

THE HOME OF *fashion*

# FTV BAR

# BARS IN INDIA

Indians Are Shifting To An Ultra-modern Lifestyle And This Lifestyle Has Accelerated The Growth Of Premium Bars In Recent Times. There Is A Huge Scope For Profits For The Bars In A Booming Market Like India As There Continues To Be A Dire Need Of Premium, Luxurious Bars For This Niche Section Of The Society. Bars And Restaurants Together Account For A Majority Of India's Food And Beverage Service Industry...

## FACTORS BEHIND THE GROWTH:-

- EXPANDING WORKING POPULATION
- RISING DISPOSABLE INCOME
- MID-WEEK PARTIES
- RISING NIGHTLIFE TREND
- IMPROVING STANDARD OF LIVING
- GLOBAL EXPOSURE



## FTV BAR

- Ftv bar is the premium bar by the world's largest fashion media, fashiontv.
- With the passion to infuse luxury into hospitality, fashiontv established ftv bars across the globe.
- Every ftv bar venue brings the best of international style extravagance flamboyance to your city.
- Ftv bar is a fashionable leisure place to unwind and sip branded drinks while enjoying the luxurious ambience.
- Ftv bar is an elite bar, rich in glamour and chill environment.
- Studded with luxury, ftv bar crafts a lavish experience for the people of india.

# FTV BAR PHILOSOPHY

## VISION:

To bring india at par with international bar standards & transforming the country into a leading evening entertainment destination.

## MISSION:

To facilitate ftv bar's luxurious bar experience to every major city of india.

## AIM:

To create india's most influential and fashionable bar brand which sets the benchmark for the rest of the industry.

bar PHILOSOPHY

# WHY FRANCHISE FTV ??

- Association with the World's LARGEST Fashion and lifestyle media Brand with a strong presence in 196+ countries and 2 billion viewers worldwide.
- Great Business Opportunity with GREATER Returns.
- Develop a huge fruitful circle of a business network.
- Become a leader in fashion and lifestyle industries in your city cream society.
- Get to be the next VIP jet setter being on the VIP list of every exhilarating event in your city.
- Become a respected player in the industry and be seen and surrounded with the elite of your City.
- Get to use the FTV visiting card as your power currency.



# FASHIONTV 360 DEGREE FRANCHISE SUPPORT

## pre-opening support:

1. location analysis and approval.
2. architect, designs, layout, etc.
3. diamond inspired designs (walls, ceilings, furniture, etc).
4. staff recruitment.
5. fashiontv proprietary products supply.
6. other products and vendor tie-ups.
7. strategic planning.
8. staff extensive training and execution.
9. fashiontv billing & security platform.



## LAUNCH SUPPORT

1. Planning and Execution.
2. Launch Plan in SMM and PR.
3. Promotion
4. Cross Marketing.

## POST OPENING SUPPORT

1. SALES INCREMENTAL STRATEGIES.
2. Audits.
3. Promotional Offers.
4. FashionTV Loyalty MEMBERSHIP programs.
5. Google and Website Listing.

# USPS OF FASHIONTV

- 1. massive profits
- 2. 360 degree support
- 3. brand equity leverage
- 4. strong industry linkages
- 5. global presence
- 6. exhilarating events
- 7. ubiquitous promotions





## USPS OF FASHIONTV

8k video wall fashion shows and vj during the event.

- projections of fashiontv shows by top designers.
- 3d fashiontv “floor”, stunning luxury fashion animations.
- Live fashiontv channel with shows from across the globe.
- Fashiontv unique diamond inspired design.
- Fashiontv upholstery, stage design, fashiontv banners, fashiontv podium,
- Fashiontv ramp, fashiontv lighting, fashiontv stalls, fashiontv flyers/printouts

Special events.

A special runway will placed at all events.

- Top notch models ramp walking in state-of-the art fashion proprietary proucts (beverages, apparels, cosmetics, accessories, art jewellery, eyewear, footwear, bags).

# USP'S OF FASHIONTV

Fashiontv proprietary products.

Ftv branded merchandise:

- Fashiontv beverages
- Fashiontv apparels
- Fashiontv lingerie
- Fashiontv cosmetics
- Fashiontv accessories
- Fashiontv art jewellery
- Fashiontv eyewear
- Fashiontv footwear
- Fashiontv bags  
and more!!

# SOcial MEDIA MARKETING

Dedicated Social Media Marketing Handles:

 **FACEBOOK**

 **LINKEDIN**

 **INSTAGRAM**

 **YOUTUBE**

 **TWITTER**

# FRANCHISE BASIC REQUIREMENTS

## 1. AAA Location

Fashiontv / ftv cafe should be located in a prime triple a location of the city

## 2. Strong Financial Backings

All franchisees must be able to show strong financial backings to ensure the success of the business.

## 3. FRANCHISE FNB INDUSTRY ATTRACTION.

All franchisees must-have attraction and liking towards the desired industry with a zeal to learn, explore and strive to succeed.

## 4. Strong Desire to be more: Rich, Famous & Successful.

# FASHION TV FRANCHISE FINANCIALS

<b>F BAR</b>	<b>LITE</b>	<b>REGULAR</b>	<b>LUXURY</b>
FRANCHISE FEE	30Lacs+GST	50Lacs+GST	60Lacs+GST
CARPET AREA	2000	3500	5000
Total Investment	1.4Cr	2.4Cr	3.1Cr
Royalty	10%	10%	10%
ROI	70%	74%	81%
Break Even	18 Months	15-18 Months	12-15 Months

# FASHIONTV BAR MENU CONSISTS OF

Amazing and wide range of international liquor brands (whiskeys, single malts, vodka, gin, rum, tequila, martini, wine, beer, etc)  
selected range of premium imfl  
classic, exotic and exquisite range of cocktails  
wide range of refreshing mocktails  
salads  
appetizers  
entree ( veg / non-veg) (chinese, japanese, lebanese, italian, mexican, spanish, french, english, american )  
unique platters specials ( customized touch of local cuisine)  
sweet tooth ( brownies, ice-cream, etc)



# FASHIONTV FRANCHISE AN INVITATION...

FashionTV / FTV is looking to partner with sound well-settled business-minded and experienced persons like you. We also expect our POTENTIAL partners to know about international fashion and lifestyle mind-set.

If you find the:-

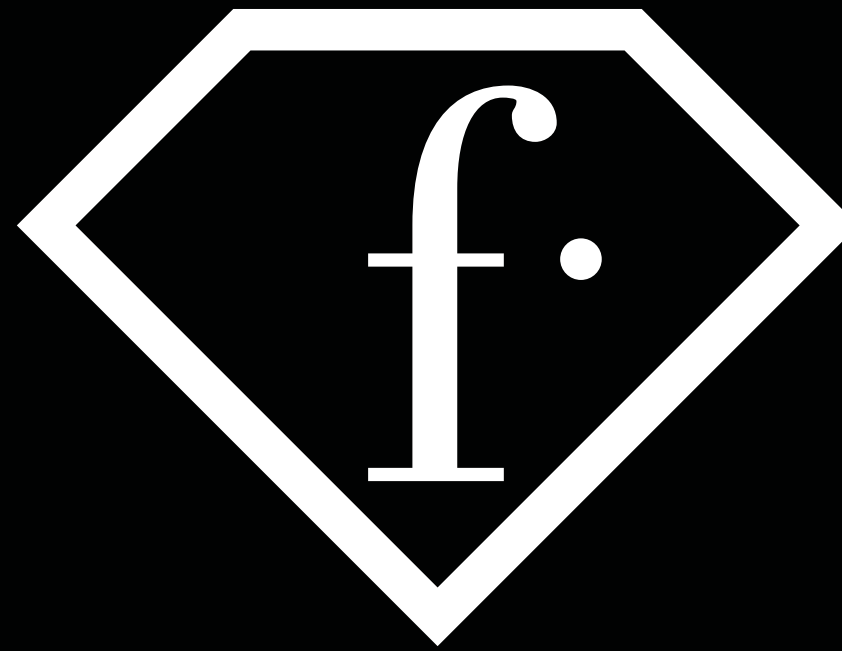
Basic brand requirements

FashionTV Facts

Brand Support

Exciting and INTERESTING enough to partner and associate with us, then for further information and discussion please call / message/email us.

Email ID - [franchise@ftv.ind.in](mailto:franchise@ftv.ind.in)



BAR