

India's smart  
hardware stores

**AGE**  
**HARDWARE**

Pitch deck

# PROBLEM

List 3 problems age hardware observes and wants to solve.

## **Problem 1**

Hardware stores in India are mostly small businesses, and as such there is no major store chain that carries a large selection of products. In urban and rural India, shops do not have adequate floor space as compared to their western counterparts,

## **Problem 2**

Just like any other business, one of the major threats that we are likely going to face is economic downturn. Another threat that may likely confront us is the arrival of a new hardware store in same location where ours is located. So also, unfavorable government policies may also pose a threat to businesses such as ours.

## **Problem 3**

One of the major weaknesses that we may face is that we are a new hardware retail store outlet in India and we do not have the financial capability to compete with multi-million dollar hardware retail store outlets like Hippo Hardware, Doo . It is the best and true value company and when it comes to retailing at rock bottom price.

## **Solution 1**

The hardware store industry shows that the market has become much more competitive over the past decade. In fact, if is to survive in this industry then age hardware will be highly creative, customer centric and proactive.

## **Solution 2**

Apart from quality, pricing is one of the major factors that benefit hardware retail stores, it is common for consumers to visit places where they can get hardware and other related products at affordable prices.

Considering this, our prices will be in line with what we can get in the industry, but we will ensure that within the first 6 to 12 months, our products will be sold for a little less than the average price of various hardware stores in India. We have created business strategies that will help us run on low profits for a period of 6 months; It's a way to encourage p

## **Solution 3**

The store will design the store efficiently to increase sales and give customers the most attention. The estimated growth rate of age hardware is fairly stable. The store will reach profitability by six months.

# **THE UTOPIA**

List 3 ways age hardware proposes to solve them.

# AGE hardware introduction

Age Hardware Store is on a mission to change the way manufacturing is done in India. We are India's first omni-channel platform offering the largest and widest range of building products. Our vision is to be a part of every home build or renovation; Build lasting relationships with our customers by being a reliable, competitive and convenient source of all construction products and services. We are Digital First, a born in the cloud company, focusing on using technology to rapidly manufacture and optimize value across the entire building material value chain. We offer our customers over all brands, all product categories and all SKUs who can connect with us online, on mobile or visit our 20,000 sq ft megastore. Our in-store product consultants and 'feet on street' category experts are not only helping customers shop smarter but also helping them plan their construction projects better. Our focus will be on using state-of-the-art technology like Big Data, AI and Augmented Reality to provide faster and more efficient customer service at the least cost. The use of warehousing and transportation management techniques will reduce transaction hassles and improve operational efficiency, making Age Stores a more viable destination for our customers

# Product or Service

age is meant to serve a wide range of customers in the Hardware Stores industry and of course make a profit, which is why we will go all out to make available a wide range of Hardware and other related products. Top Manufacturing Brands in other cities of India.

Our product offerings are listed below;

retailing hardware

Retailing Equipment and Equipment

Retail sale of plumbing fixtures and fittings

retail power supply

retail paints and supplies

Retail sale of garden products and equipment

Free crib side pickup

Oder online and we'll bring it right your car

Free in-store your pick up

Buy online and pick up today

Free delivery on your home

Free delivery on qualifying orders 20000+INR

Dawnload the app

Manage your account and shop from your phone

We assemble

Let's use assemble for you available on qualifying product



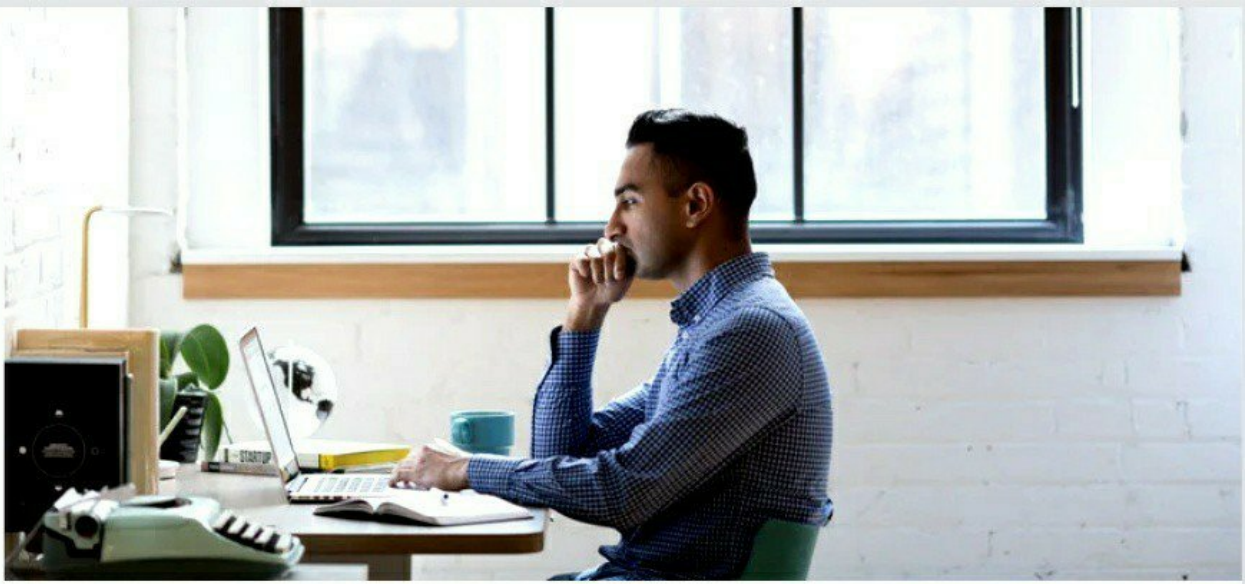
# TIMING

## Reason 1

The store will efficiently lay out the store to increase sales and give the customers the upmost in attention. The projected growth rate for age Hardware is quite steady. The store will reach profitability by month six.

## Reason 2

2021-22, the hardware stores industry is expected to profit from growing global economic conditions.



# TARGET MARKET

People who patronize hardware stores of all genders above the age of 18 with the financial means, and who own an apartment or office/business, so the target market for a hardware store business is all-encompassing. In short, the humara target market cannot be limited to just a group of people, but can be limited to all those who live in and around our store location.

With this in mind, we have positioned our hardware retail stores to serve residents of high street, big city district, and every other location where our hardware retail store co-outlets will be located.

We have done our market research and feasibility study and have an idea of what our target market will expect from us. We are in business to retail a wide range of Hardware and other related products for the following groups of people and corporate organizations;

construction and real estate companies

Banks, insurance companies and other related financial institutions

Real estate owners, developers and contractors

Government (Public Works Department)

Schools (High Schools, Colleges and Universities)

hotel

sport facilities

individual and family

# Size the Market

Revenue in the DIY & Hardware Store market amounts to ₹15.92tn in 2022. The market is expected to grow annually by 6.31% (CAGR 2022-2027).

In global comparison, most revenue is generated in China (₹56.02tn in 2022).

In relation to total population figures, per person revenues of ₹11,900.00 are generated in 2022.



# Competition



Over the past ten years, most local hardware stores have closed because large hardware mega-stores are attracting local customers. The allure of a large store has always been the price and a large inventory.

Customers would instead drive 20 minutes and make sure they get what they want instead of driving five minutes and hope it's at a lower price at a local store. Yet these same hardware mega-stores are sterile and not customer friendly. Customers can wander the aisles, aimlessly lost, in search of an item worth 5000 rupee. And when they find the right segment, they are likely to choose the most popular brand, no matter how large the selection. What these stores offer in price and selection they lose out on creating a confusing, frustrating maze for their customers.

Age Hardware believes that a local hardware store can provide a fair selection across the most important product segments, be competitive in pricing, and provide the customer with a shopping environment that will create repeatability. Business will be assured.

# petitive Advantages

## **ADVANTAGE 1**

Age hardware offers unlimited opportunities to sell your hardware and other related products at large scale.

## **ADVANTAGE 2**

Age hardware are able to conduct thorough feasibility studies and market surveys and we know what our potential customers will be looking for when they visit our hardware store outlet

## **ADVANTAGE 3**

Age hardware store, one of our major goals of starting is to create a business that will survive on its own cash flow without the need of applying finance from external sources once the business is officially run

## **ADVANTAGE 4**

Age Hardware Store, will ensure that the right foundations, structures and processes are put in place to ensure the well being of our employees. The corporate culture of our company is designed to take our village hardware to greater heights and the training and retraining of our workforce is at the top burner.

# Competitor Approach

## APPROACH 1

We are well aware that there are many hardware retail stores in India and even in the same place where we intend to locate us, that is why we follow the proper procedure of setting up a business. are.



## APPROACH 2

Ad denge on community based newspapers, radio and TV stations.  
Encourage the use of verbal promotions from our loyal customers.  
Take advantage of the Internet and social media platforms such as YouTube, Instagram, Facebook, Twitter, LinkedIn, Snapchat, Google+ and other platforms to promote our business.  
Make sure we place our banners and billboards strategically across Columbus - Big City.  
Deliver our fliers and handbills to targeted areas in and around our neighborhood.  
Advertise our Hardware Retail Store business on our official website and use strategies that help us drive traffic to the site.  
Brand all our official cars and trucks and ensure that all our staff members and management staff wear our branded shirts or hats at regular intervals.



# Business or Revenue Model

age hardware stores, inc. Before choosing a location for our company we conducted a thorough market survey and feasibility study to enter the available market. We have detailed information and data that we can use to structure our business to attract the number of customers we want to attract per time.

We have hired experts who have a sound understanding of the hardware retail industry to help us develop marketing strategies that will help us achieve our business goal of winning a large percentage of the available market in India. Will help

To stay in business and grow, we must continue to sell the hardware and other related products available in our stores, which is why we will go all out to empower or distribute sales and marketing team. In short, age hardware stores will adopt the following sales and marketing approach to win over customers;

Will open our store in grand style with a party for everyone.

India - Introducing our hardware store by sending an introductory letter along with our brochures to residents, businesses and other key stakeholders in the city.

Ensure that we have a wide range of hardware and other related products from different brands at all times.

Use attractive hand bills to create awareness and give direction to our store.

Place our signage/flexi banners at strategic locations around the big city

Place our greeters to welcome and direct potential customers.

Create a loyalty plan so that we can reward our regular customers.

Join the roadshow in our neighborhood to create awareness for age hardware retail stores.

Kareng our business and products listed on yellow pages ads (local directories).

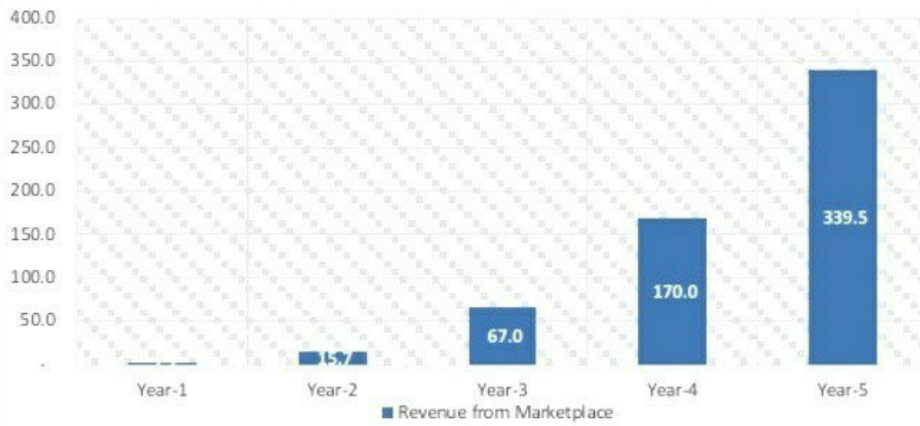
Leverage on the Internet to promote our business.

Engage in Direct Marketing and Sales

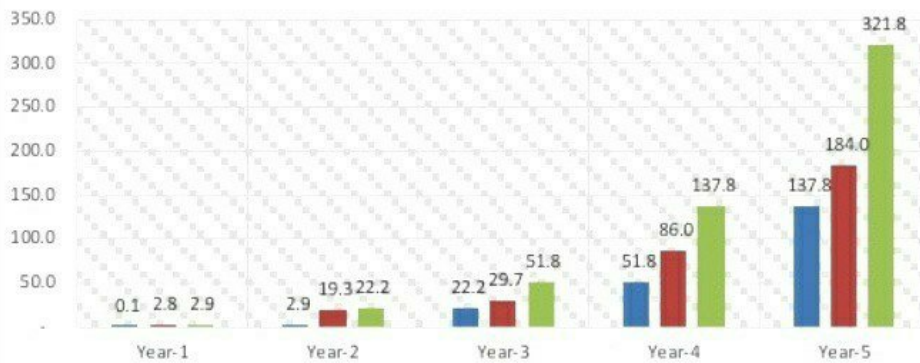
Kareng encouraging the use of word of mouth marketing (referrals).

Join local chambers of commerce and industries to network and market our products

### Revenue Breakdown (INR Crores)

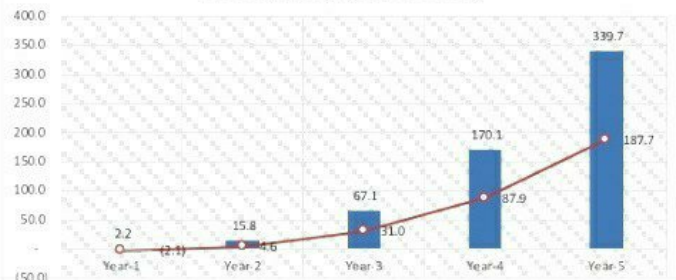


### Cash Flow (INR Crores)



Given below are sales estimates for age Hardware Store. This is based on our place of business and other factors as it pertains to hardware retail startups in the state of India

### Profitability (INR Crores)



**First fiscal year:**

18,750,000

**Second fiscal year:**

33,750,000

**Third fiscal year:**

56,250,000

#### Graph Data

##### Revenue Breakdown (INR Crores)

	Year-1	Year-2	Year-3	Year-4	Year-5
Revenue from Marketplace	2.2	15.7	67.0	170.0	339.5
Revenue from Advertisement	0.0	0.0	0.1	0.1	0.3
	0	-	-	-	-
	0	-	-	-	-

##### Profitability (INR Crores)

	Year-1	Year-2	Year-3	Year-4	Year-5
Revenue	2.2	15.8	67.1	170.1	339.7
Net Profit	(2.1)	4.6	31.0	87.9	187.7

##### Cash Flow (INR Crores)

	Year-1	Year-2	Year-3	Year-4	Year-5
Opening Balance	0.1	2.9	22.2	51.8	137.8
Net Cash Flow	2.8	19.3	29.7	86.0	184.0
Closing Balance	2.9	22.2	51.8	137.8	321.8

# Future Roadmap

One of our major goals of starting age hardware store is to create a business that will survive on its own cash flow without the need of applying finance from external sources once the business is officially run.

We know that one way to gain approval and win customers is our wide range of products such as hardware, tools, plumbing & power supplies, lawn, garden & agriculture supplies, paint & sundries and wood & other building materials etc. to retail. Slightly cheaper than what we get in the market from different manufacturers(brands) and we are ready to survive on low profit margin for a while.

Our Vision - To be one of the leading brands in the hardware store industry in other major cities of India.

Our mission is to establish a world class hardware store business that will provide a wide range of hardware and other related products from top manufacturing brands at affordable prices to the residents of other major cities of India. Canada where we intend to open a chain of hardware retail stores.

# USE OF FUNDS OUR STARTUP EXPENSES ARE:

From our market survey and feasibility study, we have been able to come up with a detailed budget to achieve our goal of setting up a hardware store and here are the key areas where we will be spending our startup capital;

Total fee for registering age hardware - 56,250

Legal expenses for accounting services (software, POS machines and other software) as well as obtaining licenses and permits - 2,47,500

Marketing Promotion Expenses for Grand Opening of age Hardware Stores, in the amount of 262500 as well as Flyer Printing for a total amount of 268500 (2,000 flyers at 30.rupay per copy).

Insurance (General Liability, Workers' Compensation and Property Casualty) Coverage on total premium - 1,80,000.

79,20,000 The cost of paying for the land build contraction.

Cost of shop remodeling (manufacture of racks and shelves) - 15,00,000.

Other start-up expenses including stationery (37500) and phone and utility deposits (187,500).

Operating cost (salary of employees, payment of bills etc.) for first 3 months - 1560,000

Cost of Start-up Inventory - 50060,000

Cost of Counter Area Equipment - 20,1500

Cost of store equipment (cash register, security, ventilation, signage) - 1031,750

Cost of purchase and installation of CCTV: 7,50,000

Cost of purchase of office furniture and gadgets (computer, printer, telephone, TV, sound system, tables and chairs etc.): 3,00,000.

Website launch cost: 45,000

Miscellaneous: 7,50,000

To successfully set up a hardware retail store we will need an estimate of 750,00000

# Management



**Bhupendra Singh  
nag**

Founder

Age Hardware provides parts, materials and advice for tackling any home repair as well as lawn care. The founder of the store bhupendra singh has worked in the hardware industry for more than ten years. Recently, JK Laxmi was the shift manager in cement. His area of expertise was home repair. She gave four presentations a week on all methods of home repair.





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