

The grand opening of Easy Mini-Mart venture of easy secure Pvt ltd In Indore.



Indore, Nov 11, 2020 (Issuewire.com) - Easy Secure Pvt.Ltd to launch a new super mall of FMCG products for its consumers.

Shree Bhagwan Vasant, MD & CEO of Easy Secure is all set for the grand opening of his new super mall "Easy mini-mart" this Diwali. Well-versed with the needs of customers, Mr. . Shree Bhagwan Vasant has designed this plan of a super mall for his customers where all the household items and FMCG products will be in easy reach to the customers.

Fast Moving Consumer Goods (FMCG), also called Consumer packaged Goods (CPG), are items that are sold rapidly and at a moderately ease. Models incorporate non-solid family unit merchandise, for example, bundled nourishments, drinks, toiletries, confections, beauty care products, over-the-counter medications, dry products, and other consumables.

FMCG is the most well-known abbreviation being used across the vast majority of Europe, Asia, and Oceania, while CPG is utilized all the more much of the time in the Americas.

In a conversation with Shree Bhagwan Vasant, he explains his vision of "SUPPORT INDIA – SECURE INDIA" by introducing "Easy Mini Mart" with an envisage of more than 10000 stores across India.

This Mini Mart is simply like a hub of all FMCG/household products where customers will be self-administrating themselves with a wide assortment of food, drinks, and family unit items, coordinated into areas. It is bigger and has a more extensive choice than prior supermarkets. Moreover, it is more modest and more scope of products than a simple general / off license store.

At the beginning of retailing, items were fetched and gotten by an employee from racks behind the trader's counter while customers held up before the counter and showed the things they needed. Most nourishments and product didn't come in independently wrapped customer-sized bundles, so an assistant needed to apportion and wrap the exact amount wanted by the customer. This offered open doors for social collaboration: many viewed this way of shopping as "a social event" and would regularly "stop for discussions with the staff or other customers. These practices were ordinarily moderate and had high work power and accordingly likewise very costly. the queue of the customers who could be attended at one time was limited by the number of employees employed at the store. Customers also had to make multiple trips to other specialty shops like a butcher, greengrocer, bakery, dry goods store, etc. Hence, keeping all this in mind, the easy mart has been introduced as the solution to these problems and make life easy and secure, says the CEO of the Easy Mini Mart, Mr. Bhagwan Vasant.

Easy Mini mart is working in limited item sections – fundamentally food and groceries. Unlikely, the different supermarket chains, Easy Mini Mart owns its private brand and offers a wide selection of products in each fragment. The strategy is simple - day by day utilization products + own brand + vast variety of products = satisfied customer. This will eventually lead to helping the customers save their money by getting the products at cheap rates.

During an interview with Mr. Vasant, he elucidated how his engineering background has helped him ameliorating his business venture. After years of hard work in the distribution sector of electronic products and gaining experience in IT segment, he aimed at taking up “Easy Secure” high over the sky. Mr. Vasant majorly focused on manufacturing and trading of products explicitly into 3 main segments. Automobiles, health & hygiene, FMCG segment. However, as this pandemic of COVID19 has ragged the whole world apart. Many companies are going exorbitant in the pricing of sanitization products, Mr. Vasant has launched a range of sanitization products at very affordable rates so that every human in the country can keep himself safe and sanitized and can stand against COVID19.

When asked about describing the business model to Mr. Vasant, he simply defines it as a joint venture model more than a franchise model. Adding on further, this will also help to bring down the percentage of unemployment and opens a gateway for the people of the Nation who are seeking to start their own business. As explained by the owner, it produces a lot of work openings with individuals who are willing to grab the opportunity of running independent companies with great net revenue. it additionally is a drawn-out relationship with our distributors which in the end ends up being an effective and significantly more manageable model for all.

For an instance, if an individual is looking at opening an establishment of food or a retail brand, everything relies upon the franchiser regarding how to work. Brands have their own SOP's and framework set up, wherein a franchisee has extremely restricted admittance to investigate their own thoughts or acquire their own inventiveness as they are significantly constrained by the brands. However, if working with us, we give a total opportunity to every one of our partners to rehearse and investigate their own specific manners of boosting deals.

“Our model is very simple. Anyone can start this business with a minimum of 2-3 lakhs and stock up our products. Once they enter this business, we expand their business by adding more products which lead to faster sales and better growth” says Mr. Bhagwan Vasant, the owner of the Easy Secure and Easy Mini Mart.

Talking about the varied range of the products and services, Mr. Vasant says “each of our items has a ton of rivals on the lookout and it's a vicious rivalry that we face. what separates us out from the rest is the steady quality that we keep up and we have novel features of each industry. In FMCG, we have

shading matte features. The shampoos that we have isn't just a cleanser which cleanses your hair, but on the off chance that you are in a frame of mind of adding some sort of shading to your hair, one wash with our cleanser will leave your hair with your preferred shade on your hair. what's more, these are 100% homegrown tones which don't hurt or pulverize your hair and it gets cleaned out within a day or two”.

To know more about the products and the company, you are cordially invited to the launch party of the “Easy Mini Mart” on the 12th of November 2020 at (Easy Secure,18/2, AB Rd, Dewas Naka, Lasudia Mori, Indore, Madhya Pradesh 452010). Also, you can reach us at (+91-8042781527) or visit www.easysecureindia.com and mail at ceo@easysecureindia.com for more information.



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