



T-REX

The Toyland

HAPPENING TOY STORE RETAIL CHAIN OF INDIA



Playing Helps Children To Manage Emotions,
Develop Values, Rejuvenate Mood And Are
The Greatest Source Of Happiness
And Joyfulness In Them.



T-REX
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STORY BEHIND LOGO

Dinosaur was the oldest animal lived on earth. T-Rex is genus of the large theropod dinosaur and it is short name of Tyrannosaurus Rex. T Stand for Tyrannosaurus and Rex means king. T-Rex has dominated forested river valley. So we would be the Rex of Toys.

About Us

T-Rex The Toyland is a happening toy store retail chain of India having its corporate office and flagship store at diamond city of India , Surat (Gujarat).

We have already established a profitable business model that is tried, tested and proven to be successful is ready to be replicated so now we are open for franchise business for PAN INDIA.



Franchise Partner Program

Relationship between franchise and franchiser plays an important role for the growth of the franchise business. When a prospective franchisee contacts T-Rex the toyland, he or she has big expectation. Here relation commence when they enquire for the franchise business. The relationship is developed on proper communication, trust, cooperation and mutual respect and all of above professionalism. This partnership program grants the rights to use T-Rex the toyland brand, concept, trademark, trade dress, and operational system. The franchisee, in turn agrees that he or she agrees with using of these rights without getting any ownership. Mutual points of benefits, cooperation and interest form the essence of this franchise partner program.

Franchise Management

This is essential to have a mindset to identify such people who are right target audience to be an entrepreneur in franchise business. It is impeccable for franchise business that the qualification likes experience, education, financial background to be checked as per requirement of franchise business needs. T-Rex the toyland have its own 5 year experience in toy industry and having its strong management team of professionals. Team has a vision for going forward with innovative and out of the box ideas for the growth of the franchisee business.

The Franchisee shall operate under a common trade name through exclusive retailing space on minimum of 500 1000 SQFT in smaller towns, but bigger retailing space can be considered for cities and semi-urban locations. The retailing space should preferably be located on Ground floor

Benefits of Partnering with T-Rex The Toyland

The benefit of partnering with T-Rex the toyland is that an already established a profitable business model that is tried, tested and proven to be successful is ready to be replicated. The products sold are in demand and could be supplied and sold or provided in new areas, towns or even cities as their reputation and brand awareness increases.



JOIN HANDS!
TOGETHER WE GROW!

**BECOME
OUR FRANCHISE
PARTNER
NOW!**

We support franchisee on many fronts some of them are as below...

- Store location identification
- Interior Design and planning
- Right Product procurement
- Staff recruitment
- Display management of store
- Product and sales training
- Identify Inventory management system
- Pre launch POP and advertisement design
- Digital promotion
- Welcome kit





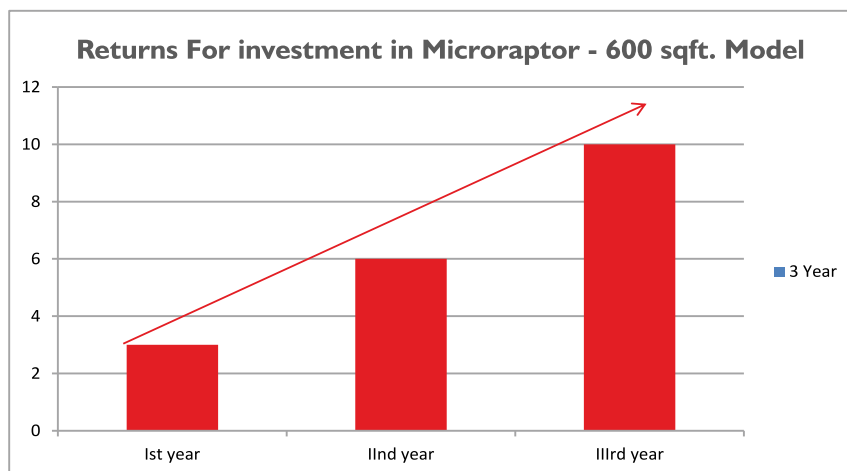
Understanding Investment Model

There are two formats offered for the Franchise, Investment Category **Microraptor (small size store) 600 SQFT, Stegosaurus (medium size store) 1000 SQFT**

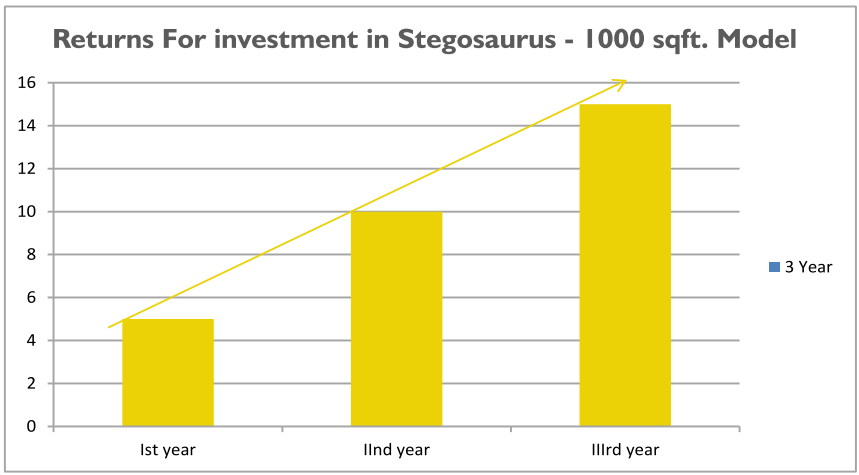
Total Area Requirement	Storage Space	Cost of Model	Cost of Stock
Microraptor - 600 Sqft.	70 Sqr feet	12 Lakh	7 Lakh
Stegosaurus - 1000 sqft.	100 Sqr feet	18 Lakh	10.80 Lakh

Cost Involved In	Microraptor	Stegosaurus
Franchise Fee	Rs. 1,75,000	Rs. 2,25,000
Inventory	Rs. 7,00,000	Rs. 10,80,000
Furniture	Rs. 2,50,000	Rs. 4,20,000
IT Infra	Rs. 50,000	Rs. 50,000
Signage And Branding	Rs. 25,000	Rs. 25,000
Total	Rs. 12,00,000	Rs. 18,00,000

Please Speak To Our Managers For A More Detailed Break Up.



Vertical Axis Data is in Lakhs and in Horizontal Data is in years
Return on Investments for Microraptor - 600 Sqft. Model Earning before Tax ROI



Vertical Axis Data is in Lakhs and in Horizontal Data is in years
Return on Investments for Stegosaurus - 1000 sqft. Model Earning before Tax ROI

Disclaimer: The financial model is intended to forecast the future financial performance of a T-Rex the toyland Retail outlet in the above formats. It is only for discussion purposes, and is of speculative nature. It is the best estimate of T-Rex the toyland based on the information available at the time of forecasting. The actual financial performance will depend on internal and external variables that may either change overtime or not been forecasted accurately. The franchisee will be solely responsible for making their own independent judgement on the validity of the model. T-Rex the toyland will in no manner be responsible in any way directly or indirectly of any consequences out of this financials.

Expenses and More

Microraptor 600 sqft	Ist Year	IIIndYear	IIIrd Year
Average Rentals For Microraptor	650000	682500	716625
Electricity Including A/c	60000	65000	70000
House Keeping And Admin Exp.	17000	20000	23000
Telephone & Broadband Internet	8000	8000	8000
Salary Of Staff For Store Sales	240000	264000	290400
Office And Customer Entertainment Exp.	25000	27000	29000
Total Exp In A Year	1000000	1066500	1137025



BECOME A HAPPY ENTREPRENEUR !!

We follow the BIS guidelines

Government has taken a series of steps to promote domestic manufacturing of toys to ensure that no sub-standard, unsafe cheap toys are imported into India. The government has taken significant steps for promoting domestic toy industry in the country, including mandatory sample testing of each imported consignment of toys, enhancement of Basic Customs Duty on Toys from 20% to 60%, implementation of Toys (Quality Control) Order with effect from 01.01.2021, etc.

The Toys (Quality Control) Order that made BIS certification mandatory for toys came into effect from January last year to prevent

sale of cheap quality goods in the market. Officials of the BIS said most toys, including electric and non-electric, such as dolls and slides, should carry ISI mark.



This Order also equally applies to all toys being imported into India, and that the Foreign Manufacturer must also obtain a valid certification from BIS, as is mandatory for all the manufacturers of toys in India. We understand the concern of parents about their kids related to plastic used in toy and safety majors about the uses of it so T-Rex The Toyland decided to follow the BIS guidelines. Only BIS certified products will be available at T-Rex stores.



T-Rex The Toyland have partnered with prominent toys manufacturers and suppliers in India and abroad, Some of them are Mattel, Simba, Wildcraft, Skoodles, Funskool, Hasbro, Mirada, Zephyr, Skillmatics, Toyzone, Itoys, Smartivity, Funoasis, Maskeen, Folkswork and many more

Believe in oneself is one of the most important tricks in building any successful venture.

T-Rex The Toyland believes in the same theory hence it's expending it's footprints to benefits it's customers to get connected with The happening toy store retail chain of India. Come be a part of multi billion dollar industry and get maximum perks while being associated with us.

The vision must be followed by the venture. It's not enough to stare-up the steps, we must step-up the stairs.

Available Brand

SEEDO
TOYS

MATTEL

Barbie

HotWheels

FUNSKOOL

CRY
Babies

Hasbro

NERF

Simba

fisher-price

ZEPHYR
More Than Just Play

skoodle

WinMagic
Toys

& Many More...



T-REX
The Toyland

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