



**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.**



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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 a 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 franchisor plays a important role for the growth of the franchise business. When a prospective franchise 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 partner program grants the rights to use T-Rex The Toyland brand, concept, trademark, trade dress, and operations 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 from 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





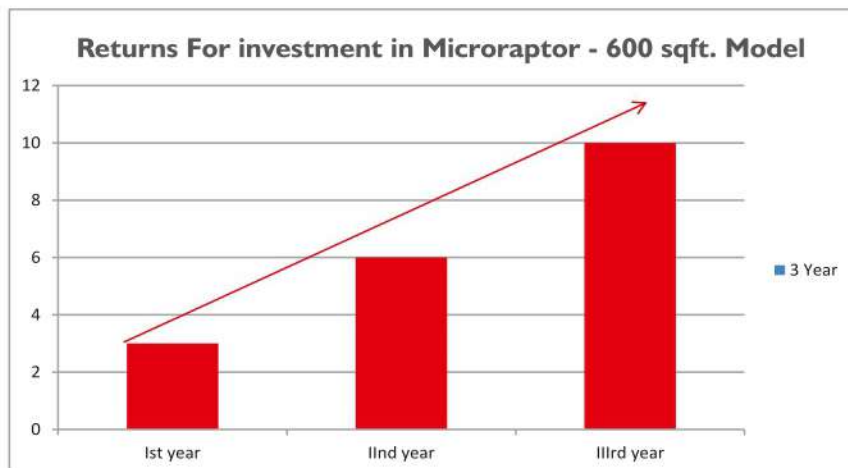
## Understanding Investment Model

There are three formats offered for the Franchise,  
**Investment Category Baby Dino (mini store) 300 SQFT,**  
**Microraptor (small store) 600 SQFT,**  
**Stegosaurus (medium store) 1000 SQFT**

Total Area Requirement	Storage Space	Cost of Model	Cost of Stock
Baby Dino (300 sqft)	30 Sqr feet	9.25 Lakh	6 Lakh
Microraptor (600 sqft)	70 Sqr feet	15.25 Lakh	9.50 Lakh
Stegosaurus (1000 sqft)	100 Sqr feet	22.50 Lakh	15 Lakh

Particulars	300 sqr ft. (Baby Dino)	600 sqr ft. (Microraptor)	1000 sqr ft. (Stegosaurus)
Inventory	600000	950000	1500000
Furniture	150000	285000	400000
Franchise Fee	75000	175000	225000
IT infra	50000	50000	50000
Branding	50000	65000	75000
<b>Total</b>	<b>925000</b>	<b>1525000</b>	<b>2250000</b>

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