



FOCUS FRANCHISEE OF THE MONTH

TREASURE HUNT

The greatest secret of success is: There is no Secret

21st
MAY 2016

With that said, a positive Attitude is the one simple trait that could be considered a secret that is shared among the world's most successful people. After that, success is disguised as something called hard work. As Henry Ford once famously said, "I like to work 12 hours a day. It doesn't matter which 12 hours would they be." This month we will focus on the success story of two sisters from Chennai: Lakshmi & Priya. Lakshmi was a Marketing Head and Priya was a Project Manager in their respective Corporate worlds. Their journey from that position to being an Extremely Successful Entrepreneur will inspire many of us for many years to come.

Core Business: Owns a 7,500 sft Retail Showroom for Presto, Gifts, Toys and Stationery in Chennai. Additionally, owns a 500 sft Exclusive Presto Store.

Personal Views:

We enjoy being in Retail because: we were passionate about striking it on our own, making all decisions independently & were excited about setting up our own business...

The biggest professional challenge we face is Funding, Employee Retention & keeping customers excited.

It took us a long time to realize the potential in our business - Realizing the huge market potential for personalized gifts in Chennai, particularly in our location, we just plunged into taking up the Presto Franchisee and launched our first store. And seeing its success, we were quite confident of expanding to a bigger outlet with wider range of products.

To achieve full potential - Launch new products and promote awareness amongst customers.

We think our key professional accomplishments are: After working for years in the Manufacturing & Telecom sector heading Business Development & Marketing, we quit our corporate jobs to become first generation women entrepreneurs to launch a modern trade

retail outlet even without any prior experience in retail industry.

What is your marketing plan? What are the initiatives you take to create a strong consumer base?

We need to undertake digital marketing initiatives to promote Presto and make its presence well known Brand in Chennai. Register ourselves as a vendor in the corporate sector for bulk orders. Participate in Expos & Events

What is the percentage growth attained in the last financial year?

We are growing at 20% on a year on year basis.

What are the expansion plans for next three years?

As it's only been one year since we launched our 2nd store, we intend to open our 3rd store next year in an upcoming Mall on the IT expressway in close proximity to corporate offices & residential high-rises.

Publisher: Mohan Impressions Pvt. Ltd. | Editor: Manisha Agarwal | Photographs: Presto Archives | www.prestowonders.com



FROM THE EDITOR'S DESK

More than the destination, it is the journey that is more rewarding. I bet the entire Presto Franchise Fraternity would swear by it. It is only the place where you shape emotions, through which people say to their beloved ones, they care. A new success story begins to unfold every moment when a new partner gets introduced to our family. Happy to announce that last month Mr Jisu from Burdwan, Mr Anil from Bapatla, Chirala & Eluru, Mr Karthik from Chennai had joined the Presto Family.

One major take away for us in this issue is learning from the secret of success story of our partner from Chennai. The other highlights of this issue include Presto Smart Gift Finder and few new products.

Read on...
Happy Selling!!



PRESTO Smart Gift Finder!

Your Life Does Not Get Better By Chance, It Gets Better By Change!!



It is with this Philosophy, We launch The PRESTO "Smart Gift Finder"

PRESTO today carries hundreds of products and most of them are suitable for multiple gifting categories like birthday, anniversary, farewell, corporate meet etc. A customer visualizes a product only as per the template shown on the product. For example a mug printed with birthday template will be assumed to be a birthday gift only. A physical catalogue can only show one template each product. Moreover the Presto product range has now reached a stage where it is impossible to display all products in the shop.

Presto Smart Gift Finder provides a solution!

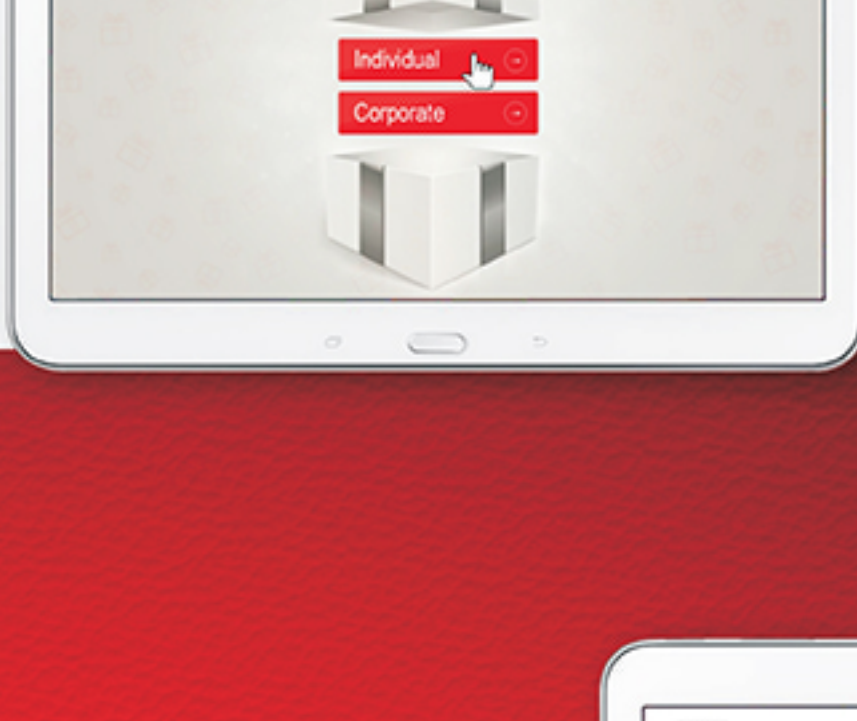
Now we can show our products in the most organised manner across gifting categories. There is no limitation on the number of templates, products or gifting categories. This would provide the best buying experience possible to a customer at Presto shop.

All you need is a 10" Android Tablet and we would do the rest.



LET'S EXPLAIN THE PRESTO SMART GIFT FINDER IN PICTURES

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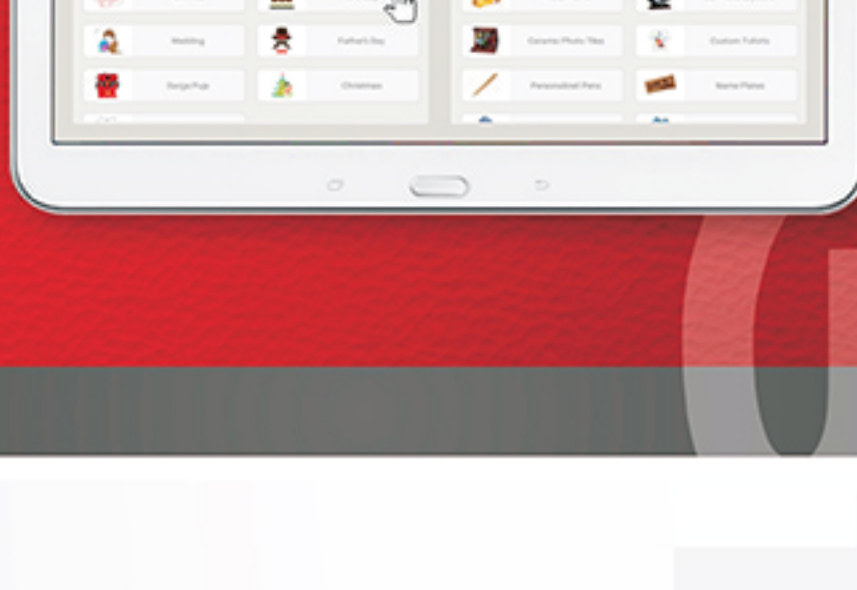


HOME SCREEN

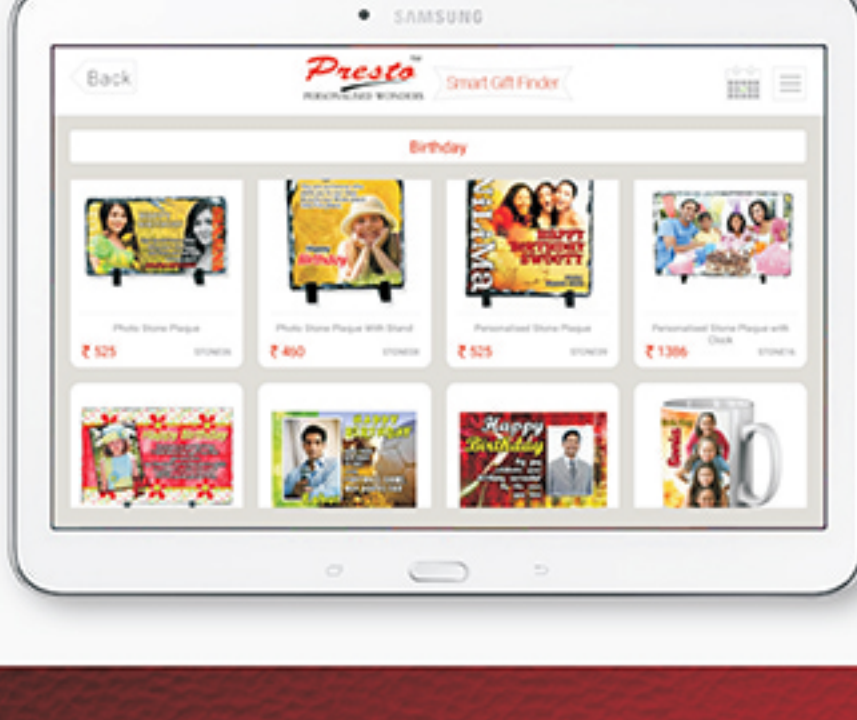
The customer makes his choice about his requirement being individual or of corporate nature.

OCCASION MENU:

The customer chooses his Gifting Occasion from the available options.



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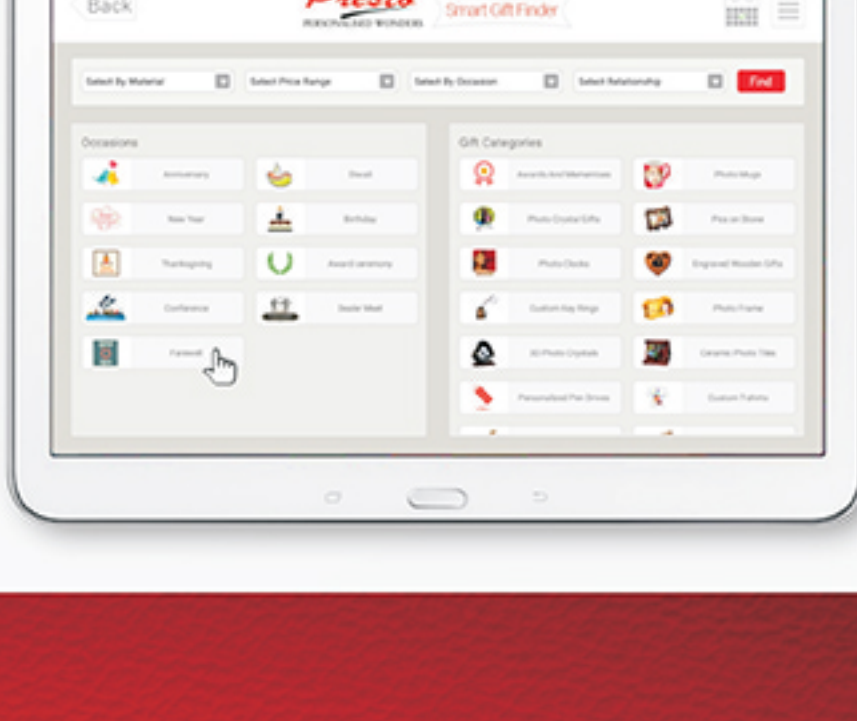
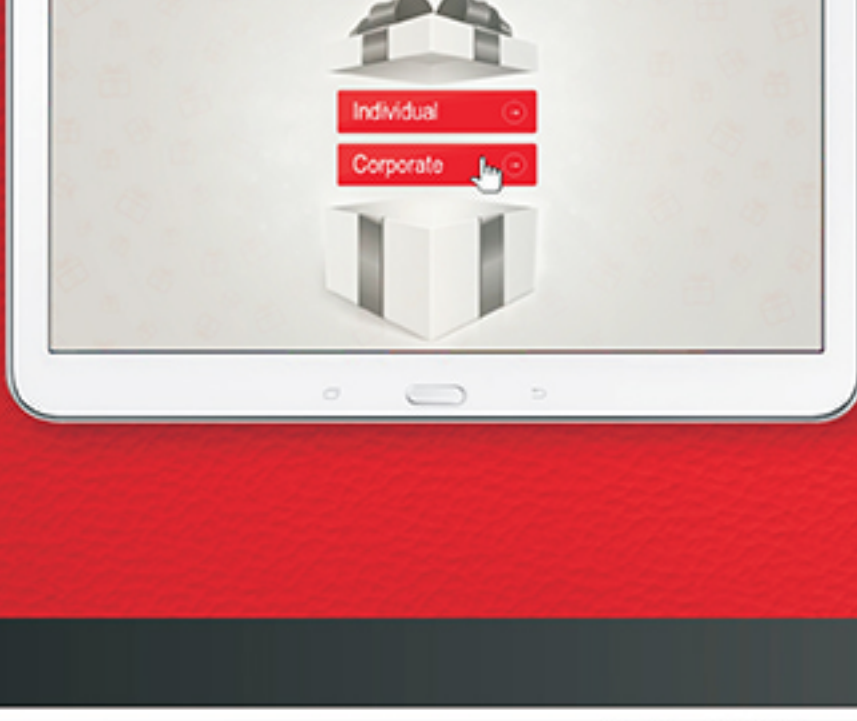


PRODUCT MENU:

The customer gets to see all products under the chosen occasion with relevant templates. Product description and prices help him make a final choice.

HOME SCREEN

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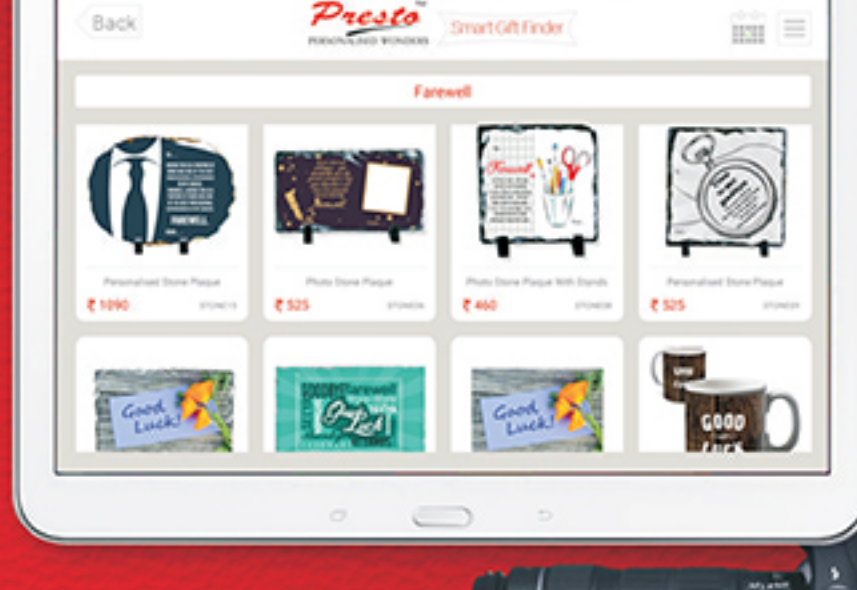


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Some Important Points to note:

The Presto Smart Gift Finder is available exclusively to Presto franchisees only as a bonafide support.

All you need is a 10" Android Tablet with a display of 1280*800, 1.2 GHz quad - core processor, 1.5 GB RAM, 16 GB storage or above. Most 10" tablet of good brands will meet these requirements and should cost approx Rs 17,000/-

All updates of Templates, Products, Occasion categories etc will be provided free of cost and the tablet will get auto updated every day at the time of first login. A Broadband internet connection at the store is required for the same.

You will need a tablet stand to secure the tablet. This can be purchased online and our team will be happy to assist you on the same.

For any further inputs please contact Amitava Saha @ 9007014571 or amitava@prestowonders.com, who has been assigned to be the Project Manager of the Presto Smart Gift Finder.

“Never Neglect an Opportunity for Improvement”