

## **Preface for Wholesale Market:**

About Amritsar, the city is not planned for wholesale market. The wholesale markets which are shifting from around Golden temple area to IDH market are also not segregated. The other wholesale market appeared in residential areas and later on the residential areas are converted in to commercial area. Many more wholesalers came into the area by following others. Now it has become inconvenient for the buyer to visit the wholesale market of one category. The retailer of village have normally different variety of purchases, he is to visit many markets which are away from one and another. In RUIP we have a common market place for 21 type of wholesale business. The list of markets is mentioned is under common list under serial no. 1. There are 74 blocks which are segregated for each category of goods.

### **The impact of scattered market.**

If we study deeply, the customer of surrounding village and cities near Amritsar always try to find out supplies from Delhi as they do not get many items which are having economical rate in Delhi. The cluster of market has many other advantages like visiting at one place. Economy of wholesalers will offer them better price than Delhi market and internet price. How the wholesalers will get the economical goods is discussed in progress guaranteed. Your all requirement to promote your business will be available at one place.

### **Progress guaranteed... Philosophy and process. There are various types of help.**

- 1. Economical procurement of quality product**
- 2. Exhibit of your product on social media**
- 3. Promotion of sale by advertising in villages, FM radio.**
- 4. Digital management**
- 5. Convenience of dispatch and business as transport and parcel service is available at location.**
- 6. The facilities list which is very extensive and the chapters in which service providers are invited are helping the management and sale.**

- 1.1 There is an arrangement for the exhibition of manufacturer on the third floor of each wholesale market. This exhibition is only for the items related to that block of market.
- 1.2 We will invite high end traders to put up an exhibition in RUIP. These traders are either importer or wholesaler of area like Sadar bazaar, Karol Bagh etc. We shall approach manufacturer of items of each category of wholesale goods and exhibit their products. We shall also approach importers of goods as per Chapter-5 for their Virtual office, exhibit office and facility of warehouse digitally manageable.

2.1 Since we are all together in a group the programmer can go to your each shop and prepare for your exhibit pages and gallery on face book, twitter, whatsapp business etc. We can also show the availability of your stock.

3.1 RUIP advertisement will be made on FM channel inviting the retailers to RUIP market. The road show will be also operated in the villages near by inviting retailers to RUIP market.

4.1 We will also manage your stock digitally by coding.

4.2 Each article will have a code number which will exhibited to all wholesalers of RUIP. This will avoid many times buying of same article by wholesalers. The article will be available in a joint website. The article will be also available along with stock with the wholesalers.

4.3 The coding procedure will be as under:-

4.3.1 First four digit will be selected by wholesalers as his own 4 number (as secret number) and then the another 4 digit will be group of category and another 5 digit will be category it is common as per RUIP catalogue.

4.3.2 The article number can be any number of digits. Its first digit can be branded company article number and another 4 or 5 digit will be his number which can be location in his shop or warehouse.

4.3.3. The shops are also numbered in 4 up to 7 digit. The first digit will be block number the next digits will be floor number and next is shop number.

5.1 The wholesale market is supported with warehouse, transport and courier services.

5.2 There is also arrangement of labour for packing your goods.

5.3 There is arrangement for invoicing your goods from software by using packing list.

5.4 The billing software is different from packing and inventory.

The park is established as per the guideline of the Invest Punjab and PUDA/RERA regulations in about 300 acres of land. The total 9472 wholesale shops are in 81 acres of land including 105 ft. front road of wholesale market, 50 acres of land for warehouse and transport including warehouse roads and 156 acres of land for industries including industry roads, 2 acres for community centre, 1 acres for STP, 2 acres for ETP and STP of industry, 4 acres for shopping mall and five star hotels, 2 acres for exhibition ground, 2 acres for Zoo, children park and club. The area dedicated for particular purpose will not be diverted and mixed and there is no

residential area in the park keeping in mind the conversion of wholesale area into residential area.

As a primary inquiry, we are collecting forms showing your interest in wholesale market. The form is very simple, asking for certain questions and personal contact numbers. The form also have indication of your interest for future communication. The scheme will be implemented as soon as 10% wholesaler of particular type shows interest. The form will be filled with fees of Rs. 1000. The concessional price of Rs. 1 lakh will be given to the first 50 registered persons who pays advance for shop. Please pay this amount in by UPI or by card. Direct or payment through RO can be initiated. All cash payment will be at your risk. The confirmation is automatic after successful payment.

The Shop area is 12 feet x 36 feet with 8 feet veranda ahead and parking area for each shop is 12 feet x 30 feet (15 feet of each side of the road). The road is 45 feet plus 7 feet plantation & generator area. The cost of shop is Rs. 35 lakh to be paid with schedule.

#### **Terms and Condition of wholesale shop:**

The pre-determinant site of particular wholesale market only that type of wholesaler can exist in that market with following exceptions.

1. In one block of 32 shops multiply in 4 levels equal to 128 shops can have one type. The number of one type of shop cannot be two.
  - 1.1 Stationary Shop.
  - 1.2 Mobile Shop.
  - 1.3 Web cafe.
  - 1.4 Coffee Shop.
  - 1.5 Community Office for complaint and services.