



# Franchise Proposal

“We believe when two hands join they only joined for better”

# Welcome to COZI CARS!!



- ❑ **Cozi Cars** is an exclusive chain of **Mobile Car Detailing Services** and the **distributors of Cozi Cars** products in India and targeting Asia-Pacific in couple of years.
- ❑ At **Cozi Cars**, we believe it is important to have passion for what you do. Being passionate about our business and believing in the causes that we support, keeps us highly self-motivated and focused. Hence we are eager to do whatever it takes to be successful and make an impact.

***"We're committed to the Clean Cars, Our Customer's Health, and a Non-Contaminated Environment"***

- ❑ As an Initiative of **Liv India Group** which is already successful in delivering high quality car wash services PAN India through Franchisee Network of **"SPEED CAR WASH"** makes us a **value-driven company** committed to bringing vehicle owners everywhere a **superior line of car care services** that do not harm the planet or the user. We offer services that meet and exceed the **performance expectations** of our customers.



# Present Scenario



Car owners in India today primarily have two options for preventive maintenance services:

- ❑ **Authorized Service Centres of car manufacturers**
  - Have large infrastructure, in terms of real estate, staff, overheads etc., and they pass the high costs of all this on to the car owners who have to settle for heavily overpriced services.
- ❑ **Independent Garages & Roadside Garages**
  - While the roadside garages offer cheaper services, they are a highly unorganised sector, usually with labour that is not adequately trained on the ever-increasing and technologically advanced brands and makes of cars today.

In both the cases the problems of shoddily done jobs, lack of professionalism, lack of transparency in operations are aplenty. Long wait periods, to get an appointment and to get the job done; at the authorized service centres are also very common.

**In short People want an alternative and “We Provide It”**

# Why anybody who has a Car needs COZI CARS!!



- ❑ Why go to a service station?
  - ✓ When your car can be serviced at your home/office in front of you.
- ❑ Why pay more?
  - ✓ All of us know where car dealerships make the most money (In Servicing). If you can get the same service at much lesser costs, who cares for the dealers.
- ❑ Why wait?
  - ✓ No more waiting at the service stations for your car to be given to you. Your car will always be serviced at your time and your convenience.
- ❑ Why be shocked with your Car Bills?
  - ✓ We always bill the customer before we service the car, only upon approval of the bill. So no more surprises on your car service bills.

That's the way the modern world prefers to service their cars....we'd say, gone are the days, when  
YOU NEED to visit a service station for basic car servicing.



# Service Menu

"No Body Else Does It Like We Do"



1

### Cozi Cars Internal Detailing:

Complete Car Interior Cleaning and Sanitizing using specially designed spray injection/extraction techniques.

2

### Cozi Cars Inside/Out Detailing:

Complete Internal and Exterior Detailing with high pressure washer and spray injection/extraction techniques.

3

### Cozi Cars Perfection Detailing:

Internal and Exterior Detailing includes Paint Correction and Protection with Superior Quality Paint Sealants.

4

### Engine Dressing & Coating:

Complete Engine section Degreasing, Cleaning and Dressing.

5

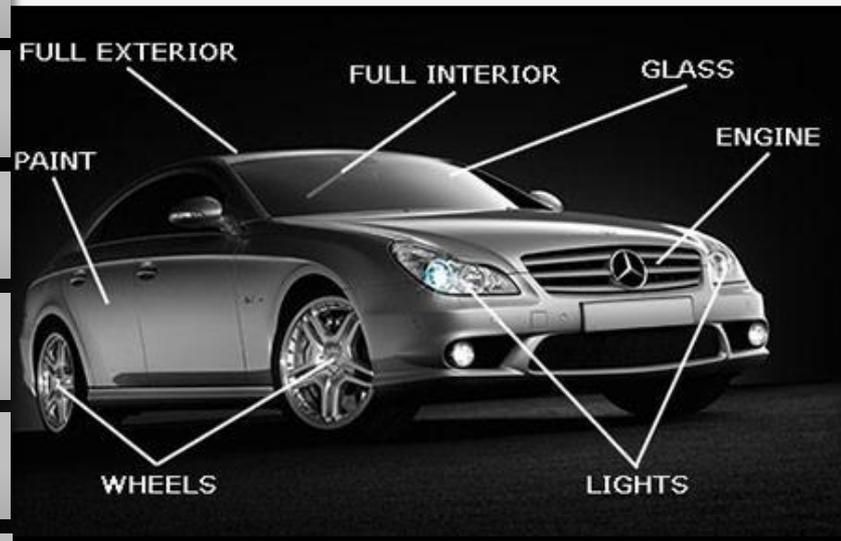
### Paint Protection & PTFE Sealant:

Paint Restoration and Sealant with Superior Quality PTFE Paint Sealant.

6

### Anti Rust Coating:

Specially designed technique with compounds make your car rust proof.



**COZICARS**

# Service Menu

"No Body Else Does It Like We Do"



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## Upholstery Correction & Protection:

Whether Fabric or Leather, We give your car a fresh, hygienic and new appearance with our special upholstery cleaners.

8

## Leather Conditioning Treatment:

Special care to your delicate Leather upholstery and give its original softness back with ultra shine.

9

## Rubbing & Carnauba Wax Protection:

Paint Correction and Special Brazil Carnauba Wax Protection

10

## Headlight Restoration:

3 Step Headlight Oxide deposition removal and restoration makes your Headlights look lustrous and with new look.

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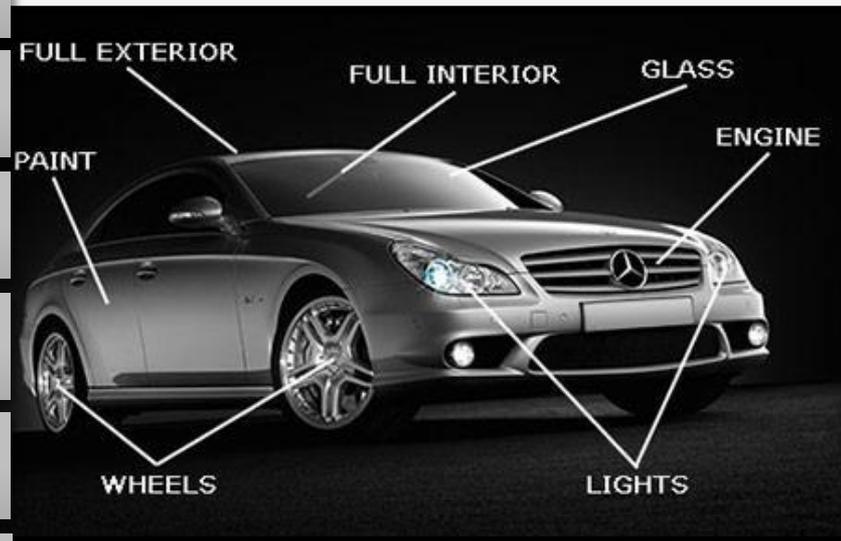
## Tyre & Alloy Wheel Treatment:

Rubber cleaner and restorer with anti rust treatment on chrome alloy wheels.

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## A.C. Treatment:

This protection is designed to disinfect the Air conditioner ducts and to improve air quality



# Indian Market Potential & Statistics



As per statistics released by Government of India in association with Automotive Component Manufacturers Association of India:

- ❑ The automotive industry in India is the fifth largest in the world.
- ❑ It is projected to grow at a rate of 10% till 2015.
- ❑ Automotive industry projections for the next 10 years released by the government will give you an idea of the growth potential that COZI CARS has:
  - ✓ **Total turnover to be of \$35-145 billion**
  - ✓ **Will contribute 10% of country's GDP, 30-35% of industry GDP**
  - ✓ **Domestic sales to be \$20-22 billion**

# What is Franchising & How does it Work?



- ❑ Franchising is the legal right to carry out a business in accordance with a particular operational method and under a specific brand. This includes the right to use trademarks, logos, a business system, operating procedures, IT and marketing techniques.
- ❑ Franchising is like using of a toll expressway rather than chancing less direct, frequently winding and to the traveler unfamiliar with the territory, confusing roads. Expressways are well marked, have service stations in predictable locations and have toll collectors from whom advice and direction may be gained. Those attempting to travel between the same points as connected by an expressway, but using lesser roads, may not get there at all or are subject to a much broader range of estimated arrival times. If predictability of result is important to traveler, it is better to use expressways
- ❑ The best thing about franchising as a product or service distribution mechanism is that it is one of those synergistic business relationships in which all of the parties have to benefit for any of them to achieve long term success. In most cases for the franchisee to succeed, the franchisor has to do good job of providing service and equally for the franchisor to succeed, the franchisee must profit. There is no such thing as a successful franchisor that does not have successful franchisees.

# Franchising Fact



- ❑ Franchising as a business model has witnessed high success rate globally. A new franchise opens every 8 minutes of each business day.
- ❑ Statistics reveal that more than 80% of new startups close down within 5 years, whereas 80% of franchisees are still successful after 5 years.
- ❑ Success stories show that franchisee startups that adhere to the franchise system and standards rarely fail.
- ❑ The idea of franchising is that there is no need of reinventing the things which are being already invented by us. If wheel is invented take from us and focus yourself on making a car.

# Self Owned V/S Franchisee Business



	Start ups	Franchised units
Success Rate	10%	90%
Brand	Yet to be Established	Well Established
Risk	Very high	Comparatively low
Time Frame to establish	High	Already Establish
Technical know how	Self Developed	Provided by Franchisor
Training & Support	Not available	Provided by Franchisor
Business Model	Risky	Tried and Tested
Research Development	Very Costly	Available at reasonable cost
Returns	Inconsistent	Consistent

# COZI CARS!! Franchisee Model



- ❑ **Single Van Franchise:** Every Van Franchise License comes with an Exclusive 2 Km Radius Franchise Territory Allocation and a 5 Km Radius Non Exclusive Service Area Radius. Franchisees will be free to service all areas that are not presently serviced by any other franchisee.
  
- ❑ To start a COZICARS franchise, an estimated below sum of INR 10-12 Lacs will be required. This sum will cover expenses for:
  - ✓ License Fee, Equipment and Accessories, Pre-owned vehicle (External and Internal Fabrication), I.T. system (Hardware and Software), Promotional material and Startup kits.
  
- ❑ **MONTHLY INCOME:**           **Rs. 87,000 P.M. 3 to 4 CARS EVERYDAY (ROI: 96%)**  
  **Rs. 1,09,000 P.M. 4 to 5 CARS EVERYDAY (ROI: 125%)**

**“The detailed break up of the cost and ROI can be provided on request”**

# Benefits of being a COZI CARS Franchisee



- We take our services in our branded vans right to the door of the car owner.
- Our trained professionals perform these services in front of the car owner, using products that match or surpass manufacturer's specifications.
- Business setup in comparatively lesser investments.
- Operational expenditures are very low thus lesser risk involved.
- Easy to operate business model.
- Quick returns on investments and high profitability.
- Scalable business expenses and profits.

All you need is an COZI CARS Van that serves as a complete Car Detailing Studio visiting a client at their place.  
We go to our customer's doorstep and make their service experience "Convenient, Fast and Affordable"

# Our Support System



Initial and Ongoing Training Programs

Marketing/Advertising Assistance

Equipment and Technical Support

Web and Online Support

Operations & Technical Support

Integrated POS System

1. COZI CARS's focused support services provide valuable information to and shared experience with its franchisees to ensure early and ongoing successful program implementation.
2. From pre-training to grand opening you will work side by side with the members of our support team. Every stage is comfortably paced, ensuring you receive a quality training experience.

# Franchisee Training & Orientation Program



- ❑ COZI CARS franchisees do not need any prior technical experience to effectively operate a franchise. Our comprehensive initial training program includes engaging, in-depth, informative classes on all technical matters, marketing, operations and technology. You will complete training with the confidence and knowledge necessary to succeed. The training sessions would be taken by our Certified Trainers having good experience in the business car wash. You and your trainer will work side-by-side working with employees, initiating marketing activities, and ensuring all of your equipment is functioning properly prior to completing your first job.
  
- ❑ During your on-site training program, you'll refine your working knowledge in:
  - 1. Administration**
  - 2. Customer Service**
  - 3. Personnel Management**
  - 4. Advertising Planning**
  - 5. Technical Proficiency**

# Marketing & Adv. Assistance



- ❑ COZI CARS will assist you in developing a budget for your local marketing program. In addition COZI CARS provides its franchise owners with ongoing marketing support through our Active Marketing Program (AMP). AMP is a program implemented by the COZI CARS home office once you complete the initial training program. AMP gives you ongoing listings on specific lead generation through websites and Google Pay-Per-Click campaigns, SMS blasts and email campaigning allowing you more time to productively manage the critical day-to-day operations of your business. After you have completed both the initial training program and the on-site training you will have access to our support personnel at the home office. Our support staff is waiting to assist you with any aspect of the business.
- ❑ You will also have access to our library of resource material including our: Startup, Operation, Technical, Employee, and Marketing manuals. These manuals help managing every aspect of your business from day to day to long term planning. The manuals are written by the team of experts and have been tested, measured and refined according to the business system

# Steps to Ownership



## Step - 1

- Submit an Inquiry by filling the online form on the website. Once you are pre-qualified based on the on line submission, a Cozi Cars Representative will contact you with more information about the franchise opportunity.

## Step - 2

- Talk to us - Exploring the Cozi Cars franchise opportunity is kind of like dating. We need to get to know one another to determine if there is a good fit for both of us. We don't sell franchises, we award them to qualified people that we feel will continue Cozi Cars's successful track record.

## Step - 3

- Expression of Interest - If we agree that Cozi Cars feels like a good fit, your next step will be send us EOI along with adjustable EoI fee of Rs. 11,000/- so as we can block a territory for you.

## Step - 4

- Meeting and Signing Franchise Agreement - After receiving EoI, we will invite you to visit us for further planning and execution. We can execute the Franchise Agreement during the meeting. This final step will begin the next chapter in your life of business ownership!

# Frequently Asked Questions



## **Q. What kind of Franchise is this?**

A. We want to make a difference. We want people to experience change. We want to service people and ensure that their lives are happier. We are seeking motivated entrepreneurs who can join us in this mission of providing car servicing at customers doorsteps through our Vans in all locations across the nation.

You could also choose to take up a unit franchisee or multiple unit franchises if you want to choose the best geographies and lock them for yourselves.

Hence you could choose to be a super franchise or a unit franchise depending upon the level of involvement you would be seeking.

## **Q. What makes COZI CARS the Best Franchise Opportunity?**

A. Low start-up costs, Low overheads, Low cost materials, High Net Profits, No previous automotive experience required, Comprehensive training - Fully trained, confident and earning from Day 1, Full Business launch, Exclusive territorial rights, Custom fitted COZI CARS van with High visibility graphics, Experienced sales, marketing & technical support.



# Frequently Asked Questions



## **Q. What is the structure of the Franchise Fee?**

A. COZI CARS Super Franchise 5 Van Model : Rs.4.5 Lakhs  
COZI CARS Unit Franchise Single Van model : Rs.1.5 Lakhs

## **Q. Is the franchise fee refundable? Can I pay the same in stages or defer the payment?**

A. As a matter of principle, the franchise fee is non- refundable and is payable upon sign up of the agreement upfront.

## **Q. Will the franchise be Exclusive?**

A. This Franchise will give you the license to operate from a specified location by granting you an exclusive service zone of 2 Km and a non-exclusive zone of 7 Kms.

Nobody will be allowed to service in your exclusive zone and only franchisees that have their non exclusive territories within your non exclusive zone will be allowed to service consumers within these zones.

## **Q. Can we invest in a second franchise?**

A. Yes - once you've proven that you can manage your business successfully, you have the option of buying another franchise.

# Frequently Asked Questions



## **Q. Can I get Loans for buying the Van?**

A. Most car dealerships have bank/finance counters that will help you take loans for the van and to make payments on EMI's. You could then defer your initial upfront investments in the purchase of the Vans for the period of EMI.

## **Q. What would be the space required for set up?**

A. All you need is a home office from where you could operate. In addition you will need a parking bay to park your COZI CARS van safely. You might not be able to service certain customer's cars in their own locations due to safety or other aspects for which you could use your existing bay.

## **Q. What will be the Franchise Royalty and Commission?**

A. The franchisee will have to pay 15% or Rs 10000/- whichever higher, as a monthly royalty on sales.

## **Q. What would be the space required for set up?**

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# Frequently Asked Questions



## **Q. Who determines the pricing?**

A. The Company will decide the base prices at all locations. The franchisee will not be allowed to sell lower than the base price but could offer higher prices for their locations if their costs are higher and it does not affect an average sale of 3 Cars/Day.

Also the franchisee will have to take approvals for all institutional sales where the prices could be very different.

## **Q. Who does the geography selection?**

A. The franchisee will select the geography from where it needs to operate and COZI CARS will do the final approval.

## **Q. What is the sale potential that COZI CARS offers?**

A. The economics of this trade offers a great opportunity to present good value for money and quality to the sensitive Indian consumer. So far from our operational experience and expertise in analyzing market trends in the Automobile Service Industry we are able to conclude that given the scenario, COZI CARS Franchisee should be able to do 6-8 cars per day on an average and be very comfortable.

# Frequently Asked Questions



**Q. What is our target customer? Who decides the prices for the same and how are different customers dealt with?**

A. Everybody who has a car is our customer. However there are different kinds of target customers spanning different verticals like new and used car dealers, car rentals, business houses (which include hotels, passenger transportation agencies, companies in various sectors like IT, manufacturing, finance), residential societies.

We expect the franchisee to engage all of the above and get an assured supply of business. We could also offer bulk prices to larger users, which are approved by COZI CARS, but never the less is very profitable for the franchisee.

We also receive a lot of enquiries directly from corporate and institutions, which would be passed to the respective franchisee closest to the customer.

**Q. What is the competition?**

A. Well, the idea of servicing cars at a consumer's doorstep is in itself so unique that nobody does this in the same format. There are other cars servicing companies, whose costs of operations are much higher than us. Hence, we are uniquely positioned in this market place and are well poised to fill the gaps.

# Frequently Asked Questions



**Q. What is the term of the agreement and what happens to the Vans, if the franchisee is not renewed once the agreement expires? Can I quit in between?**

A. The agreement is for 3 years and the franchisee has the option to quit in between for any reason, by giving COZI CARS a 2-month prior notice. Thereafter the franchisee will have to erase the entire branding on the van and produce a plain van without COZI CARS name for final approval and disengagement.

**Q. What would be my return on investment & payback period?**

A. We expect the franchisee to break even operationally from the second month itself. Your entire investments would typically come back in 1 year. Also since this is a business unaffected by seasonality or any other things, it ensures regular income to the franchisee once they establish themselves within geography. Return on investment also depends heavily upon geographic location and the capability to manage and run your own business according to the specified standard operating procedures.

**Q. What if I want to sell/transfer my franchise?**

A. There's no limit placed on the resale price of a franchise. However we will need to approve the profile of the buyer only, after which you will be able to transfer/sell the franchisee, off course after paying the requisite fee.

# Frequently Asked Questions



## **Q. What about the advertisement & Promotion?**

A. The company does national level advertising and promotion and expects the franchise to farm his vicinity on a personal level. There is a complete mechanism put in place based on how a franchisee needs to reach his target market effectively.

## **Q. What is the continuing value add that they would get from COZI CARS?**

A. Location Control

- > Branding / Marketing
- > Discounted supplies of consumables/Partnerships and Tie Ups
- > Additional revenue source via national tie up advertising on the Van etc.
- > Multi Location Bulk Institutional Orders such as with a rental company, corporate etc.
- > Part of a successful franchise network with scope of co-learning and co-sharing.

## **Q. How do I get started?**

A. Fill up the Franchise Application Form (FAF), you can download it from [www.cozicars.com](http://www.cozicars.com) & send us duly filled along with the DD of Rs. 11,000 (Rupee Eleven Thousand Only) and we shall revert back to you at the earliest for further proceedings.



For Complete Business Model and Information:



Liv India Management Pvt. Ltd.  
A-13, Mayapuri Phase-1, New Delhi-64  
Tel.: 011 42323232  
Mob: 0 8750605858  
0 9990900680



[www.cozicars.com](http://www.cozicars.com)  
[franchise@cozicars.com](mailto:franchise@cozicars.com)  
[cozicars@gmail.com](mailto:cozicars@gmail.com)