



# FRANCHISE PROPOSAL

BE A MORPHPRENEUR! PARTNER WITH US!



# WHAT IS A MORHPRENEUR?

A Morphpreneur is Morph Maternity's Franchise Partner. A Morph Maternity Franchise brings a fantastic business opportunity to establish exclusive Morph Retail Stores in your neighborhood.

*...Here is your opportunity to partner with the strongest brand in a market space that is untapped and is showing exponential growth.*

*...Here is your opportunity to be your own boss!*

# ABOUT US

- ◆ **MORPH** is a **stylish** and **affordable** Maternity & Nursing Wear brand.
- ◆ MORPH MATERNITY is considered as the best maternity wear brand in India.
- ◆ The range of consists of trendy maternity shirts, maternity pants, maternity jeans, maternity dresses, nursing clothes and more.
- ◆ Morph Maternity is a **One-Stop-Shop** for the entire maternity & nursing needs of a woman.
- ◆ With the vision to bring the **best to Moms**, Morph continuously innovates in this field.
- ◆ It is a brand with **multiple innovations and patents**.

# THE OPPORTUNITY

- ◆ **Market Size** :The market size is estimated to around **Rs.1000 crores** with **no single major player** yet. The maternity wear market is an emerging one in India with **very high growth potential** owing to young Indian population and the baby boom.
- ◆ **Brand Strength**: Though there are a few other brands in this space, Morph owing to its **product range and innovation** is the **strongest and fastest growing brand**.
- ◆ **Business Opportunity**: Morph's franchise model is among the **most attractive** in the Franchise industry with **Low Investment, High ROI and Quick Break-Even**.

# MORPH VERSUS COMPETITION

Feature	Morph	Competition
Product Range	Extensive Range of Indian & Western Wear AND Accessories for Pregnancy & Nursing	Even the largest brands do not have a range as strong as Morph. Most brands have only western wear.
Price	Pricing ranges from Rs.195 - Rs.2995, which is the affordable for the Urban Indian Woman	The local brands have lower pricing as the product quality is also low, while the international brands are very expensive.
Quality	On par with the best National or International Apparel Brands	Local brands are of very poor quality
Design & Style	Seasonal collections and over 100 styles each season with aptented designs & exclusive styles	No seasons or collections in most brands. No special differentiators.
Price Quality Performance	Best in the Country	No other brand matches Morph
Innovations	Multiple innovations and inventions. The product offering is better than any National or International brand	Even International brands do not have as many innovations as Morph

# THE BUSINESS MODEL

We use a simple, easy model which is mutually profitable for both brand and franchisee.

- ◆ A completely Franchised Store with no company holding
- ◆ Franchisee makes the necessary investments in the Premises, Interiors and Stock
- ◆ The Company promotes the brand and stores at City Level and National Level
- ◆ Franchisee promotes the store in his/her area of Store Location

# FRANCHISE PACKAGE INCLUDES:

- A The right to use our trademark, name and logo.
- Inventory for Store.
- Exclusivity for pre-agreed geographical area.
- Start-up and pre-opening assistance.
- Store design assistance.
- Franchise operations manual.
- Business management, product, operations and customer service training.
- An established brand image and nationwide advertising support.
- Continuous product development and innovation to stay at the Number 1 position.

# FRANCHISE PACKAGE INCLUDES:

- ◆ Bring out the Entrepreneur in YOU!
- ◆ Billing
  - Sell only at company fixed price
  - Give all company decided offer to customers at all times
- ◆ Merchandise / Product availability
  - Ensure product availability and range image
- ◆ Operations
  - Deliver all Morph differentiating benefits
  - Deliver good customer shopping experience with a SMILE
  - 100 % Online billing
- ◆ Store level sales activation
  - Initiatives to drive footfalls into the store
  - Initiatives to retain customers



# FRANCHISE DETAILS

Item	Requirement
Investment	Rs.15-20 lakhs
Franchise Fee	Rs.1.5 lakhs
Floor Space	Around 500-700 sq ft, in high streets & malls. Preferably in the ground floor
Break-Even	Before 2 years
ROI	Above 50%
Franchise Term	5 years
Margin	50% - Among the highest in this Industry
Unsold goods	Will be taken back by company* *As long as the goods are not soiled and franchise is not at a pre-closure before franchise term

# INVESTMENT BREAK-UP

	Requirement	Amount (in Rs.) if Retail Space is Rented
1	Inventory	400000
2	Interiors	650000
3	Franchise Fee	150000
4	Advance for Rent (if applicable)	375000
	<b>TOTAL</b>	<b>1575000</b>

FOR FURTHER DETAILS AND DISCUSSIONS, KINDLY CONTACT:

Arpita Ganesh

Mobile: +91-9035018288

Email: [arpita@morphmaternity.com](mailto:arpita@morphmaternity.com)

Shridevi P

Mobile:+91-9035018291

Email: [partner@morphmaternity.com](mailto:partner@morphmaternity.com)