales etc.**

SmartDukaan will facilitate the franchisee to apply for the same, however the activation is completely based on the service providers.



Brand Promoter

Brand Promoters are positioned by the **brand** on the basis of potential sales of the outlet / as per the brand policies.

SmartDukaan only facilitates the **Franchisee** to apply for the same, however **SmartDukaan (NSSPL)** has no obligation for this deployment.



How to start the day

The shop should be opened at the time specified by the **partner. SmartDukaan** has to be informed in case of any delay.

Mark your own and promoters' attendance on the **dashboard**.

Ensure that all devices such as **phones, tablets, accessories, etc.**, are **charged** at all times and that **accessories** are displayed properly.

Make sure all **racks, tablets, chairs, floors and glass etc.** are properly cleaned every morning.

Make sure the LED wall is always on and playing the video as per the scheduler.

Wi-Fi in **SmartDukaan** should be on at all times so that all devices are visible.

Billing system, billing device, EDC machine, printer, LED, CCTV cameras etc. should be in working condition.

Call to be logged with the concerned team for any **repair** issues.

Glass door and wall- check the following

- The glass wall and door are clean and have PUSH, PULL stickers.
- There are no posters or documents on the glass door and wall (unless specifically asked to be displayed)

Security Functions- Check the following

- Glass door locks, store room locks, main shutter locks and side locks are all working.
- Live phone and accessory are locked.

Operational Functions- Check the following

- Inverter and UPS are working.
- AC is work.

During conversation with the customer

Use affirmative statements like – "**Sure sir/ma'am – will check it out for you.**"

Try your best to provide solution to customer and **don't eat and drink** in front of customers.

Keep mobile phone on silent mode while interacting with customers.

Always stand high and look fresh at all times of the day at SmartDukaan.

Use phrases like "**Please, thanks, sorry about that, I understand, I understand your concern**" as often as necessary.



During conversation with the customer

Look professional and show proper **body language**.

Ask important questions and show interest in providing **solutions**.

Pay special attention to **young children and the elderly**.

Note down the **contact number** of the **customer**, so as to be able to serve him immediately.

Show the USPs of the **device** to the customer.

Do not show **irritability** and **lack of concentration**.

Don't interrupt or speak too **loudly** with your **coworkers** when the **customer** is talking.

Don't impose your **likes and dislikes** on the **customer**.

Don't **argue** with the customer.

Do not use **mobile phones** while interacting with **customers**.



During billing

Try to sell **accessories** with the **handset**.

Inform customers about the various **schemes** running at the store.

Update customer about **Brand EMI, EMI Schemes, Insurance Packages**.

Inform customers about the availability of **post-paid** connections and **pre-paid** connections.

Use bags designed for **customers**.



At the end of the day

Generate **sale reports** and **cash reports** and tally with **physical cash**.

Mark your own and **promoters' attendance** on the dashboard.

Switch off all live phones and computers.

Lock all live phone and accessory **gondola pegs**.

Turn off all **electrical** appliances and turn on the **alarm**.

Perform all security checks – whether the glass door locks, store room locks, main shutter locks and side locks are all working.

Lock the shutter.



Stock management

It is essential that you keep **sufficient stock** of all the models suggested by **SmartDukaan**. It will be our endeavor to provide you all the **running models**.

As soon as you get the **stock**, complete the **GRN** with all **IMEI** numbers.

Keep all the following categories of stocks separately:

- **DOA**
- **Damaged stock**
- **Aging**
- **Demo Handset Box**
- **Sealed Open Stock**

The **partner** has to follow indent planning every month. This facility on the Dashboard is open from **20th** to the last date of the month.

In case of any shortage of stock, the category team should be informed immediately.



Marketing

Make sure all the **offer** related **POSMs** are present.

Make sure you have all the **latest mail** related to offers secure in one place.

Everyone present in the store should be informed about the **latest brand** products and **plans**.

There should be no outdated and shabby branding and due care should be taken for brand fixtures, product demos. **Flash cards** should be kept neatly.

POSM to be taken care of as per the brand guidelines.

For any promotion outside the shop, the partner will have to take care of the local **municipal permissions**.

Misuse of any **Smart Shop** elements like **stationery, carry bags** or promotional material will attract heavy fines.





SMARTDUKAAN

Mobiles | Accessories | More

Thank you

Contact us if you have any questions

✉ care@smartdukaan.com

☎ 1800 270 0273

🌐 www.smartdukaan.com