



# EcoLeaf Silver

Franchise Investment Opportunity

Compact 150 sq. ft. retail store



# Ecoleaf

We are health-focused retail concept offering safe, fresh, **Ozone Washed** Vegetables, Fruits and daily essentials,

while the EcoLeaf Silver Franchise is a compact, high-efficiency model designed for residential areas and apartment-driven micro-markets.

- ✓ **Fresh fruits and vegetables**
- ✓ **Ozone-washed produce**
- ✓ **Healthy food alternatives**
- ✓ **Basic wellness products**





# Business Concept

EcoLeaf is a trusted neighborhood Vegetables & Fruits retail brand promoting healthy, safe, and sustainable living.

- Fresh produce
- Safe produce handling
- Ozone Washed Vegetables & Fruits
- Health-oriented groceries
- Preventive wellness essentials



# Why EcoLeaf Silver?

- **Compact Format** – Designed for ~150 sq. ft. space
- **Low Investment** – Affordable franchise entry
- **High Demand** – Daily-use products with repeat sales
- **Fast Turnover** – Quick-moving fresh and essential goods
- **Local Convenience** – Ideal for apartment-based markets
- **Scalable Model** – Easy expansion across urban areas





# Target Market

Best suited for middle and upper middle-class residential areas, including gated communities and apartment clusters with health-conscious urban consumers.

## Primary Segments

- Families with children
- Working professionals
- Senior citizens
- Wellness-conscious households
- Repeat grocery buyers
- Subscription basket customers

# Product Portfolio



**Fresh Produce**  
Fruits & vegetables



**Ozone-Washed**  
Safe produce handling



**Organic Staples**  
Healthy alternatives



**Wellness**  
Preventive essentials

## Franchise Format Details

Particular	Details
Franchise Variant	EcoLeaf Silver
Recommended Store Size	Approx. 150 Sq. Ft.
Recommended Store Type	Compact Vegetables & Fruits retail outlet
Ideal Locations	Residential clusters, housing societies, apartment neighborhoods, internal main roads
Store Positioning	Low Space. Fast Rotation. Strong Repeat Business.

## Franchise Fee Structure

Particulars	Amount
Franchise Fee	₹1,00,000
Refundable Security Deposit	₹1,50,000
Total Entry Fee	₹2,50,000

The franchise fee includes brand usage rights, onboarding, store setup guidance, category planning, staff orientation, SOPs, and launch support.



# Total Project Investment

Investment Head	Estimated Cost
Franchise Fee	100,000
Fixtures / Racks / Display Setup	100,000
Chiller / Refrigeration / Weighing Equipment	100,000
Billing Counter / POS / Equipment	50,000
Initial Inventory / Stock (security deposit)	150,000
<b>TOTAL ESTIMATED PROJECT COST</b>	<b>500,000</b>

# Revenue Mode\*

Revenue Indicator	Estimated Range
Average Daily Sales	₹10,000 – ₹15,000
Average Monthly Sales	₹3,00,000 – ₹4,50,000
Recommended Standard Business Projection	₹4,00,000 per month

# Gross Margin Structure

Category	Margin Range
Fresh Fruits & Vegetables	20% – 30%
Ozone-Washed Produce	20% – 30%
Organic Staples	20% – 30%
Basic Wellness Products	20% – 40%
Expected Blended Gross Margin	Approx. 25%



# Monthly Operating Cost

Expense Head	Estimated Cost
Rent	₹20,000 – ₹35,000
Staff Salary	₹15,000 – ₹20,000
Electricity & Utilities	₹5,000 – ₹8,000
Packaging / Consumables	₹3,000 – ₹5,000
Local Delivery / Miscellaneous	₹5,000 – ₹7,000
Total Monthly Operating Cost	₹50,000 to ₹80,000
Recommended Business Projection Figure	₹60,000 per month

# Profitability Analysis

Metric	Value
Average Monthly Sales	₹4,00,000
Gross Profit @ 25%	₹1,00,000
Less Estimated Operating Cost	₹60,000
Estimated Monthly Net Operating Profit	₹40,000

## Expected Profit Range

Performance Level	Estimated Net Profit
Conservative Performance	₹30,000 – ₹40,000
Standard Performance	₹45,000 – ₹60,000
Strong Performing Store	₹60,000 – ₹85,000

## Return on Investment (ROI)

Metric	Value
Estimated Total Investment	₹5 Lakhs
Estimated Monthly Net Profit	₹45,000 to ₹60,000
Expected ROI Timeline	10 to 12 Months



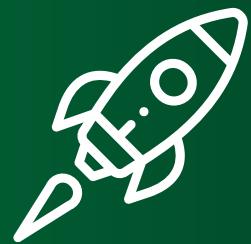
## BREAK-EVEN ANALYSIS

### **Expected Break-Even Period: 6 to 9 Months**

This assumes good neighborhood placement, controlled wastage, regular walk-ins, and repeat basket growth.



# Support Provided by EcoLeaf



## PRE-LAUNCH SUPPORT

Site suitability guidance,  
store layout planning,  
category selection,  
launch readiness



## OPERATIONAL SUPPORT

Product sourcing,  
merchandising guidance,  
store process orientation



## MARKETING SUPPORT

Launch promotions, society  
activation templates, local  
marketing guidance



## TECHNOLOGY SUPPORT

App onboarding, digital  
order support, customer  
engagement integration



# Key Success Factors

01

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## **Right neighborhood selection**

Residential clusters, apartment density

02

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## **Strong Freshness and Quality Consistency**

Freshness and safe produce handling

03

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## **Repeat Customer Acquisition**

Repeat buyers and basket growth

04

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## **Controlled Inventory Loss**

Controlled wastage and loss

05

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## **Attractive Product Presentation**

Trust-building community presence

06

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## **Trust-Building Local Engagement**



# Thank You!



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