

Complementing strengths

Spurred by knowledge of IT and entrepreneurial zeal, 29-year old Amrit Prakash took up a franchise of ClubLaptop about 10 months ago. Today he makes ₹2,00,000 to 3,00,000 income a month, and owes this success to his franchisor and his IT background. **IMAGES Franchise** visits his business in Agra.

VITAL STATS

Location: Agra

Area: 800 sq ft

Franchise investment: ₹10,00,000 to 12,00,000

Rent: Self-owned (expected rental value ₹30,000)

Royalty: 12 per cent on services from second year

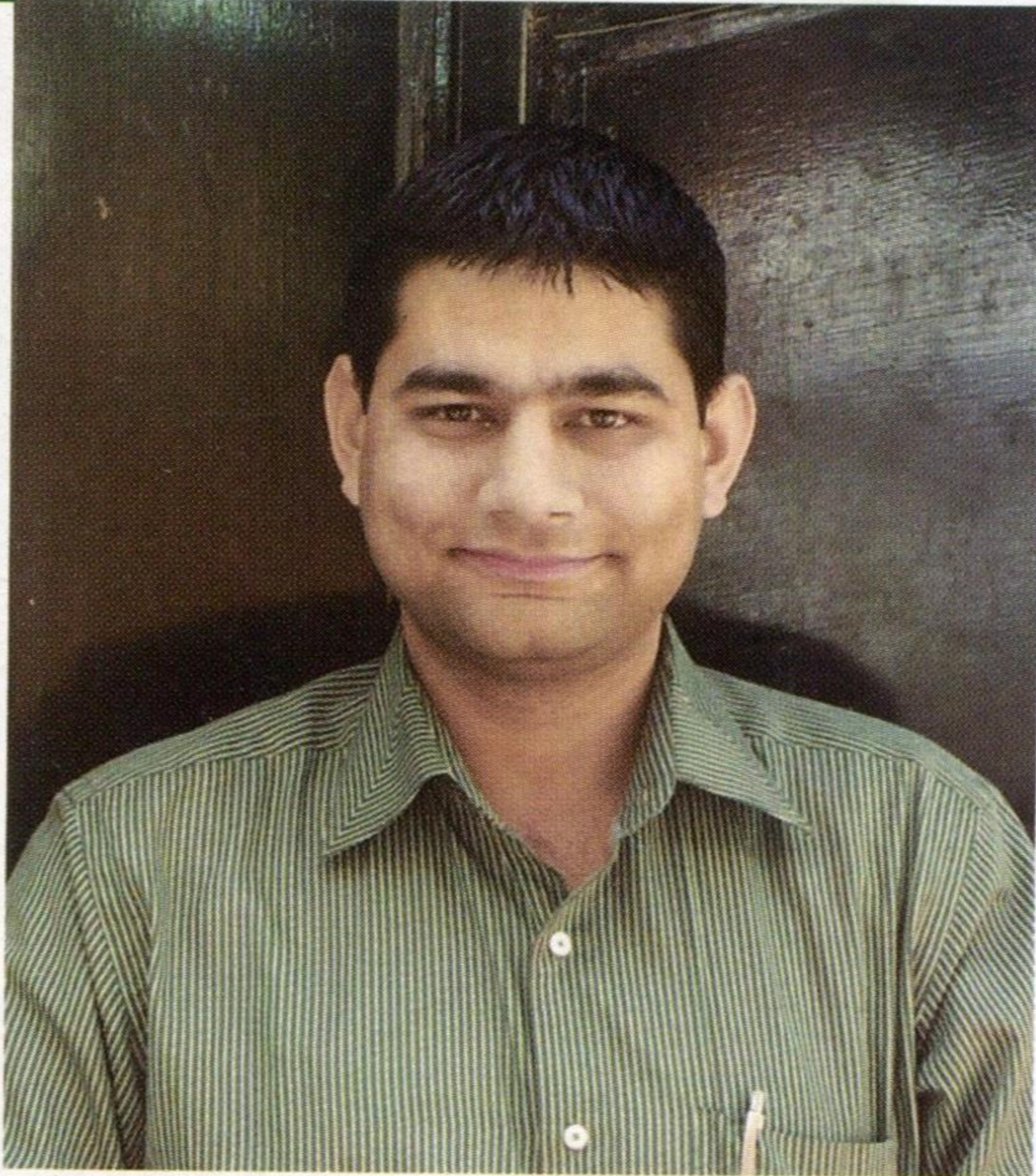
Break-even: One year

Net monthly income: Approx ₹2,00,000 to 3,00,000



As we settle down to discuss Amrit Prakash's ClubLaptop franchise operations, Amrit begins with explaining us the significance of Agra as an emerging regional IT hub and essence of his franchise: "Agra provides computer hardware supply and service to neighboring cities of Mathura, Etah, Etawah; Mainpuri and smaller towns. So, if the city has a reliable repair and spare sales point, it will fetch good commercial success."

"I associated with ClubLaptop as a successful brand offers standards in product and service quality. This is communicated to customers through every business interaction. New generation customers prefer to go where they are comfortable and satisfied with service and other aspects of customer care," Amrit said, and added, "We follow all of ClubLaptop standards in cleaning, orderly store display and upkeep,



Amrit Prakash

uniforms for staff, maintenance of log book and visitors service record, etc, which came as a part of the package and gave us a head start.”

While Amit Barmecha, co founder and director of ClubLaptop, believes every franchise outlet is the face of the brand, he emphasizes the importance of maintaining the uniformity in quality in the product and service delivery as well as the store ambience.

In step with this ideology, ClubLaptop monitors product quality, customer service, health and safety of the employees to maintain its brand promise, said Amrit. Operations and Evaluation team at Kolkata monitors and evaluates standards across the entire franchise network. They also undertake independent audits on

stores and make surprise visits to assess customer satisfaction.

His ClubLaptop franchised store, located in busy Sanjay Place market in Agra, has 450 sq ft showroom front where Amrit's franchise deals with its customers and approx. 350 sq ft of workshop for repair jobs. ClubLaptop has a standard requirement for the front office as well as workshop. It not only offers a professional feel, but also much appreciated simple curtsies to customers like sitting area where they can wait as their laptop or computer is repaired in the workshop by engineers using modern and correct tools and testing equipment. “Since we are already into computer hardware work, we have also expanded into retail. We offer all services under one umbrella and at one place,” informed Amrit.

In such kind of services store staff is the pillar of strength. Therefore, staff training and HR policies play a very significant role in smooth business operations. A fact recognized by both Amrit and his principal Amit Barmecha, co founder and director of ClubLaptop.

Talking about the staff training policies of ClubLaptop, Barmecha said the company provides eight-day training at Kolkata Headquarters covering technical, marketing, administrative, accounts and store management

training. Besides, ClubLaptop also provides them with training manual for reference. This manual helps ClubLaptop franchises in technical as well as marketing issues.

Talking of training Amrit said, HR and management support teams at Kolkata remain in regular touch once the store operations are launched. They also keep record of our various marketing and sales activities and make useful suggestions for improvement. The team at Kolkata also boosts our sales through mass contact programmes, emails and SMS. This eases my marketing job.

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For an overall investment of about ₹12 lakh into the business including franchise fee, training, stocks, tools, equipment, ERP software, marketing material, deposit, store interiors and furniture, Amrit makes a monthly income of between ₹2,00,000 to 3,00,000. Also he is not required to make any royalty payment for the first year, and from second year onwards he will pay only 12 per cent royalty on services.

Expressing his satisfaction with his franchise operations, he said, “I'm in regular touch with the Directors and discuss various deals that we work on. Most importantly, everyone around is easily accessible and there are no hiccups involved in resolving any issue.” ●

— Based on inputs from Shubhra Saini

