

## Case Study: Client, Retail Apparels Franchisee Setup and Control to Drive Business Growth

**Challenges** : Client wants to expand business operations and wants to establish Franchisee model in order to meet the corporate goal.

**Background** : Client is leading apparels manufacturing with established Brand. Company has established sales network through showrooms Mumbai and tire 2 cities in Western Maharashtra and as a first step towards **gauging effectiveness of their customer experience journey**, and want to emotionally connect with their customers. The brand is synonymous make in India concept and are highly patriotic

**Solution** : **Definition of Standard Operating Procedure**

- Policies
- Warehouse Management (Inclusive of logistics)
- Showroom Management
- Franchisee Management

**Designed showroom Manual consisting of;**

- Corporate Vision, Mission & Value
- Showroom Organization Chart and Roles & Responsibilities Definition Parameters
- Showroom Organization Chart
- Showroom Roles and Responsibilities
- Showroom Standard & Conventions
- Showroom Operating Guidelines
- Performance Evaluation Criteria
- Showroom Standard Operating Procedure

**Benefits** : The direct benefits derived by the client were;

- Client implemented the Standard operating procedure in all their showrooms (own / franchisees owned) and started reaping rich benefits
- Client is better control over the business drivers and substantially saved effort and show improvement in the bottom line
- Client planning to open more franchisees in the tire 2 cities of Maharashtra