

# *Saira's Boutique*

## **BECOME A SAIRA'S BOUTIQUE FRANCHISEE**

Open your own Saira's Boutique showroom

### **ABOUT SAIRA'S BOUTIQUE**

Since its inception in August 2015, Saira's Boutique has become a trendsetter in South Asian fashion with its exquisite handpicked collection of exotic designer Indian ethnic outfits for all occasions. Offering a wide range of hottest styles at competitive pricing matched with excellent customer service, Saira's Boutique is a one-stop shop for all trend-savvy shoppers across the globe.

### **BRAND USP**

- India's emerging designer online ethnic store
- Bringing creations of top designer brands to masses
- Outstanding quality at amazing prices

### **PARTNERSHIP**

After our tremendous success worldwide as an online fashion store, Saira's Boutique is now reaching out to motivated and zealous entrepreneurs to be a part of their brand's splendor through franchising. The team at Saira's Boutique will provide expert guidance at every stage during franchise setup from planning and opening to ongoing operational support, and more.

### **SUPPORT & BENEFITS**

- Zero Stock risk
- Trend analysis as per market
- Branding support by experts
- Showroom Design

## **IMPORTANT INFORMATION**

We are looking for enthusiastic entrepreneurs with a desire to develop a substantial fashion business for lucrative returns.

- Capital Investment Required: INR 10-15 lakhs
- Investment Includes:
  - Franchise Fees*
  - Inventory*
  - Online Advertising & Marketing*
- Other Investment: Boutique Interior & Design, Equipment
- Site Preference: Commercial, Residential, Mall/Departmental Store
- Area: 600-1200 sq ft.
- Expected Payback Period: Returns in the 1<sup>st</sup> year, depending upon location
- Terms of Franchise Agreement: 2 years
- Franchise Agreement is Renewable
- Site selection support is provided, if needed
- Franchise training venue: Online & On-site

## **CONTACT**

For more details, please get in touch with:

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