

Hi ,

We Ishan Cera Retail Pvt Ltd ,

Head office -Agra (U.P) ,

Sales office -Morbi (Gujrat) ,

pleased to introduce ourselves as rapidly growing retail store chain for specialised covering Ceramic tile, sanitaryware, bathware and many more construction material related categories , Our business model covers all the geographic area to reach every type of buyer, we opening every district level one distribution center with covering approx six to eight company operated retail stores. We have various types of store with various product blends as per particular area customer buying capacity , our store sales staff is well equipped with every product USP and they assist the customers to select the best as per requirements.

In this reference we welcomed the associate as a supplier , whom they wish to make their brand presence at every store level and they can justify their product in a single deal with us.

Benefits to associate with us.

1. Many nos of store level presence of your product.
2. Skilled sales team at every store to convenience the customer with product USP.
3. Your branding at every store.
4. Product presentation at every store.
5. All new products and development can be reached out directly to customers, within a short period.
6. You will enter the fair deal market, no need to make malware practice, as the industry is trapped now.
7. Secured transactions.
8. Regularity in orders.
9. Regular update of market trend, due to direct connectivity with stores.
10. No need to appoint the sales team for sales or marketing.
11. ICPL skilled team will assist you at many level:- Procurement , Visual merchandising, Product training to sales team, after sales support, customer complaint handling etc
12. A fixed territories assignment as per comfortability.
13. Security for inventory.
14. No need to pay any rental for your inventory at any distribution center.
15. Smooth payment system, all the payment will be done as per given process.
16. No need to worry about non movement of inventory at DC, it will be taken care of by the ICPL team.
17. No need to worry about wear and tear of maintained inventory, it will be taken care of by the ICPL team.

What you have to do.

1. Need to decide how many distribution centers wish to feed by yourself.
2. A distribution center will hold the two times of inventory for expected monthly sales in terms of value. Ex -

Example	DC L-1	DC L-2
Expected sales (Monthly)	5	10
Need to maintain inventory at DC	10	20

3. The minimum inventory level will increase as sales increase.
4. The inventory maintained at any DC will be unpaid.
5. All the amount beyond the minimum level will be paid immediately.
6. All the samples will be free of cost for all associated stores with decided DC.
7. All the product complaints are considered.
8. Product price agreement will be negotiated as per industry.
9. All the negotiation will apply on the next deal, not on existing inventory at any DC.
10. All the POP material can be provided by yourself for your brand promotion.
11. You have to update from time to time your production schedule for better customer service.
12. You have to take care of all discontinued material, which means you have to arrange the shortfall after discontinuation.
13. A retention period will be applied on any new entry in any DC, which means the regular sale takes 3-4 months at the start of any DC.

Hope the opportunity will definitely join the hands, looking forward to your response.

www.ishanworld.com

<https://ishanworld.com/become-a-supplier/>

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