



Franchise Information Kit

Club  aptop[®]
.com

the laptop specialist



India's Largest Multibrand Laptop Repair & Accessories Network



About Clublaptop

Clublaptop is India's largest Laptop repair, Spares & Accessories network spread over 100 locations across 85 cities and counting. Brand Clublaptop is initiative from the house Re-feel India's largest printer cartridge recycling chain with presence at over 120 locations across the country. Building on their experience and knowledge in the IT industry across over a decade, the idea of building a 'service club' of laptop users and prospective laptop buyers was formed. ClubLaptop is a one-stop solution for laptops, accessories & laptop care. Pioneering a unique & first of its kind business opportunity, ClubLaptop intends to open 300 ClubLaptop stores all over India by 2014.

Few more points you might to know about us :

- Refeel was started in 2007. It became India's largest printer cartridge network in 2010.
- Clublaptop was initiated in 2009 and in just 2 years of its operation it also became India's largest laptop service network.
- Got funded by BCCL – Times of India group in 2008
- Refeel Group got funded by London based private equity fund TLG Capital in 2010.





The Concept



Usage of laptops and notebooks is on the rise, whether it be an on the go business professional, a management student or even a housewife. A laptop user is generally overprotective as regards his laptop as it carries all his personal and professional information.

An addiction to log on to a networking site, exploring the net or having an access to any important data or file, laptop has become an integral part of life.

The probability of laptop failure is higher than a desktop due to it's mobility and coarse usage.

Here comes the need for a trusted specialist who can service the laptop in the least turnaround time and at an affordable price. Above all it is expected that while servicing the laptop the data will be kept completely safe and secure.



Industry Overview

Laptop aftermarket industry is a completely unorganized industry in India. There is a dearth of quality engineers with specialized skill set that is Required for repairing a laptop.

Unlike desktop, laptop is far more delicate & complex and requires a specialised training and a constant update on the changing laptop models and technology.





The Statistics



Over 50% of the out of warranty laptops require repair/ replacement in the 2nd year itself.

- ▶ Sales of laptop rose to 15,16,459 laptops in 2011-2012.
- ▶ CAGR for laptop is Over 50% whereas for desktop it has been around 10% in the last few years.
- ▶ Industry is estimated to grow at over 25% per annum.
- ▶ Market has seen high growth in house hold segment and statistics speaks growth in equal distribution amongst household and commercial.



Growth Riders



More and more people are switching from desktop to laptop.

Affordability

Laptop has become very affordable due to falling prices.

Mobility

Laptop facilitates mobility. You can carry your work anywhere.

Power & Backup

Laptop consumes less power resulting in lower electricity bills & the battery back up helps in staying connected for a longer period of time even without power.

Portability

Laptop is smaller in size and requires less work space in comparison to a desktop.



Why become a Laptop Service Specialist

Large Market

The laptop repair industry has been estimated at over Rs. 500 crore per annum and the year on year growth has been estimated over 25% in India.

Low Investment High Return

You can start a new Club Laptop store at very low investment but can expect very high returns out of it.

High Profit Margins

Repair industry offers higher profit margins in comparison to any other industry. The laptop users will save money by repairing and you will also have a decent profit margin by serving them. It is a perfect win-win situation for all.

Eco Friendly

Even if our main reason for the business is to make Money, we can do mother earth a favor by saving nature. Repairing laptops will help in saving nature by reducing e-waste & conserving natural resources .





Market Gap



Authorised Service Centres

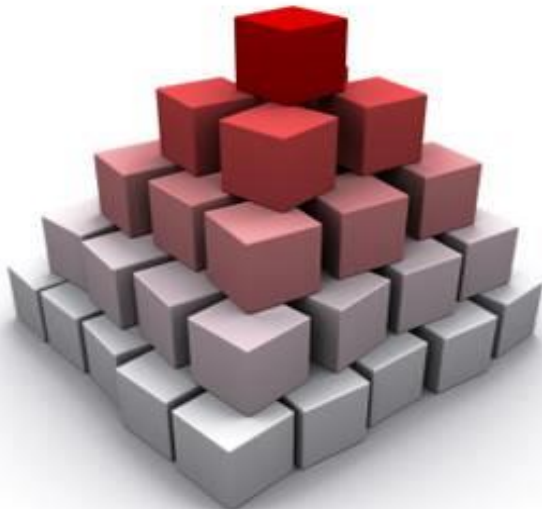
- ▶ Very high service charge
- ▶ Very high cost of components
- ▶ High turn around time

Local Vendors

- ▶ Desktop engineers do the laptop repairing
- ▶ Lack of required expertise
- ▶ Are unskilled and untrained for laptops
- ▶ Are not constantly updated with the changing models and technology
- ▶ Most of the time they cause irreparable damage to the laptop while repairing
- ▶ Usage of low quality raw materials and components



Advantage ClubLaptop



- ▶ High earning potential with low overhead costs
- ▶ World class training
- ▶ Multiple income streams
- ▶ Brand sharing and identification
- ▶ Usage of latest tools, equipments & machineries
- ▶ Proven marketing concepts
- ▶ Implementation of best trade practices
- ▶ Exceptional support with one to one coaching
- ▶ An ongoing support system
- ▶ Bulk buying advantage, with regards purchases of spares. .
- ▶ A unique custom built ERP, POS & CRM system
- ▶ Outstanding performance even in the times of recession



In Depth Business Training



Training is one of the most important aspect of the franchise business module and has been systematically designed by us to cover all aspects of running this business successfully. Our training modules includes:

- ▶ Technical training
- ▶ Marketing training
- ▶ Store management training
- ▶ Administration training
- ▶ Finance training.

All training modules are supported by comprehensive set of manuals.



Franchise Support

Clublaptop has a dedicated support team to assist you in developing and running your business. After signing up for a franchise, you will find the much needed assistance just a mere a call or mail away.



Pre-Operational

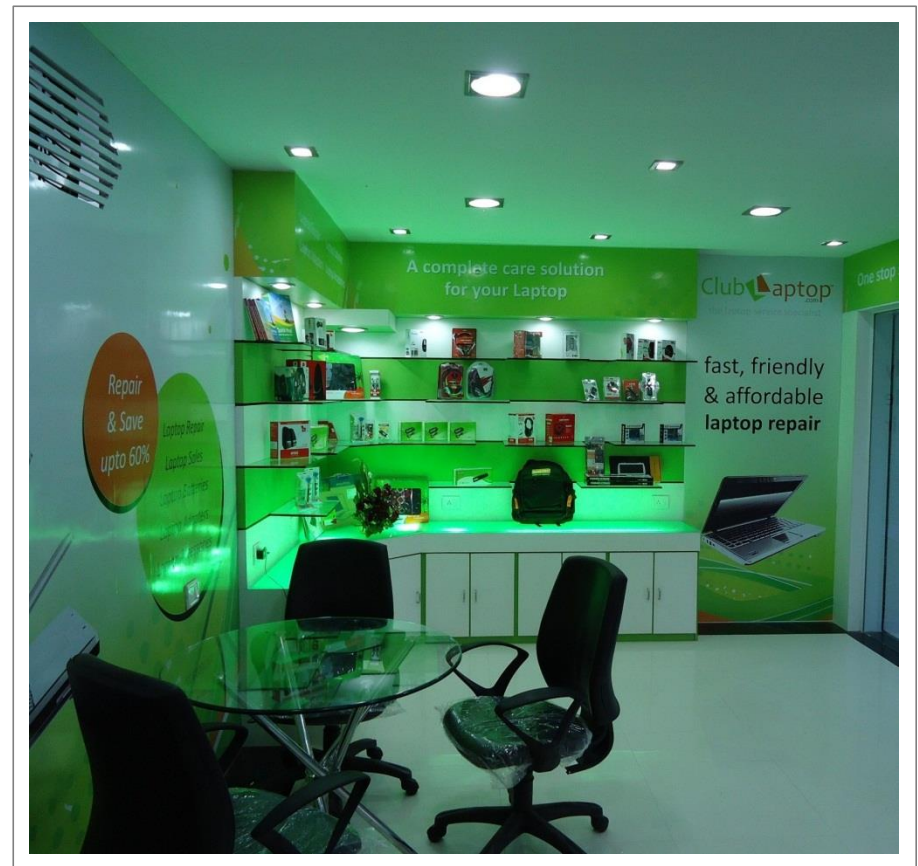
- ▶ Defining startup activities
- ▶ Setting up the timeline
- ▶ Store design assistance
- ▶ Comprehensive business model training
- ▶ Startup marketing and promotional material.
- ▶ Complete set of operations manual.

Post-Operational

- ▶ Ongoing technical support
- ▶ Regular technical updates
- ▶ Marketing assistance
- ▶ National branding support
- ▶ Unique custom built ERP solution
- ▶ Online custom built CRM to give 360 degree view of your marketing activities



Clublaptop Stores in Lens





Products at a glance



Products that empower, protect & makeover your laptop

Clublaptop product range comprises of top quality Laptop Spares and Accessories. The product range includes Laptop Batteries, Laptop Adapters, Laptop Skins, Laptop Safety products like Laptop Screen Guard, Keypad Guard, Safety Locks and more.

Each CL product is meant to enhance your laptop's life and performance.



Awards & Achievements



TOP 100 Biz Opportunities
2009, 2010 & 2011



TOP 30 Biz Opportunities
2009, 2010 & 2011



Featured on CNBC
Young Turks
November 2012



Emerging Company
of the Year, 2009



Franchisor of the
Year, 2010. Business
Services

Few Media Houses who covered us





Investors



TLG Capital,
private equity
investor from
London



London based private equity

investors, TLG Capital have made a

strategic investment and bought a stake in Re-feel Cartridge Engineering Private Ltd, India's largest and fastest growing printer cartridge refill and laptop repair services company.

The investment is worth around **\$5 million** and is aimed at helping the company and its franchise partners develop into a world class brand in India and beyond.



Above All, we feel good as we **Save Nature !**



Reduce E-waste

Laptop E-wastes is hazardous to the environment because of its tendency to release toxic materials, such as lead and mercury, into soil and water, which affects human, animal and vegetarian health.

Recycling laptops help in reduction of e-waste.

Conserve Natural Resources

- ▶ Reusing saves electricity
- ▶ Reusing saves petroleum
- ▶ Also saves other scarce natural resources



Franchise Package

ClubLaptop franchise package includes a complete business solution all under one roof. A very exciting low investment business opportunity with high returns.

For more details you can get in touch with our franchise development managers at franchise@clublaptop.com





a brand from

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