

Leather  
ESSENTIALS

TEAKWOOD  
LEATHER & TRAVEL

EST. 1989

THE  
BLACK & BROWN!

Travel in  
Style

INDIA'S FASTEST  
GROWING PREMIUM  
*leather and travel brand*

TIMELESS  
— TALE —

men in  
BLUE

# TEAKWOOD : JOURNEY ORIGIN

Born and designed in Frankfurt (Germany), Teakwood provides its customers the luxury experience of carrying leather and travel products in a classic way. These 26 years of successive work in leather has made us one of the best in the Industry.

Besides India, Teakwood has it's presence in Europe, USA, Dubai & Southeast Asia (Indonesia, Malaysia, and Thailand).

## TEAKWOOD LEATHER COLLECTION

Only the finest leather - painstakingly processed - and the most premium fittings are used to achieve the desired result. Classic designs, premium leather and endurance have always been the basis of the signature Teakwood style and creativity. Be it leather jackets, shoes, messenger bags, laptop bags, travel bags, wallets or accessories, our iconic styles and superior quality defines luxury.

## TEAKWOOD LEATHER COLLECTION

Teakwood envisions being the most reliable luggage partner. Our collection (Hard Luggage) is made of premium quality ABS, PC and PP material, while the soft luggage is made of sturdy and rugged polyester fabrics. Every Teakwood luggage goes through strict quality checks - Handle Test, Run Test, Drop Test, Wheel Test and Zipper Test before reaching to you.

## REASONS TO FRANCHISE

Great Reasons to Join Hands with Teakwood Leather & Travel

### BLUEPRINT OF STORE DESIGN AND EQUIPMENT PLANNING

The brand offers blueprint of store design and equipment planning to the franchisees

### STAFF RECRUITMENT AND TRAINING

The brand will train the staff in store operations

### PRODUCT DESIGN

The product design is handled by the brand

### ATTRACTIVE RETURNS

Optimal investment and operational cost, Low Rental & highly profitable multiple business model is offered. Thus, the stores achieve high per square feet efficiency.

### PRODUCT SUPPLY CHAIN

The brand will maintain the product supply chain from supply of products from multiple vendors to the franchise outlet

### INVENTORY MANAGEMENT

The brand helps in identifying optimum inventory

### CUSTOMER CENTRIC APPROACH

Store ambience, product assortment, pricing and staff service is designed to be customer centric

### MARKETING

The brand will perform optimized advertisements locally as well as centrally



## OUR PRODUCTS



## Comprehensive Franchisor Support

Teakwood (the franchisor) has devised a fulfilling franchise support program to support franchisees in various aspects, including the following:

**Location:** The Franchisee will carefully choose franchise store location after studying different factors like demographics, area footfalls, competitor's & complementary store's location

**Setup:** The Franchisor will provide a complete blueprint of store design and equipment planning for store operations to the franchisee.

**Recruitment & Training:** The Franchisor will recruit the staff for franchise store operations and would also train them to enhance operational efficiencies at a franchise store. studying different factors like demographics, area footfalls, competitor's & complementary store's location

**Supply & Inventory Management:** The Franchisor will be responsible for vendor sourcing & supply of products range to the franchise store along with inventory management using the lean approach.

## STORE PLANNING THE MODERN SHOPPING EXPERIENCE

### LOCATION: HIGH FOOTFALL AREAS

Carefully chosen with factors like demographics, footfalls in the vicinity, the location of competitors & complementary stores like garment stores all taken into account

### LEAN OPERATIONS: PROFITABLE STORES

Efficient & lean store operations with low rent and salary costs, along with parameters of location, marketing and products have always ensured profitable store level operations

### PROFICIENT SALES TEAMS

Incentivized sales teams with upselling capabilities and policies on products help push out products



## "Franchise Facts (EBO)"

Model Name	Model Number	Net Carpet Area Required	Total Investment	Product Margin	Payback Period	Average ROI	Agreement Term	Stock Correction
Teakwood Store Model 1	Outright 50	300-500 sq. ft.	INR 15-17 Lakh	50%	2.5 to 3 Year	25%	5 Years	20%
Teakwood Store Model 2	SOR- 40	300-500 sq. ft.	INR 15-17 Lakh	40%	2.5 to 3 Year	25%	5 Years	100%

**NO Franchise fee for FIRST 5 franchisees. Total Investment only 15 lac. Otherwise, total investment 15 lac plus 5 lac franchise fee.**

# EBO

Description	Model 1 OUTRIGHT-50	Model 2 SOR-40
<b>Model Description</b>	<b>The franchise buy the goods outright from brand.</b>	<b>Goods are given on sale or return ( SOR ) basis by brand.</b>
<b>Outlet Making Cost</b>	<b>5 lac</b>	<b>5 lac</b>
<b>Stock Purchase</b>	<b>10 lac</b>	<b>0</b>
<b>Security Deposit ( refundable)</b>	<b>0</b>	<b>10 lac</b>
<b>Margin %</b>	<b>50%</b>	<b>40%</b>
<b>inventory risk</b>	<b>Franchise inventory risk</b>	<b>Brand inventory risk</b>
<b>Stock Management</b>	<b>20% Stock Correction</b>	<b>100% Stock Correction</b>

# MBO

Description	Model 1 OUTRIGHT-50	Model 2 SOR-40
<b>Model Description</b>	<b>The franchise buy the goods outright from brand.</b>	<b>Goods are given on sale or return (SOR) basis by brand.</b>
<b>Security Deposit ( refundable)</b>	<b>0</b>	<b>30 Days PDC</b>
<b>Margin %</b>	<b>50%</b>	<b>40%</b>
<b>Stock Management</b>	<b>20% Stock Correction</b>	<b>100% Stock Correction</b>

# CONTACT US

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