



S P E C S S I F Y

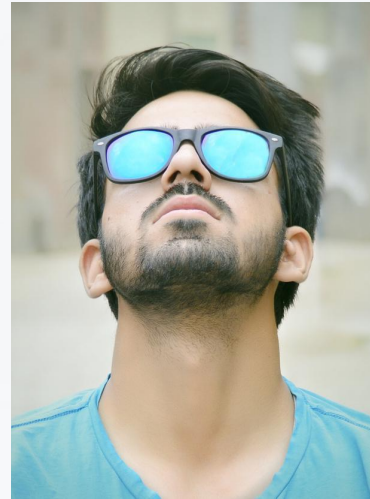
Business Proposal

www.specssify.com



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**THE RIGHT PAIR OF GLASSES CAN TRANSFORM YOUR
ENTIRE LOOK, MAKING YOU FEEL LIKE A NEW
PERSON.**



EYEWEAR INDUSTRY



Overview of the Eyewear Industry

A multi-billion-dollar sector characterized by the manufacturing, distribution, and retail of eyeglasses, sunglasses, and various vision-related products.

It encompasses a global market with diverse segments, including prescription eyewear, sunglasses, and fashion eyewear.

Key players in the industry include Fastrack, Titan, John Jacobs , but it's also open to new entrants and smaller businesses.



Market Trends and Opportunities



- ❖ **Growing Demand for Eyewear:** An aging population & digital device usage have increased the need for vision correction and eye protection.
- ❖ **Aging Population and Vision Needs:** The aging global population contributes to an increasing need for prescription eyewear.
- ❖ **Fashion and Lifestyle Influences:** Eyewear has become a fashion statement, influenced by celebrities and trends.
- ❖ **Technological Advancements:** AR/VR integration and smart eyewear offer innovative opportunities.
- ❖ **Sustainability & Eco-friendly Eyewear:** Becoming more conscious of eco-friendly eyewear options.



S P E C S S I F Y

ABOUT SPECSSIFY

- ❖ At Specssify Eyewear Shop, we are more than just a store that sells glasses;
- ❖ We are your partners in enhancing your vision, style, and confidence. Our story is one of passion, innovation, and a deep commitment to helping our customers see the world more clearly while looking their best.
- ❖ Our commitment is to provide diverse and high-quality eyewear options, expert guidance, and exceptional customer satisfaction.
- ❖ Wide range of prescription glasses, designer frames, sunglasses, and contact lenses, we cater to your unique style and vision needs.
- ❖ At Specssify, we envision a world where everyone can access top-notch eyewear.



OUR MISSION

Our mission is to provide high-quality eyewear products and exceptional customer service to individuals seeking the perfect pair of glasses. We believe that clear vision is not just a necessity but a gateway to personal expression and individuality. We want to help you find the eyewear that reflects your unique personality, lifestyle, and needs.

OUR VISION

Specssify is breaking the norm of high price and limited styles in the eyewear industry. Free eye test to increase footfall



Products range



Lenses,
Frames,
Goggles,

WHY CHOOSE US



- ❖ High-quality eyewear.
- ❖ Wide range of eyewear options
- ❖ Experienced opticians and eyewear specialists
- ❖ Provide a seamless and personalized shopping experience
- ❖ Hassle-free return and exchange policy
- ❖ Committed to helping you enhance your vision and express your unique style.
- ❖ Quality, diversity, expert guidance, and exceptional customer satisfaction.

USPs

- ❖ Opportunity to grab a frame for free
- ❖ Affordable range of products for everyone
- ❖ High quality products
- ❖ Committed delivery time





FRANCHISE OPPORTUNITY



Own A Franchise With Specssify
Easy To Start And Scale

FRANCHISE MODEL

Area Req:- 250 sqft. Or above

Franchise Fee:- 2 Lakh + GST

TOTAL INVESTMENT:- 11 LAKH

FRANCHISE MODEL

Profit Margin:- Upto 40%

Royalty:- Zero

Agreement:- 5 years

CAPEX



DETAILS	TOTAL
Software License & Franchise Fee	2,00,000/-
Interiors (Furniture, tiles, A/C, Displays, Storage, Music System)	4,00,000/-
Branding (Signage, VM, other branding)	1,00,000/-
Initial Stock	2,00,000/-
Equipment (Eye testing machine, other tools etc)	2,00,000/-
TOTAL CAPEX	11,00,000/-

Operating Expenses	Per Month	Per Year
Rent(Inclusive of Taxes)	20,000/-	2,40,000/-
	SALARIES	
Optometrist (One)	15,000/-	1,80,000/-
Sales Executive (One)	10,000/-	120,000/-
Total Salaries	45,000/-	5,40,000/-
Electricity	5,000/-	60,000/-
Telephone & Internet	1,000/-	12,000/-
Miscellaneous	2,000/-	24,000/-
Stationary	1,000/-	12,000/-
Cleaning Staff	1,500/-	18,000/-
Repair & Maintenance	1,500/-	18,000/-
Total Other Expense	12,000/-	1,44,000/-
Total Operating Expenses	57,000/-	6,84,000/-

OPEX

SALES



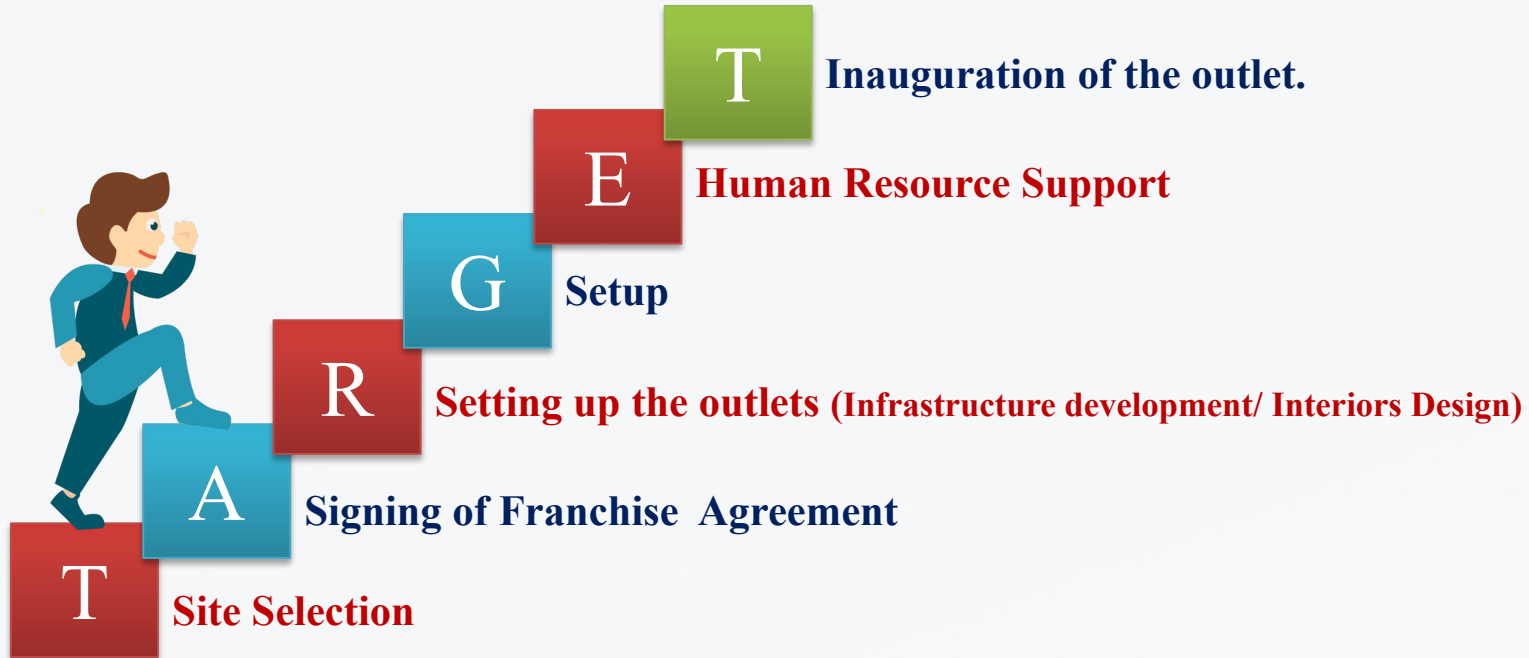
DETAILS	AVG SALES QTY	ASP	RETAILER MARGIN	SALE VALUE	PROFIT ON SALE
Prescription Frames	300	750	40%	2,25,000/-	90,000/-
Sunglasses	60	1,000	30%	60,000/-	18,000/-
Contact Lens	30	1,000	30%	30,000/-	9,000/-
TOTAL	390			3,15,000/-	1,17,000/-

SUMMARY

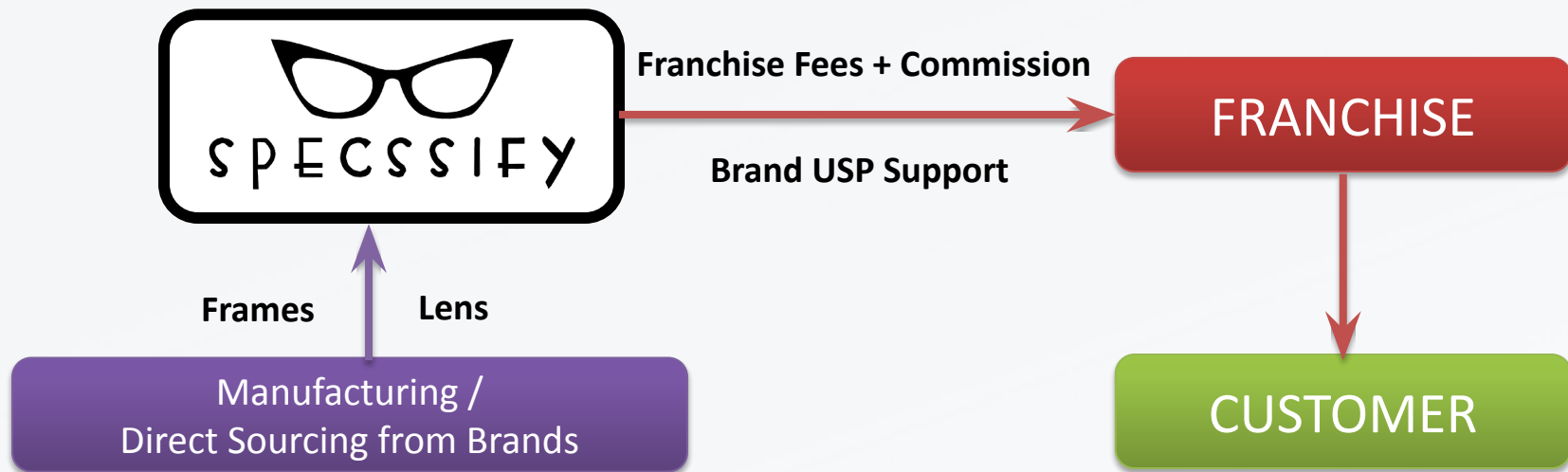
Capex	11,00,000/-
Opex P/M	57,000 pm
Inventory	2,00,000
Sales Commission	30% - 40%
ROI on Capex	60%

STORE ROI

ROADMAP TO OPEN A FRANCHISE

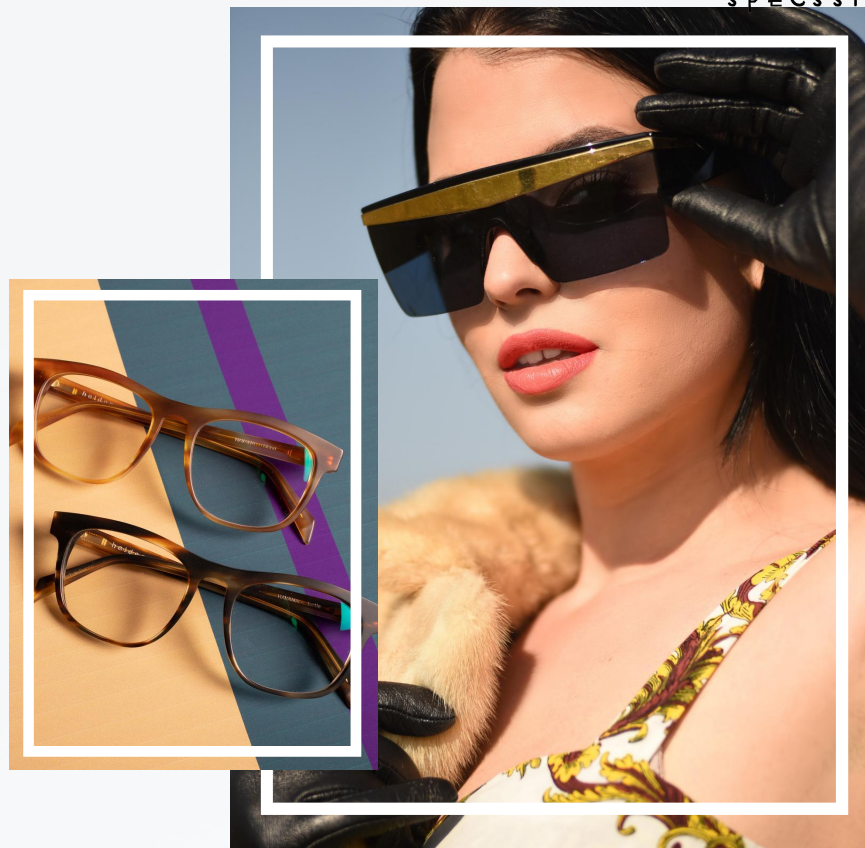


FLOW CHART OF BUSINESS MODEL



Excellent Support

- ❖ 24X7 Customer support
- ❖ Brand Visibility
- ❖ End2End logistics management
- ❖ Consistent Margins
- ❖ FREE FRAMES FOR CUSTOMERS
- ❖ No dead stock- always in rotation
- ❖ Price parity across online and offline channels of sale
- ❖ Social Media interactions
- ❖ Training & Handholding





Income Calculation

What Client Says

Rena

Top quality lenses & frames at very reasonable prices. They provided me all additional coatings for free without any additional costs. Strongly recommend.

Manoj

Wide range of options, easy to order, fast shipping & great quality! Will definitely order from Specssify again.

Shivani

Great price, great quality, great styles, great customer service. First-grade products with affordable prices. I've already recommended Specssify to three friends.

Mahesh

Top-notch frames at very reasonable prices.

Akriti

Fabulous service. You answered all the queries I had and assisted me in choosing the best pair. Thank you again!

Simran

Perfect spot for purchasing spectacles! Staff was kind enough to let me try hell lot of frames.

THANK'S FOR WATCHING



S P E C S S I F Y

CONTACT US

Call:- 95840 28436

Website:- www.specssify.com

