

No.951/F/2013/KSCADC

11.06.2014

പത്രക്കുറിപ്പ്

ഫ്രാഞ്ചൈസികളെ ക്ഷണിക്കുന്നു

കേരള സംസ്ഥാന തീരദേശ വികസന കോർപ്പറേഷൻ വഴി മൂല്യവർദ്ധിത മത്സ്യ ഉൽപ്പന്നങ്ങളുടെ വിപണന ശൃംഖല സ്ഥാപിക്കുന്നതിന്റെ ഭാഗമായി കേരളത്തിലുടനീളം ഫിഷ് മെയ്ഡ് കിയോസ്കുകൾ/ഔട്ട്ലെറ്റുകൾ സ്ഥാപിക്കുന്നതിന് ഫ്രാഞ്ചൈസികളെ ക്ഷണിച്ചു കൊള്ളുന്നു. ജനബാഹുല്യമുള്ള പ്രദേശങ്ങളിൽ കുറഞ്ഞതു 150 ചതു. മീറ്റർ തുറന്ന സ്ഥലമോ/കടമുറിയോ സ്വന്തമായുള്ളവരോ, അഞ്ചു വർഷത്തേക്ക് ലീസിന് എടുക്കാൻ തയ്യാറുള്ളവരോ ആയ അപേക്ഷകർ കേരള സംസ്ഥാന തീരദേശ വികസന കോർപ്പറേഷന്റെ (KSCADC) പേരിൽ സ്റ്റേറ്റ് ബാങ്ക് ഓഫ് ട്രാവൻകൂർ, ജഗതി, തിരുവന്തപുരം ശാഖയിൽ മാറാവുന്ന 1000 രൂപയുടെ ഡിമാന്റ് ഡ്രാഫ്റ്റ് സഹിതം അപേക്ഷിക്കുക. അപേക്ഷഫോറത്തിനും മറ്റ് കൂടുതൽ വിവരങ്ങൾക്കും www.keralacoast.org എന്ന website സന്ദർശിക്കുക.

മാനേജിംഗ് ഡയറക്ടർ

Ready to own a
Business with just
150 Sq. Ft. Space?

Fish maid franchise invited

Kerala State Coastal Area Development Corporation and Central Institute of Fisheries Technology, Kochi have come together in creating innovative technologies and a highly profitable business model to manufacture and sell an array of high end fish snack products. The products will be manufactured in a state-of-the-art production facility and will be made available to consumers through exclusive branded outlets. Initially 100 exclusive outlets will be opened in Kerala.

Applications are invited from Interested parties enthusiastic enough to be part of the pioneer mega venture to reap profits. Those who can arrange space of 150 Sq,ft or more for an outlet in a potential area/ready to do business in places identified by KSCADC for marketing snacks and mobilise funds for sales operation are encouraged to apply. Previous experience in this line though preferred is not a must Continuous supply of products will be ensured by KSCADC.

KSCADC will do incessant brand building and advertising efforts to promote business.

Those who are interested may apply on the prescribed format with a non-refundable processing fee of Rs. 1000/- to KSCADC as DD in favour of KSCADC payable at SBT, Jagathy, Trivandrum.

After a preliminary screening by an expert committee potential entrepreneurs will be invited for a business meeting /interview from which final selection will be made.

Details are available at our website

FRANCHISING FISHMAID OUTLETS.

FISHMAID APPLICATION FORM FINAL.

Sd/-

Managing Director

KSCADC



FRANCHISEE APPLICATION FOR FISHMAID RETAIL OUTLETS

PERSONAL INFORMATION	
Name	
Age & Date of birth	
Sex	
Marital status	
Present Address	Tel: Mob: Fax: E-mail:
Permanent Address	Tel: Mob: Fax: E-mail:

EDUCATIONAL BACKGROUND			
Qualifications/Trainings	Subject(s)	University/College/ Institute/Agency	Year/Month & Duration

OCCUPATIONAL BACKGROUND				
(starting from present occupation, including details of self employment)				
Designation/Business	Nature of Job	Employer	Duration	Annual Income

OUTLET PREFERENCE (TICK PREFERENCE - one or more preference may be indicated)		
FISHMAID HUT	FISHMAID PREMIUM	FISHMAID LOUNGE

PREFERRED LOCATION DETAILS		
FISHMAID HUT (Detailed sketch of proposed outlet location shall be enclosed, photograph of proposed outlet also will be preferred)	Area status	CITY/TOWN/VILLAGE
	Location strength (specify area, proximity etc.)	PUBLIC PLACE : BUSINESS/SHOPPING AREA: RESIDENTIAL :
	Detailed Location address with District, taluk, town/village etc.	
	Details of accesses to the outlet (from a main place/thoroughfare/road etc.)	
	Details of nearest parking facility/possibility, if available	
	Approximate area of proposed outlet (sq.m/sq.ft)	
	Ownership mode (OWN/LEASE) Specify lease period, if applicable	
	Nature of proposed area (outlet to be erected/ ready-to-occupy/ required modification etc)	
	Present use of the proposed area, if any	
	Details of availability/access to electricity and water	
	Approximate volume of customers expected to be serviced by the outlet (day/week/month/year basis)	
	Any other details in support of the suitability of the proposed area for fish-snacks-outlet business	

PREFERRED LOCATION DETAILS		
FISHMAID PREMIUM (Detailed sketch of proposed outlet location shall be enclosed, photograph of proposed outlet also will be preferred)	Area status	CITY/TOWN/VILLAGE
	Location strength (specify area, proximity etc.)	PUBLIC PLACE : BUSINESS/SHOPPING AREA: RESIDENTIAL :
	Detailed Location address with District, taluk, town/village etc.	
	Details of accesses to the outlet (from a main place/thoroughfare/road etc.)	
	Details of nearest parking facility/possibility, if available	
	Approximate area of proposed outlet (sq.m/sq.ft)	
	Ownership mode (OWN/LEASE) Specify lease period, if applicable	
	Nature of proposed area (outlet to be erected/ ready-to-occupy/ required modification etc)	
	Present use of the proposed area, if any	
	Details of availability/access to electricity and water	
	Approximate volume of customers expected to be serviced by the outlet (day/week/month/year basis)	
	Any other details in support of the suitability of the proposed area for fish-snacks-outlet business	

PREFERRED LOCATION DETAILS		
FISHMAID LOUNGE (Detailed sketch of proposed outlet location shall be enclosed, photograph of proposed outlet also will be preferred)	Area status	CITY/TOWN/VILLAGE
	Location strength (specify area, proximity etc.)	PUBLIC PLACE : BUSINESS/SHOPPING AREA: RESIDENTIAL :
	Detailed Location address with District, taluk, town/village etc.	
	Details of accesses to the outlet (from a main place/thoroughfare/road etc.)	
	Details of nearest parking facility/possibility, if available	
	Approximate area of proposed outlet (sq.m/sq.ft)	
	Ownership mode (OWN/LEASE) Specify lease period, if applicable	
	Nature of proposed area (outlet to be erected/ ready-to-occupy/ required modification etc)	
	Present use of the proposed area, if any	
	Details of availability/access to electricity and water	
	Approximate volume of customers expected to be serviced by the outlet (day/week/month/year basis)	
	Any other details in support of the suitability of the proposed area for fish-snacks-outlet/ fish-food-restaurant business	

BUSINESS MANAGEMENT	
How do you propose to manage outlet? By self/Through employee(s)/other arrangement (specify)	
Would you like to focus on FISHMAID as the main occupation/business? If yes, comment on your future plan	
If you plan to work/do other businesses along with FISHMAID, give brief account of your plan	
What are your strengths/advantages for the proposed business?	
How do you propose to finance the business? (Own resources/loan/joint venture etc. specify)	
What is the maximum finance that you can mobilise?	
What is the yearly profit/income that you expect to make out of the business ?	
Have you involved in any franchisee business earlier? If so, give a brief account	

Undertaking:

I understand that by completing and submitting this application, KSCADC is under no obligation to grant me a franchise. I agree that the franchise selection process by KSCADC is acceptable to me. I guarantee that all the information given above by me is correct. I accept that KSCADC has the right to access my personal and financial information with regard to the franchise selection.

Signature of Applicant

Date:

Place: