



GROCERY  
KING

FMCG CONSULTING / GROCERY  
SUPERMARKET BUSINESS

# Supermarket consultancy

FMCG RETAIL - GROCERY STORES, DEPARTMENTAL STORES,  
SUPERMARKETS, DARK STORES, QUICK COMMERCE

## PLAN

1. **Area/size** – 500 sq./ft to 10000 sq./ft
2. **Consultancy Fee** – Rs,1,00,000 + GST
3. **Product Cost (Minimum Order)** – As per Billing
4. **Site visit Deposit** – 20000/-
5. **Interior According To Company's Layout** – As per Billing
6. **Software Fee** – 20000/- Per Login





## PROCESS & GOALS

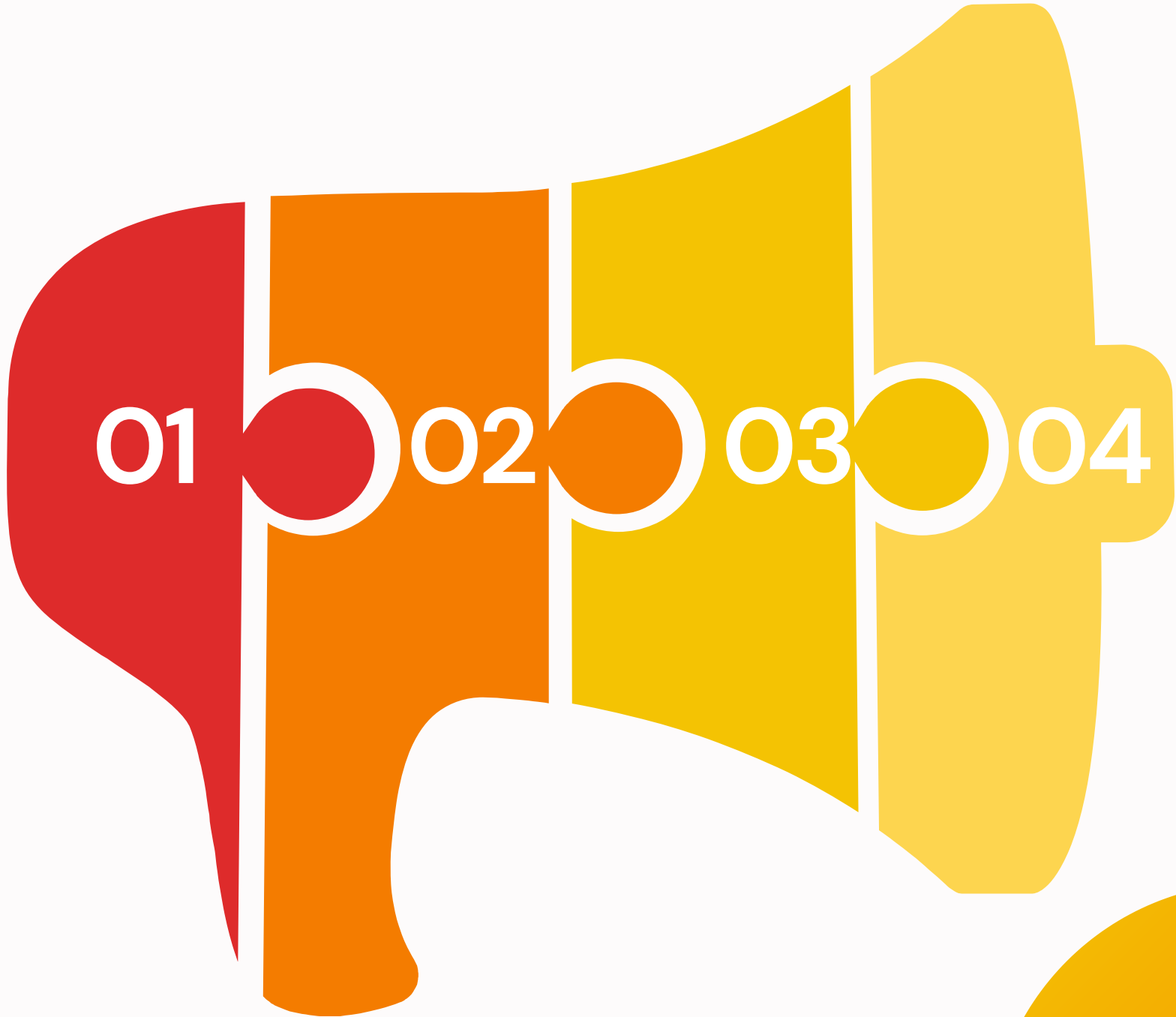
Consultants can help supermarkets streamline their operations to reduce waste and increase productivity. Better customer experience: Consultants can help supermarkets improve their store design, layout, and customer service to create a more enjoyable shopping experience for customers.

**01** Site visit

**02** Agreement signature

**03** Assign project to team

**04** complete project and Hand over to the store owner





## BRANDING

We provide branding for store accounts like colours, theme names, variations and a generic look to make the mart offer good products and inspire all customers



Discount offer



Buy one Get one



Save money offer  
ETC



# STRATEGY

Get to know your customers through surveys and focus groups. Then, offer loyalty points, exclusive deals, and advance notifications of flash sales via mobile. You can also send tailored promotions to customers via WhatsApp or SMS before events like birthdays, anniversaries, and festivals

# SCHEDULE AND DEADLINES



**Day One**

create a store design



**Day 5**

Order store materials



**Day 10**

Start purchase for the product



**Day 15**

Inventory Management






**Day 25**

Hand over to the store owner

# Have questions? Reach out.



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