

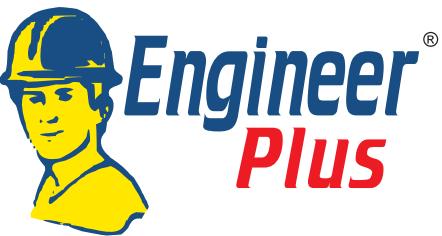
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# LOGISTICS

## management





# SOLUTION FOR CONSTRUCTION

## ABOUT US

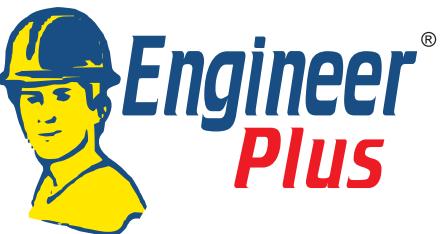
Sadee World is a market leader in manufacturing of world class Paint, Construction Waterproofing, Heat proofing and Cleaning chemicals. Sadee World is a well-equipped and well-experienced, ISO 9001:2008 certified company, involved expediently and successfully in the wide-range of Constructional Solutions. Our product WPC-99 has revolutionised the water proofing scenario in markets of central India and has become synonymous to water proofing to a large number of customer base. Through technology and innovation we enable our customers to meet their current and future needs.

**WATERPROOFING & PAINT'S SUPER MART**  
Our products and solutions contribute to better life style and maintenance free house keeping. The company has attained its current stature due to the continuous endeavour of our team to maintain customer relationship and product quality.



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# SOLUTION FOR CONSTRUCTION

## OUR BUSINESS

Partnering the growth of India's construction industry for more than 22 years, ICO Technologies has reached a benchmark position in delivering innovative construction products and solutions. We produce and market groundbreaking, intelligent and reliable construction chemicals that make construction projects not only safer, but also stronger and environmentally viable.

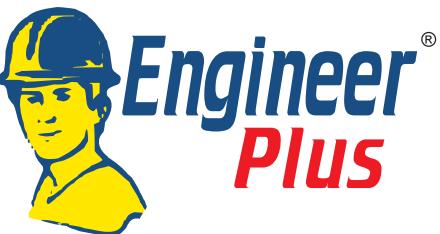
### More Figures about our company :-

- We supply domain specific chemicals in bulk to the wholesalers which in turn supply these to the end-customers and buyers
- We enter into project partnership wherein we get into strategic collaboration with organizations and assist them in their construction endeavour with our products and services
- We also venture into contracts where we take on the complete task: whether it is an altogether new construction project or refurbishment of an existing structure. We ensure that the quality and the timelines are affirmed right from the initiation to completion of the work



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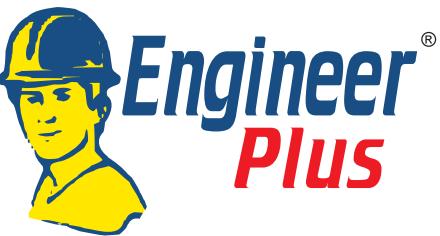
## OUR CREDENTIALS



#startupindia



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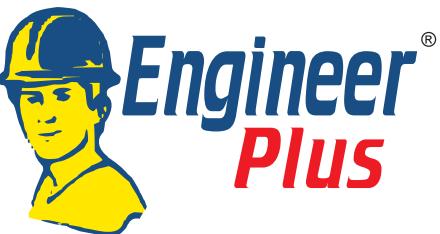
## OUR SOLUTIONS FOR PROFESSIONALS

- ◆ Waterproofing Compound
- ◆ Repair Mortar Additives
- ◆ Tile Fixing Additives
- ◆ Heatproofing Compound
- ◆ Putty & Primer
- ◆ Distemper & Varnishes
- ◆ Utensils Shiner
- ◆ Cleaning Solution & Grouts
- ◆ Silicon Water Repellent & Sealant
- ◆ Cement & Concrete Curing Compound
- ◆ Admixture for Ready Mix Concrete (RMC)
- ◆ Paints (Acrylic, Synthetic & Oil base)
- ◆ Adhesives & Sealants
- ◆ Cloth Kalaf (Starch)



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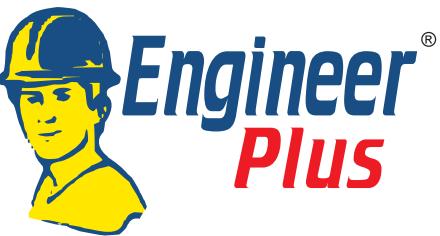
## OUR SOLUTIONS FOR CONSUMERS

- Terrace / Roof Waterproofing
- External Walls and Wall Joints
- Heat proofing (Bungalow & Buildings)
- Painting Solutions (Interior & Exterior)
- Industrial Flooring (Epoxy & PU)
- FMCG Segment : Cleaner & Detergent, Kalaf, Utensils Shiner
- Basement to top floor
- Bathroom & Sunken Portion
- Roof/Terrace Garden
- Industrial Coatings
- Tin & Asbestos Sheet



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# SOLUTION FOR CONSTRUCTION

## OUR GOALS

### Our Mission

- To be the preeminent provider of superior construction material by consistently improving the quality of our product; to add value for clients through innovation, foresight and integrity.

### Our Vision

- Guided by our core operational values we aim to become a leader in the world of construction chemicals.

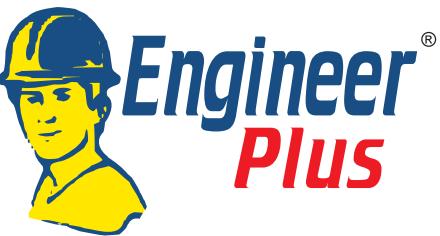
### Our Values

- **Continuous improvement/Kaizen:** Sadee World is committed to getting better every day in all it does, as individuals and as teams. By better understanding consumers' and customers' expectations and continuously working to innovate and improve products, services and processes.

- **Service & Stewardship:** Service before self signifies the proper ordering of priorities. The welfare of the customer comes before us. While the focus is on service to our customers, the idea also incorporates the concept of stewardship, of holding something of value for others.

- **Accountability:** We hold ourselves accountable for upholding the highest standard of work and for continuously improving our products and services. Our staff understands the importance of maintaining the highest of standards for all our clients.

- **Integrity:** Our success depends upon building relationships based on trust and respect. Sadee World insists that our actions, services and products reflect our highest values and principles setting an example of ethical conduct.



# SOLUTION FOR CONSTRUCTION

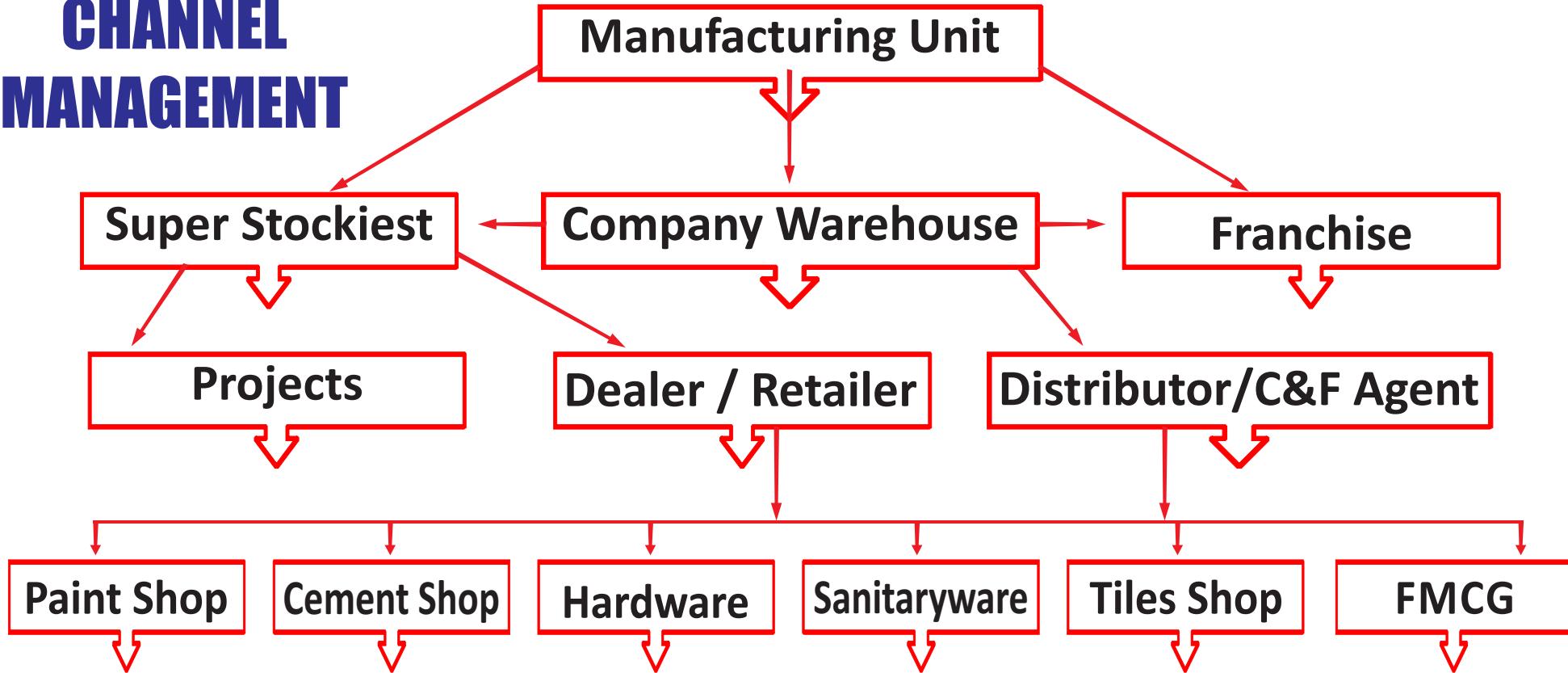
## OUR TECHNOLOGY AND R&D

- At Sadee World we believe in continuous improvement and our Research &Development plays a vital role in achieving it. Our company has continuously invested in R&D and we boast to have established a fully equipped, centrally air conditioned totally computerized laboratory in the heart of Indore city.
- Sadee World lab uses the best in class equipment and processes to develop reliable and economic products for you. Our Dedicated and highly qualified team is in continuous pursuit of excellence in updating knowledge, Skills and Technical Capabilities. The best practices followed at Sadee World lab have helped us over the years has helped us to set new milestones for ourselves.

**The main pillars of our performance at Sadee World lab are:**

- Customer Oriented Approach.
- Dedicated Technical Team.
- Accurate and Reliable Results.
- Timely Output Realised Over the years.
- Sadee World lab continues its venture to create and improve our products to help us serve our customers better.
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## CHANNEL MANAGEMENT

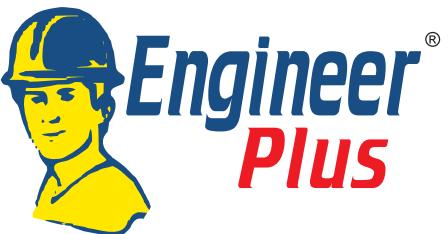


## TRANSPORTATION SYSTEM



Transportation system from the factory to the respective distribution stages are covered solely by road.

- From the factory, the goods are transferred to the Main go-downs in respective zones via trucks.
- Then trucks / tempos / Vans (3 wheelers) are used to transfer the goods at second channel partners or at respective projects.
- Then medium tempos / Vans (3 wheelers) are used to transfer the goods third channel partners or at respective projects.



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## ABOUT CHANNEL PARTNERS



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## Process to take franchise

- 1 **Deposition** of Token Amount for booking.
- 2 Visit of **R&D Team** for **location and shop finalization.**
- 3 After shop finalization, **Furniture and Interior** work to be done as per the **standards.**
- 4 Signing the **Franchise Agreement** in Indore Head Office.
- 5 **15-20 days** training of staff at company owned outlets.
- 6 After training, **Products Stock & Tools** will be provided by **Sadee World Pvt. Ltd.** and opening to be done as per the process.

### Important Note

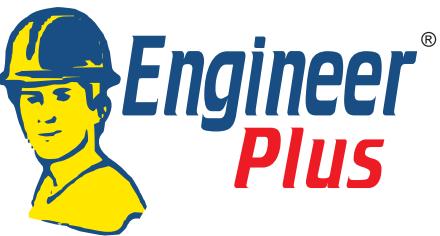
It takes around **45-60 days** from the booking date to launch the outlet.

## Costing Distribution

Essentials	Investment
Minimum Space Required	300 -500 Sq. Ft.
Machinery & Equipment	Rs. 3 Lacs
Interior & Furniture	Rs. 4-5 Lacs (Approx)
Initial Products Stock	Rs. 3 Lacs
Franchise Fee	Rs. 8 Lacs + GST
Opening Day Expenses	Rs. 50-60 Thousands
Total Investment	Rs. 22-23 Lacs
ROI	16-18 Months
Royalty	4% +GST

### Kindly Note

1. Costing of each outlet depends upon the location and size of outlet.
2. As per Government of India rule GST will be applicable on each payment
3. Cost of Interior will depend on the interior and area of the outlet.
4. A Token Money of approximately 1,18,000/- will be required to buy Engineer Plus Franchise which is non-refundable



# SOLUTION FOR CONSTRUCTION

## SELECTION OF CHANNEL PARTNERS

### ➤ Capital Investment required by Super Stockiest

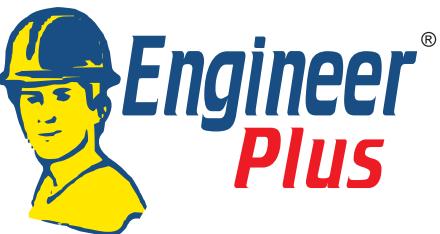
This depends on the following ....

- Future capital investments that will be required by the further channel partners in that respective zone.
- Size of the respective zone.
- Scope of business in the respective zone.

### ➤ Infrastructure required by Super Stockiest

The basic infrastructural requirements are :

- Minimum of 200 sqft warehouse space (owned / rented).
- Minimum of 200 sqft of Office / Live Demo Room.
- Location of the warehouse & the office shall be centrally located throughout the respective zone.
- Minimum of 2 Sales Representative on salary having minimum of 2 years experience in the similar profile / industry.



# SOLUTION FOR CONSTRUCTION

## SELECTION OF DISTRIBUTOR

### ➤ Capital Investment required by DISTRIBUTOR

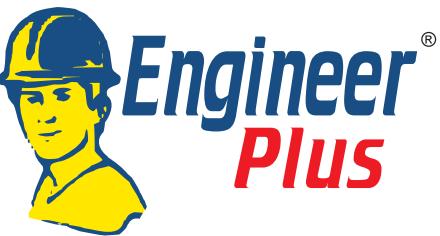
This depends on the following ....

- Future capital investments that will be required by the further channel partners in that respective zone.
- Size of the respective zone.
- Scope of business in the respective zone.

### ➤ Infrastructure and other requirement by DISTRIBUTOR

- Minimum of 200 sqft warehouse space (owned / rented).
- Location of the warehouse shall be centrally located throughout the respective zone.
- Minimum of 2 delivery vehicles (preferable 3 wheeler tempos.)
- Minimum of 2 years experience as Distributor for any building material product supply chain.

But shall not be dealing in any competitors products.



# SOLUTION FOR CONSTRUCTION

## PAYMENT POLICY

- Company sells the goods to Super Stockiest at a on adavanced payment basis.
- The Super Stockiest in turn sells the goods at credit to the Distributors for a 30 day period.
- The Distributors sells the goods to Dealers / Retailers at a credit of 20 days.
- Incase of non payments of any channel partner within the credit period allowed, the Channel partner one level above has the complete rights to take all the balance goods in his custody on immediate basis and follow the legal implications as mentioned by the company.

### STOCK POLICY:

- As per the company regulations the Super Stockiest is supposed to maintain a stock of 8-10 weeks .
- As per the company regulations the Distributor is supposed to maintain a stock of 3-4 weeks .
- As per the company regulations the Dealer / Retailer is supposed to maintain a stock of 1-2 weeks .

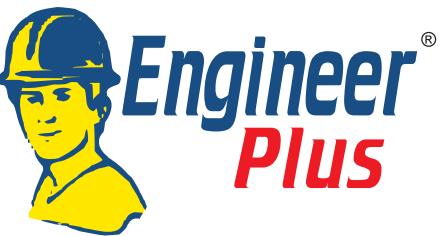
### RETURN POLICY :

- The company follows a policy of return when the product has not been sold for one months or is damaged or has defects which has to be informed by the channel partners to their respective above level on immediate basis.



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# SOLUTION FOR CONSTRUCTION

## ABOUT SUPER STOCKIEST

- SUPER Stockiest play a very important role as a first channel partner in the distribution process.
- The number of these stockiest is not fixed and varies according to following :
- The sales potential of the ZONE.
- The geographic size of the ZONE.
- Primary sale takes place at the SUPER stockiest.

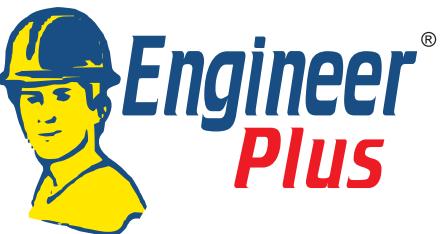
## ABOUT DISTRIBUTOR

- DISTRIBUTORS also play a very important role as a second channel partner in the distribution process.
- Distributors role is mainly defined as the “Vains” of distribution network. These distributors shall identify the dealers / retailers in their respective region and supply the goods to them as per their requirement managing the transportation system.
- The number of these distributors is not fixed and varies according to following :
- The geographic size of the ZONE. • Secondary sale takes place at the Distributor.



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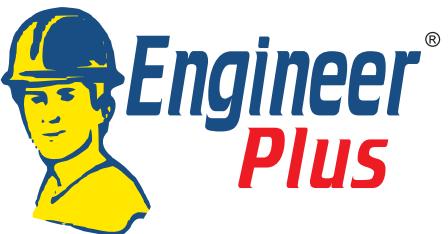
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## ABOUT DEALERS / RETAILERS

- Dealers / Retailers are defined as the Face of the Company, as they are the ones who sells the goods to the end user.
- These Dealers / Retailers are classified depending on their sales potential in the following manner.



- A** Greater than INR 500000 p.m.
- B** Between than INR 300000 - 200000p.m.
- C** Between than INR 200000 - 100000p.m.
- D** Between than INR 100000 - 50000p.m.
- E** Between than INR 50000 - 25000p.m.



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Also Find at :

# THANK YOU

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More than 1 Lakhs Satisfied Customers Across World



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