



STUDIO

SELECTION PROCESS

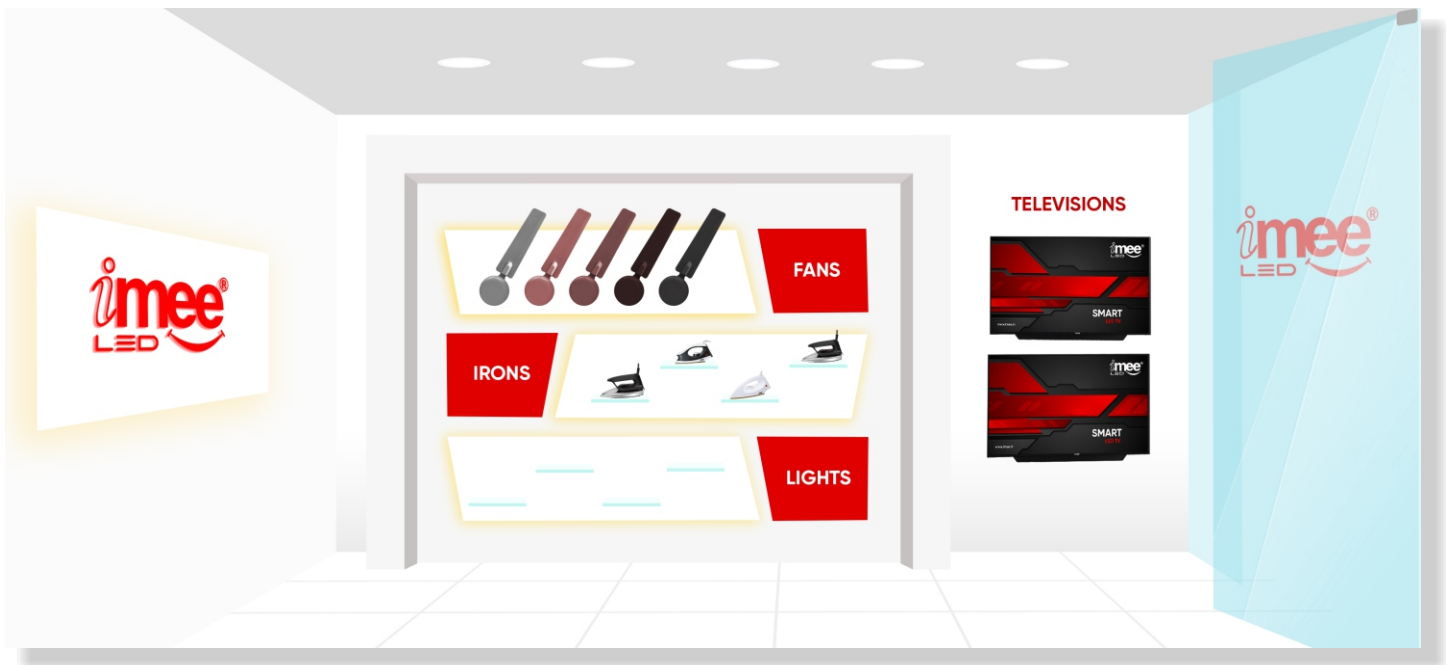
iMee Studio

FRONT



iMee Studio

SIDE WALL



Standard Structure

- Location is the key to finalize showroom space
- Can easily grab attention
- iMee brand presence in the vicinity

Note : this is standard design sample, it will change as per structural requirements

iMee Studio

SIDE WALL



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STUDIO LOCATION & PROPERTY REQUIREMENTS

1. Property must be owned not a rented one.
2. Property must be on ground floor.
3. Property must be on high street with a good crowd flow.
4. Property must be road facing.
5. If the property is inside a shopping mall, then rent lease must not expire for the next 5 years and the location must be within the electronic area of the mall.
6. Minimum 200 square feet or more carpet area (net usable area) required.
7. Minimum 10 feet frontage required.
8. There should be no pillars inside the property.

CONSTRUCTION DETAILS

1. Cost of civil works like painting (white colour), floor tiles (white colour), POP (white colour), etc will be borne by the studio franchise whereas all the elements will be approved by the company.
2. Any expenses related to structural changes will be borne by the studio franchise.
3. Company will provide all the furniture, display elements, branding elements, entrance glass, tables, indoor brandings, outdoor brandings, outdoor ACP Paneling, shutter painting, wall painting, display board etc. to highlight the presence of studio.
4. All the products on display in the furniture must be purchased by the Studio franchise on Studio Landing Price of which the quantum and placement will be decided by the company.

BUSINESS & OPERATIONAL DETAILS

1. Studio will be billed at Studio Landing Price from the geographically nearest iMee Super Stockiest or as decided by the company.
2. Studio cannot sell below Retailer Landing Price (RLP) keeping lowest minimum 10% to 14% margin on Studio Landing Price.
3. The Studio can only sell goods to end consumers, it cannot sell goods to any dealers/retailers or whosoever who intends to resell the goods i.e., Studio can only operate in B2C module, not B2B module.
4. Recurring monthly expenses like electricity bill, water bill, corporation tax or anything else will be borne by the Studio Franchise.
5. Minimum lock-in period for Studio is 5 years.

BUSINESS & OPERATIONAL DETAILS

1. The Studio franchisee must maintain the studio from wear and tear from time to time keeping the company in loop.
2. Studio cannot sell any product of any other brand apart from iMee whatsoever in any circumstances.
3. Studio franchisee is not allowed to change anything without approval from the company in written/email. This is to make all iMee Studios across India look same for a better customer experience.
4. The company will not give any dedicated manpower to studio whereas the Studio is free to use existing iMee Team's help to close any deal or for visiting any project. Studio shall not involve any company manpower in financial dealings in any case or in any manner. Studio will be solely responsible for his debtors.
5. Studio should be kept clean and hygiene all the time.

imee®

STUDIO



THANK YOU

Brand Owned By:
PAREKH GADGETS PRIVATE LIMITED,
An ISO 9001 : 2015 Certified Company,
Regd Office: Bhumi Arcade, Opp. Garden,
Lakadganj, Nagpur 440008,
Maharashtra, India.

www.imee.in
customercare@imee.in

1800 2700 163 Timing : 11 am to 7 pm (Monday to Saturday)



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STUDIO APPLICATION FORM

1. NAME OF COMPANY :

2. FULL POSTAL ADDRESS :

3. DISTRICT :

4. STATE :

TELEPHONE :

FAX :

EMAIL :

MOBILE :

5. SALES FACILITIES

A) ADDRESS OF OFFICE :

B) ADDRESS OF GODOWN :

C) IS THE GODOWN WITHIN CITY LIMITS :

6. TYPE OF CONCERN : PROPRIETORSHIP / PARTNERSHIP / PRIVATE LIMITED

| NAME | DESIGNATION | AGE | QUALIFICATIONS |
|------|-------------|-----|----------------|
| | | | |
| | | | |
| | | | |
| | | | |

7. NUMBER OF EMPLOYEES:

| | FAMILY | HIRED | TOTAL |
|-----------------|--------|-------|-------|
| A) SALES STAFF | | | |
| B) OFFICE STAFF | | | |

8. YEAR OF ESTABLISHMENT:

9. GST NUMBER :

10. SHOPS & GODOWNS DETAILS:

SHOPS IN SQ FT:

GODOWN IN SQ FT:

OWNED SQ FT:

11. EXISTING AUTHORIZED DISTRIBUTION DETAILS:

| NAME OF COMPANY | STARTUP YEAR | SECURITY DEPOSIT | PRODUCTS | AREA | NO. OF DISTRIBUTORS | INVESTMENT | TURNOVER |
|-----------------|--------------|------------------|----------|------|---------------------|------------|----------|
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |

12. PROPOSED PROPERTY FOR STUDIO DETAILS: -

FULL ADDRESS:

NEAREST LANDMARK:

HIGH STREET: YES OR NO:

PLEASE ATTACH AT LEAST 10 PHOTOGRAPHS OF INSIDE AND OUTSIDE AND STREET VISION OF THE PROPERTY.

13. NOTE: PLEASE ATTACH THE FOLLOWING....

- A) 2 PHOTOGRAPHS OF THE PROPRIETOR/PARTNER/DIRECTOR
- B) PAN CARD
- C) ADDRESS PROOF
- D) COPY OF GST CERTIFICATE
- E) COPY SHOP ACT LICENSE (GUMASTHA)

DECLARATION:

I HEREBY DECLARE THAT THE ABOVE INFORMATION IS TRUE TO THE BEST OF MY KNOWLEDGE. ALL DISPUTES SUBJECT TO NAGPUR JURISDICTION.

PLACE:

DATE:

(AUTHORISED SIGNATORY WITH COMPANY SEAL)