



SMARTDUKAAN

Dealer Manual: Policies Guide Book

Objective



This manual is provided as a tool for retailers representing Smart Dukaan products . It outlines the policies and procedures that will govern how will we manage our business. We believe that it is important that we encourage our retailers to maintain this manual to ensure correct procedures and policies are followed in our day today business activity.



Retailers Guideline

Terms of Trade

a. Margin

- Smart Dukaan will be sharing brand wise margin sheet every month . The Margins are divided in sell-out and sell-in margins.
- Sell-in margins further into upfront scheme and cash discount
- Sellout margins into visibility , category ,hygiene and activation.
- The margins rest on the brand's discretion.

Smart Dukaan Brand Investment Hygiene

We expect that all our partners follow the guidelines communicated timely through our care portal.

There is a minimum investment store category wise which all partners have to adhere . Failure to adhere to the same may lead to cutback in investment margin . Repeated default of the same may lead to billing system close off .



Retailers Guideline

Terms of Trade

b. Exclusivity

- The outlet's 100% sourcing of products as well as services will be done by SmartDukaan (NSSPL) only. Purchasing from any other vendor shall either lead to immediate termination of the franchise store or heavy penalty will be imposed.

- All the sales have to be made through the retail counter only ,the retailer cannot sell the stocks through any other medium like online.

Retailers Guideline



Terms of Trade

b. Franchisee Fees, Investment & Legal Obligations

-Minimum stock level of Rs. 10,00,000/- is to be maintained or it can go high as per the area / potential / size of the outlet. This is as per the sole discretion of NSSPL.

-Franchise fees of Rs. 2 Lakhs or above is applicable basis the area / potential / store size.

-The brand fees is completely non- refundable or is as per the Smart Dukaan policy.

-Promotional offers/ refunds are applicable only for the running franchise with a minimum business commitment

The retailer has to always ensure minimum investment in the business. He can't cut down investment required to carry out smooth transactions as per the investment initially agreed not less then Rs. 10,00,000

-Contract will remain in effect for a period of three years with lock-in period of two years from the date of execution. The same shall be renewed as per business plan keeping both parties interest in mind.

-The termination process will only occur if any party fails to abide by the obligations or breach of general terms & conditions.

-If the retailer want's to discontinue the agreement, he has to intimate 90 days prior to the effective date of completion of contract.

-Sales has to be made through the counter only and any other medium of sales breaching brand guidelines will lead to penalty and strict actions.

-All retail partners have to get their financial performance representations like IT return, statements other tax compliances ,updated every year.

-All the terms & conditions and obligations are explained in the agreement. Pls do refer to the same.



Generic Do's and Don'ts

- Handwritten material on display is not allowed.
- Mark spaces for each and every item such as Credit Card Swiping machine, Guest Comment Book, Security key etc. Then ensure that anyone using any of the items places it back to the same place where the item is marked
- Ensure that the handset which is kept in the bottom of the shelf is picked up and sold. This way you will always carry the fresher stocks.
- Load all the Relevant Apps in the Devices .
- Ensure all Power is shut after the day has ended. Only Security system to be working
- Keep all the stocks under predefined location so that you can quickly identify the location of the material
- All the accessories are properly secured either by the lock on the pegs .
- Pricing Tags for accessories to be always on display .
- Pricing Tags on handsets to be updated within 1 hour of receipt of communication
- All the cleaning material once the cleaning is done, should be kept inside the Storage Unit and nothing should be available outside
- All staff bags etc, should be stored inside the storage unit and nothing to be lying around in the store.
- Ensure all equipment is running properly, such as Lights, GSB, LED wall , inverter, CCTV etc. Incase of any issue escalation needs to be done to relevant team on immediate basis .
- Partner has to abide by the indent planning shared every month. Incase of any shortage of Stocks, information needs to be given to category team immediately.
- All staff members representing Smart Dukaan to be well groomed.

Financial Services

Financial services from Bajaj Finserv , Home credit etc similar service providers are at the sole discretion of the service provider. Smart Dukaan (NSSPL) stands no responsibility for the activation of the same. Financial services are activated

basis past transactional history of the owner of the Franchise , availability in the area , stock level at the outlet , Sales etc .

Smart Dukaan will facilitate the franchise to apply for the same , however activation is completely basis the service providers.



Brand Promoters

Brand promoters are deployed by the brands basis the potential sales of the outlet / as per brand policies.

SmartDukaan only facilitates the franchise to apply for the same however SmartDukaan (NSSPL) Stands no obligation for the deployment of the same.





SOD (Start of the day)

- Store to be opened on time as specified by the Operations Head
- Any issue resulting in delay in opening has to be escalated to AOM
- Ensure all the Devices such as Phones, Tablets, Accessories etc are charged all the time
- Accessories, SIMs are properly displayed.
- Ensure all the Racks, Tablets, Chairs, Floor & the Glass façade are properly cleaned in the morning. For Glass Facade, clean the same with newspaper and Colin.
- Ensure that the LED Wall is always on and playing the Videos as per the scheduler
- Wi-Fi is switched on all the time so that all the experiences can be provided at the optimum levels .
- Ensure that the Relevant PMU is properly displayed all the time and all prices are properly updated.
- Check system, billing device, EDC machines, printer, LED, CCTV cameras.
- Call to be logged in with the relevant team for any repair issues.
- Glass door and wall- Check the following**
 - Glass wall and doors are clean & has the PUSH , PULL stickers.
 - Glass door and wall are not having any posters or printed documents. Until specifically asked to display
- Safety Functions- Check the following**
 - The glass door locks, store room locks, main shutter lock and the side locks are all working.
 - Live phone and accessory pegs are locked.
- Operational functions- check the following**
 - Invertor and UPS is working. Ac is working.



During Customer Interaction

- Use positive statements like – "Sure Sir/ Ma'am- will check this information for you in a moment."
- Take ownership and do our best to provide a solution to the customer & Don't eat or drink in front of the customer.
- Mobile phones must be on silent while interacting with customers
- Always reflect high energy levels at the store and look fresh at all times of the day
- Use phrases like " Please ,Thank you, Sorry about , I understand, I do appreciate your concern " as often as needed
- Appear professional and show proper body language.
- Ask relevant question and show genuine interest in offering solutions.
- Showing eagerness and willingness to be of service
- Pay special attention to young children & the elderly.
- Note customer contacts, should we be unable to service him / her immediately.
- Staff to accompany customer till the exit door and thank him once again.
- Demonstrate the feature of the device to the customer .
- Do not use statements like " I don't know, I am not sure, Ask someone else , Its your fault "
- Don't show irritability and lack of concentration.
- Don't interrupt when the customer is talking OR Don't speak too loudly with your colleagues.
- Don't enforce your likes and dislikes on the customer.
- Don't argue with the customer and point out errors.
- Don't use the mobile phone while interacting with customers.
- Don't walk away in the midst of customer interaction & Don't wait for others to initiate talk with customers .



During Billing

- Attach relevant accessory with the handset.
- Inform the customers about the various schemes that are running at the store.
- The customer should be updated on brand EMI's , EMI schemes, insurance packages.
- For All smartphone customers Inform customers about the Data-Packs.
- Inform customers about availability of Post-Paid Connections & Pre-Paid Connections.
- Keep rotating Store Staff for billing so that everyone is trained in the art of quick billing and can act as backup anytime.
- Use of Bags designed for to be used to pack the gifts for the customers.



EOD (End of Day)

- Generate reports, tally cash with physical cash.
- Tally cash amount with physical cash with charge slips.
- Switch off all the live phones and computers.
- Lock all the live phones and accessory gondola peg.
- Reduce light and switch off all other electrical — AC etc. and switch on alarms
- Do all safety checks - The glass door locks, store room locks, main shutter lock & the side locks are all working
- Do check all electric connections and wiring are covered and safe.
- Lock the shutter – center and side locks.



Inventory Management

-GRN has to be done with IMEI numbers update as soon as stocks are received by retailers.

-Manage all the below category of stocks separately:

- .DOA

- .Physically damaged

- .Ageing

- .Demo Handset boxes

- .Seal Open

Marketing



- Ensure all offer related POSM are in place.
- Ensure you have all the latest offer related mails preserved at one place.
- Brief all team members in morning for any communication from the brands.
- All manpower in store should be informed on latest brand's products and schemes.
- Design VM D as per guidelines by AOM.
- Front glass should not be cluttered with designs elements & communications so that customers can have a clean view from outside also.
- There should be no old & shabby branding plus proper care has to be taken for brands fixtures, product demo's . Flash cards to be placed neatly besides them.
- Optimum number of standees to be placed outside the store. They should not create confusion but should add on to the value of communication.
- POSM to be taken care as per brand guidelines.
- For any promotion outside the store like canopy activity the retailer has to take care of local municipality permissions .
- Misuse of any Smart Dukaan elements like stationary, carry bags or promotional material will result into heavy penalties.

Thanks!



If you have any questions,
Contact us on :

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