

**FRANCHISE OPPORTUNITY**  
**Leonard Electronics India Pvt. Ltd**

**Cooling ~ Home Appliances Manufacturer & Marketer**



**FRANCHISE OPPORTUNITY**

Expansion or reaching new geographies is a continuous Process for **LEIPL**. Criteria for signing a franchisee: **LEIPL** offers franchisees to those who have the mindset and attitude to provide service to the delight of their consumers. The company constantly monitors the service performance of the franchisees. While the good performers are retained, the non-performers are exited. The company also weighs the long-term potential of the service centre.

Besides this, the prospective franchise should have space of At least 300-400 sq ft and the willingness to invest a minimum capital of Rs 5 - 6 lakhs.

Expectations from franchisee: A franchisee should be able to Provide service that makes a consumer happy, How a service Centre tackles the complaints of breakdown of an appliance is very crucial to the building of consumer loyalty. The company expects the service partners to provide the best in service.

Further, the organization has various service metrics to monitor the quality of service provided.

Support to the franchisee: **LEIPL** provides continuous training of the technicians in both technical and behavioural aspects.

It also provides complete systems or IT support and also supPort in managing call volume.

**Only for service centres**

- Franchise fee + Investments: Rs 57 lakhs.
- Break-even: In three months.
- Profit expected: 50 per cent.
- Real estate: 600-700 sqft of space.
- Staff requirement: 10-30 people.
- Franchise available: Across India.

**Please Visit** : [www.leonard-usa.com](http://www.leonard-usa.com)

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