

 fashiontv

FashionTV Jewellery Store

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# Jewellery

— Store —



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# FTV Jewellery Store

1. We at FTV Jewellery Store introduce standardized international Jewellery Store grooming services for Indian citizens.
2. We aspire to become the leader of **LUXURY** Jewellery Store business in India providing world-class jewellery store treatment for our clients.
3. FTV Jewellery Store provides exactly what the customers want:
  - Essential Jewellery Store services at FTV Jewellery Store include for- Jewellery Repair, Ring Sizing, Stone Replacement, Jewellery Appraisal, Jewellery Cleaning, Rhodium Plating.
  - A diverse array of services for your jewellery, leading to bring out the best in you.
  - FTV Jewellery Store plans to curate the most luxurious Jewellery Store experience in India.



# Jewellery Store In India

- The emergence and growth of the Jewellery Store Industry in India are unprecedented.
- Revenue in the Jewellery segment is projected to reach INR 6.99 lakh crore by 2025.
- The gems and jewellery sector plays a significant role in the Indian economy, contributing around 7% to country's GDP and 15% to India's total merchandise export. It employs over 4.64 million people, which is expected to reach 8.23 million by 2022.
- One of the key industries riding this tide is the Jewellery Store Industry!



# FTV jewellery Store Philosophy

## VISION

To bring India at par with international jewellery designing standards and transform it into one of the leading jewellery destinations in the world

## MISSION

To present our clientele with 'a sense of exclusiveness', high-quality professionally designed jewellery collection of international standards.

## AIM

To create India's most influential jewellery designing brand, FTV jewellery store, which sets the benchmark for the rest of the jewellery industry.

# Why Franchise With FTV ?

FashionTV / FTV is the World's **LARGEST** Fashion Network!!!

Some FashionTV KEY FACTS:-

- 12 Channels of 24 hrs dedicated to Fashion & Lifestyle channels.
- **23 YEARS** of existence.
- **UHD 4K** and 8K 24 hours channels.
- Available on leading OTT platforms all over the world.
- 100 plus **HOURS** of new fashion and lifestyle content every week.
- **2 BILLION** Worldwide Viewers.
- Available on 250 Global Cable Satellites.
- Presence in 193 **COUNTRIES**.
- Reaching 500 Million Households.



# Some FashionTV key facts

- Viewed on 10 **MILLION** Public TV Sets in Public Places.
- 5M website hits per month.
- FashionTV App gets 500K **SUBSCRIBERS** & 35K installation per Month.
- FashionTV YouTube Channel has 65M Views.
- FashionTV YouTube Channel has 90M viewership per month.
- 4.5M plus likes on Facebook.
- 12M views per week.
- 300K **FOLLOWERS** on Instagram
- 125k Organic Reach per Month.

Backed with Most Viewed, Proven, and Stable HIGH-END Luxury Fashion and Lifestyle Media House | [www.fashiontv.com](http://www.fashiontv.com)

FashionTV / FTV is truly an "**AUTHORITY IN FASHION**".



# 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. **PROMOTIONS.**
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.



# USP's Of FashionTV

## 8K VIDEO WALL FASHION SHOWS AND VJ

- Projections of FashionTV shows by Top **DESIGNERS**.
- 3D FashionTV "**Floor**" stunning luxury fashion animations.
- Live FashionTV Channel with FashionTV shows from across the globe.
- A continuous flow of live FashionTV from various Fashion HUBS.
- Promotional Videos of FashionTV **PARTIES** from across the globe.
- Promotional content through **CELEBRITIES** endorsing the brand from across the globe.



# USP's Of FashionTV

## FASHIONTV PROPRIETARY PRODUCTS

- FTV Accessories
- FTV Bracelets
- FTV Charms
- FTV Earrings
- FTV Engagement Rings
- FTV Men's Jewellery
- FTV Necklaces
- FTV Pendants
- FTV Rings
- FTV Wedding Bands



# USP's OF FASHIONTV

FashionTV unique **DIAMOND** Inspired Design

- FashionTV Ceilings and walls
- FashionTV Furniture

**CHAIRS**

**MIRRORS**

**TABLES**

- Fashion TV **UPHOLSTERY**
- Fashion TV Flyers / Printouts
- FashionTV multi-purpose tables



# Social Media Marketing

Dedicated Social Media Marketing Handles:

- FACEBOOK
- INSTAGRAM



# Social Engagement

- Instagram **UPLOADS**
- Twitter Postings
- Facebook Uploads
- Instagram check-ins
- Facebook check-ins
- LinkedIn Posts
- YouTube Videos
- Google AD's



# Social Engagements Statistics

- 150 New stories (Facebook)
- 200 New Stories (Instagram)
- 50 New Stories (Twitter)

More Than 300 New Stories per day!

Due to FashionTV's brand **POPULARITY** and our customers love to post, like, share, comment, check-in, take pictures, shoot videos, tag, and more in all of our locations!

The social engagement within the **FTV JEWELLERY STORES'S** network is an exciting average of 300 **STORIES** per day – every story is Free – Word of Mouth – Advertisement



# New Media Statistics

- Facebook: **3,000,000+ FANS**
- FashionTV.com: Average of 500,000 monthly visits.
- FashionTV.com: Average of 1,500,000 monthly imps.
- YouTube Channels: **1,000,000 SUBSCRIBERS**
- YouTube: Average of 15,000,000 monthly views.
- Daily Motion: Average of 500,000 monthly views.



# Sponsored Local Listings

- Facebook Local
- **GOOGLE LOCAL**
- GPS based AD's
- Facebook ads post and likes campaign
- Google ads words campaign
- Instagram Ad and likes
- SEO marketing
- SEM marketing
- Analytics and reports
- YouTube promotions and video **BOOST**





# Franchise Basic Requirements

## 1. AAA Location

FashionTV / FTV Vegan Café should be located in a prime TRIPLE A location of the city

## Strong Financial Backings

All franchisees must be able to show strong FINANCIAL Backings to ensure the success of the business.

## FRANCHISEE FASHION Industry Attraction

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

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



# FashionTV Franchise Financials

**Notes:** These are approx. figures based on worldwide stores. The actual cost will vary as per the location.

Taxes as applicable. Shop Cost & Working Capital extra on actual.

MODULE	STANDARD
Franchise Fee	Rs.30 Lacs
Area Up To	3000 Sq. Ft.
Outlet Setup	Rs. 1.3 Cr
Royalty	10 %
Average ROI in 13 Yrs.	85 %

# FASHIONTV JEWELLERY STORE SERVICES CONSISTS OF

1. Jewellery Repair
2. Ring Sizing
3. Jewellery Appraisal
4. JEWELLERY CLEANING
5. Rhodium Plating  
And many more!

# FTV Franchise Benefits

- Association with World's **LARGEST** Fashion Brand
- Great Business Opportunity with **GREATER** Returns
- Develop a huge fruitful circle of a business network
- Become a leader in fashion and lifestyle in your city cream society
- Get to be the next VIP jet setter
- Be on the VIP list of every Invitee List of your City Events
- Become the respected player in your city fashion industry
- Be seen and surrounded with the who's who of your City
- Meet the most beautiful and **FASHIONABLE** people
- Use the FTV visiting card as your power currency



### 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:-

1. Basic brand requirements
2. FashionTV Facts
3. Brand Support

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

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