

Franchise Activation – Check List

Documents:

1. Distributor Application Form
2. Identity Proof
3. Address Proof
4. Partnership Deed (If Partners)
5. Registration Details of Firm or Establishment.
6. Payment Confirmation.
7. Memorandum of Understanding (MoU).

Marketing Kit:

1. Standee Banner.
2. Fliers.
3. Visiting Card.
4. Brochures.
5. Proposal Letters.
6. Advertisement / Banner Designs – Soft Copy.

Stock:

1. Purchase Order

Communication:

1. Payment / Document Acknowledgement.
2. Welcome Mail.
3. Sales / Business / Target Planning.
4. Market Analysis – Distributor
5. Lead Sourcing and Identification.
6. Sign-up Process Details

Training:

1. Product
2. Marketing
3. Business Process
4. Sales
5. Branding
6. Reports
7. Field Visit