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District Partnership Investment Models Business Expansion Proposal

To expand operations across districts efficiently, our platform offers two structured partnership models designed for different investment capacities.

These models allow entrepreneurs and investors to participate in the growth of our regional e-commerce ecosystem.

Model 1: Minimum Viable District Partner

Investment: ₹70,000

This model is designed for low-investment entrepreneurs who want to enter the e-commerce distribution ecosystem without the burden of heavy infrastructure.

It focuses on vendor onboarding, order generation, and delivery coordination, while the product storage and dispatch are handled by the vendors themselves.

Key Advantages

- No warehouse required
- No stock investment needed
- Minimal operational risk
- Can operate from home or a small shared office
- Quick setup and faster market entry

This model is ideal for district-level coordinators who can build a local vendor network and generate orders through digital marketing and local promotion.

Initial Investment Breakdown

Expense Head	Approx Cost
Franchise Booking Amount	₹15,000
Initial Digital Marketing	₹20,000
Laptop + Basic System Setup	₹25,000
Reserve / Working Capital	₹10,000

Total Investment ₹70,000



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Operational Responsibilities

District partners will handle the following activities:

- Vendor onboarding within the district
- Local digital marketing and promotions
- Coordinating customer orders
- Managing delivery partners and logistics
- Supporting customer service locally

Since vendors handle product storage and dispatch, the partner does not require inventory investment.



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Model 2: District Franchise + Hub Stock Point

Investment: ₹3,00,000

This model is designed for larger district operations with a local stock hub.

The hub acts as a small warehouse to store fast-moving products, allowing quicker delivery and better supply management.

This model supports high-volume order processing and expansion to multiple pincodes within the district.

Investment Breakdown

Expense Head	Approx Cost
District Franchise Fee	₹20,000
Marketing & Launch Activities	₹20,000
Small Warehouse Advance	₹50,000
Initial Product Stock	₹100,000
Storage Rack Setup	₹25,000
System Setup & Printer	₹30,000
Staff Salary (2 employees)	₹25,000
Reserve / Working Capital	₹30,000

Total Investment ₹3,00,000



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Operational Structure

The district franchise hub will support:

- Faster delivery within the district
- Inventory management for popular products
- Vendor direct delivery + warehouse dispatch
- Coverage of multiple service pincodes (initially 2)

This hybrid system improves delivery speed, order fulfillment rate, and customer satisfaction.

District Partner Agreement Terms

All partners must follow the standard partnership agreement:

- Minimum 3-year partnership agreement
- Non-compete clause within the operating territory
- Minimum performance targets must be maintained
- Territory protection for each district partner
- Termination clause for prolonged inactivity or non-performance

Platform Control & Security System

To ensure transparency and prevent operational misuse, the platform follows a centralized control system.

- The mobile application remains under central company control
- All customer payments are received in the central company account
- District partners receive weekly settlements based on transactions
- Dashboard access is restricted based on role permissions
- Monthly stock audits and performance reviews are conducted

This system ensures financial security, transparency, and operational discipline.

Performance KPI (Standard Operating Targets)

District partners are expected to maintain the following operational targets:

KPI	Minimum Target
Orders Per Day	20
Vendor Onboarding	15 per month
Delivery Success Rate	95%
Complaint Resolution Time	Within 24 hours



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Scalability & Growth Potential

The district partner model enables rapid expansion across regions while maintaining centralized technology control.

Key benefits include:

- Scalable district-wise expansion
- Strong vendor network development
- Faster local deliveries
- Low operational risk with high growth potential

Our goal is to build a strong regional e-commerce network by partnering with motivated district entrepreneurs and investors.