



# STORE PROPOSAL



PLANNING



GET STORE



STRATEGY



MARKETING



GET COMMISSION



# E-Commerce growth in India

- India has an internet users base of about 67.5 Crore.
- 14% are in tier 2 (town's). 70% are in tier 3 (villages).

**16%**

423 Cities

**14%**

4,728 Towns

**70%**

6,50,000 Towns



Amazon received **80%** order from cities

Amazon received **20%** order from town's and villages



# The problem to get digital

- India is a mobile first nation where 70% people access internet mostly through prepaid card.
- Hundreds of millions users face online transaction barriers due to following issue



Lack of  
Knowledge  
Awareness



Lack of Trust on  
Online Product



Language  
Barriers



Lack of  
Digital Payment  
(online banking, cards)



# The Solution

- Amazon's mission to enable everybody in India shop online via **Amazon Easy**.
- **Amazon Easy** creates a network of physical stores in tier 2 and tier 3 towns



1

Customers choose the right product & place orders online

2

Customers with returns and replacements if required

3

No need to maintain inventory by store.





# What is Amazon Easy ?

- **Amazon Easy** relies on a fully-assisted shopping model.
- **Amazon Easy** is a service that will place computer devices loaded with amazon easy app.



Customer walk to store

## Push Marketing

Store owner introduce amazon easy to customer.



## Associate Interaction

Shop owner will help customer to place orders.



## Last Mile Delivery

The packages are delivered to the store or customer.



## Payment

The customer come to store or make payment via cash .



## Earning

Store will get earning (commission)



# What are the benefits ?



- Get access to 16 Crore of products at great prices
- Get assistance for shopping on amazon at a known Location by trusted person
- Get information on great deals and upcoming sales



- Higher earnings
- Increased business transactions with existing clients
- Additional walk-ins due to the Amazon Easy service, thus benefitting
- Existing store business as well



# Business Model



**Total Earnings**

**Fixed Commission**

**Incentives**

**Commission**

**New Customer  
Bonus**

**Sale Time Incentive**

**Reg. Monthly  
Incentive**



# Store Dashboard



Apps Amazon.in Associat... Application Process... Easystore Insta Transfer Distributor Outlook Bulk SMS Provider i... Reading list

Welcome : SATHEESH R ( SRS AGENCIES ) | LogOut | Change Password

Agent Reports

### DashBoard

#### Counts

| Agent |
|-------|
| 1     |

#### Comission

| Agent      |            |
|------------|------------|
| Today      | 0.00 ₹     |
| This Month | 46.94 ₹    |
| This Year  | 45445.28 ₹ |

#### Collection Per Month

| Month          | Amount  |
|----------------|---------|
| 2021-June      | ~2,000  |
| 2021-July      | ~27,000 |
| 2021-August    | ~18,000 |
| 2021-September | ~10,000 |
| 2021-October   | ~1,000  |

#### Agent: 100.00%





# AMAZON Store Commission

|    |                                                                     |        |
|----|---------------------------------------------------------------------|--------|
| 1  | Apparel & Accessories   Shoes                                       | 10.80% |
| 2  | Jewelry                                                             | 9.00%  |
| 3  | Large Appliances   Movies & TV   Music   Software   Video Games     | 6.00%  |
| 4  | Grocery   Health & Beauty   Pantry                                  | 5.60%  |
| 5  | Computers   Electronics   Home Entertainment   Wireless Accessories | 4.80%  |
| 6  | Physical Gift Cards                                                 | 2.40%  |
| 7  | Cell Phones & Service                                               | 1.60%  |
| 8  | Gold & Silver Coins                                                 | 2.24%  |
| 9  | HFC ASINs – Recharge (Capped at INR 10) A2                          | 1.60%  |
| 10 | HFC ASINs – Google Pay Recharge A3                                  | 1.60%  |
| 11 | All Other Categories                                                | 8.00%  |



\*Note:- Commission structure keeps on updating all this with incisive of GST\*

# New Customer Registration Bonus

1<sup>st</sup> Order  
Above  
> 600

₹  
64/-

2<sup>nd</sup> Order  
Above  
> 600

₹  
80/-

3<sup>rd</sup> Order  
Above  
> 600

₹  
90/-



\*Note:- Commission structure keeps on updating all this with incisive of GST\*

# INSTA Services Commission Chart



| Product Name                      | Retailers Commission      | Distributor Commission | Master Distributor |
|-----------------------------------|---------------------------|------------------------|--------------------|
| Money Transfer                    | 0.49%                     | 0.15%                  | 0.05%              |
| AEPS (Aadhar ATM)                 | Upto 7 INR                | Upto 1 INR             | Upto 1 INR         |
| Micro ATM                         | Upto 6 INR                | Upto 1 INR             | Upto 1 INR         |
| Bharat Bill Payment system (BBPS) | 5 INR Service Charges     | 1 INR                  | 1 INR              |
| Flight Booking                    | As Per Airlines - Upto 5% | 0.75%                  | 0.25%              |
| Pan card service                  | 107 Per pan Card Charges  | 3 Rs                   | 1 Rs               |
| All Mobile Recharge & DTH         | Upto 3% Operator wise     | 0.40% Flat             | 0.10% Flat         |



\*Note:- Commission structure keeps on updating all this with incisive of GST\*

# Example - 1 :

If a store sold a Refrigerator,



Whirlpool 265 L 2 Star  
Frost-Free Double Door  
Refrigerator

(NEOFRESH 278H PRM  
2S, Sapphire Abyss)

Brand: Whirlpool

★★★★★ 14 ratings

| 8 answered questions

M.R.P.: ₹28,400.00

Price: ₹22,490.00

 Fulfilled **FREE**  
Scheduled Delivery

You Save: ₹5,910.00 (21%)

Inclusive of all taxes

Get it Sunday, Jan 24, 8AM-  
2PM. Pick a convenient slot at  
checkout

EMI starts at ₹1,059. No Cost  
EMI available [EMI options](#)

 Save Extra with 5 offers

Bank Offer: 10% instant

Refrigerator Comes Under  
Large Appliance Category.

Store Commission = 6.00%

Store Income :-

**22,490 – GST 18% X 6% = Rs. 1107/-**





# Example - 2 :

If a store sold a 3 Seater Sofa,



Home Centre Emily Fabric Sofa- 3  
Seater Brown  
Visit the Home Centre Store  
★★★★★ 83 ratings  
| 7 answered questions

M.R.P.: ₹46,200.00  
Deal of the Day: ₹ 20,789.00 **a** Fulfilled **FREE**  
Scheduled Delivery  
Ends in 04h 28m 32s  
You Save: ₹ 25,411.00 (55%)  
Inclusive of all taxes

**Coupon**  **Apply 10% coupon** Details

Get it Tuesday, Feb 9, 8AM-2PM. Pick a convenient slot at checkout  
EMI starts at ₹866. No Cost EMI available EMI options

Sofa-3 Seater Comes Under Furniture Appliance Category.  
Store Commission = 8%  
Store Income :-  
**20,789 – GST 18% X 8% = Rs. 1364/-**





# Payment Option

➤ Stores will have the following 4 options for payment (During Order Placement)

UPI

Pay-at-store / Card Payment  
(using Ezetap Device)

Pay-on-Delivery

Amazon Pay Balance

➤ Ezetap Device

- Every Store will be have to Buy an Ezetap Device for the use at store
- Monthly rental of s. 299 will be collected for the device
- The Device will be Wi-Fi Enabled
- All Credit and Debit Cards will be accepted



# Payment Credited on Bank

- **Commissions will be paid on a 45 to 60 days basis**
- **This is to Complete Return Cycle of Products**

## For Example

- Commission of **January 2021** will be credited to store owners' Insta Transfer wallet account on **4<sup>th</sup> week of February**.
- Commission of **February 2021** will be credited to store owners' Insta Transfer wallet account on **4<sup>th</sup> week of March**.



# What you need to open an Amazon Store?



PC / Laptop /  
Mobile



Shop



Internet / WiFi



# What Insta Transfer is Providing ?

1. Instatransfer.in dashboard.
2. Amazon easy commission earning opportunity to fulfil your dream.
3. Online training .
4. Amazon easy leaflet (200 Qty.) free.
5. Amazon easy A2 size poster for branding in store (2 Qty.) free.
6. Amazon easy dangler (5 Qty.) free.
7. Store broad with your company name.
8. Customer support .
9. Get early access to upcoming deal and offers.
10. Digital branding soft copy.


## Store Looks




# MILESTONES

A red location pin with a white circular center, positioned at the top of the road. A red line connects it to the text box.

Get Regular Support From Customer Care

A grey location pin with a white circular center, positioned on the right side of the road. A grey line connects it to the text box.

Get Training About Amazon Easy

A green location pin with a white circular center, positioned on the left side of the road. A green line connects it to the text box.

Fill up Franchise Form & Submit KYC Details.

A purple location pin with a white circular center, positioned on the right side of the road. A purple line connects it to the text box.

Get Information & Pay Franchise Fee





# About Insta Transfer Biz. Pvt. Ltd.

## Our Presence

**3000+**

Insta Transfer Stores

**1,600+**

Towns in 3 States

**1.3 CR**

Customers walk into all our stores daily

**5 CR**

Registered Customers

**100,000**

SKU'S Sold on our Platform

**40+**

Digital services offered

## Benefits of joining us as a retailer



Opportunity to partner with Amazon



Low One-time investment



Marketing Support from Amazon\*



Additional covered by R&R + Monthly Earning



Comprehensive Sales & Marketing Training



Up to 12% Commission on every sale



# You are invited for India's Biggest E-Commerce Franchise With Amazon Easy



!!! For More details visit on our Website or Office !!!



[www.instatransfer.in](http://www.instatransfer.in)

**Insta Transfer Biz Pvt. Ltd.**

Office No. 85 to 89 way from 3rd floor, Aditya Industrial Estate,  
Near Evershine Mall, Chincholi Bunder, Mumbai Malad – 400064

Website: [www.instatransfer.in](http://www.instatransfer.in)





## BECOME AN AUTHORISED AMAZON FRANCHISE WITH INSTA TRANSFER





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