



EXPANDEDGE
EMPOWERING THE BUSINESS

Contents



Company Overview



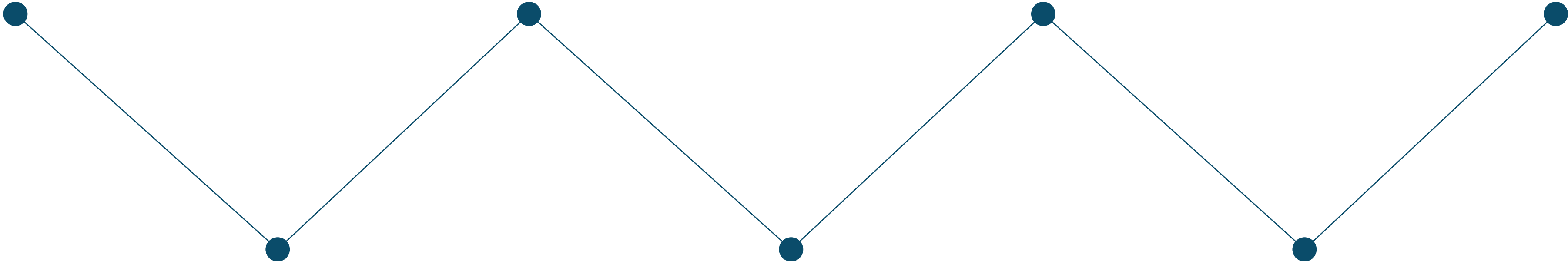
Services



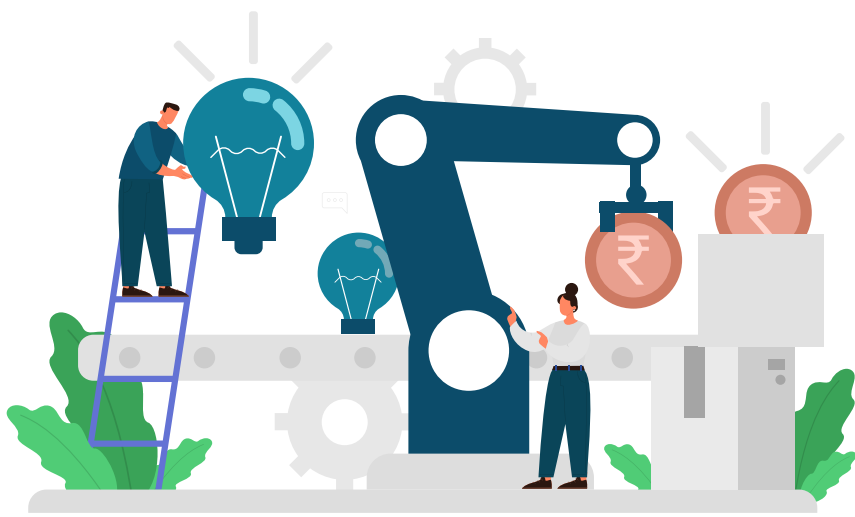
Functional Expertise



What makes us different?



Founders' Introduction



Industries we cater



Whom can we help?

Company Overview

Data-driven insights. Proven strategies. Measurable results

Expandedge offers a comprehensive suite of services, from franchise development & business model design to data-driven growth strategies. We partner with you to identify & overcome obstacles, building a roadmap to success.

• Our Mission

Our mission is to be a trusted growth partner for businesses, providing tailored services from market research to strategy execution. Using data and technology, we ensure measurable results, helping you track progress and celebrate success.

• Our Vision

At Expandedge, we envision a future where every business thrives. We empower companies with the right tools and strategies to achieve extraordinary results, driving growth through innovation, collaboration, and data-driven decisions.

• Our Core Values



Credibility



Proficiency



Novel Approach



Founders' Introduction



"Harsh brings a sharp problem-solving mindset and excels in making swift, impactful decisions that resonate across the organization. With strong negotiation skills, he navigates diverse industries, forging strategic partnerships that drive long-term success. His deep understanding of business and emerging trends ensures our strategies stay cutting-edge. Committed to cost optimization and revenue growth, Harsh consistently delivers innovative solutions that exceed expectations.

His openness to new ideas and tech-savvy approach positions him as a leader in embracing change and leveraging technology. Harsh's adaptability, eagerness to learn, and commitment to mentoring foster a growth-oriented, innovative, and empowering team culture."

CA Harsh Rajani

- Founder & Director



"Shreyanshi is a dynamic co-founder with a blend of strategic thinking and creative problem-solving. With expertise in financial analysis and pricing strategy, she excels in evaluating business performance and identifying growth opportunities, leading to enhanced revenue and market expansion. Her insightful decision-making, based on comprehensive data, navigates complex challenges with precision.

Known for her assertive communication, Shreyanshi fosters collaboration and alignment within teams. As a visionary, she brings creative ideas to the table and excels in project assessment, ensuring initiatives align with the company's long-term goals. Her strategic planning has been instrumental in shaping the company's future and securing its industry leadership."

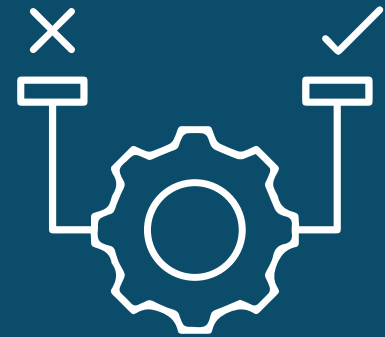
CA Shreyanshi Rakhashiya

- Co-Founder & Director



Franchise Development Service

Reach out to our Franchise Navigators at [FranchiseIQ](https://www.franchiseiq.com) for following Service portfolio



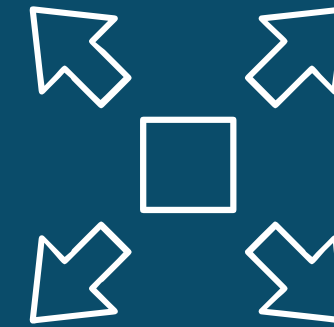
Franchise Feasibility Analysis

- Location Visit
- Business Model Analysis & Strategic Improvement
- Financial Review & Franchise Fee Recommendation
- Market Opportunity Review & Franchise Model Proposal



Franchise Prime Requirements

- Franchise Feasibility Analysis
- ROI Projection & Financial Modelling
- Professional Franchise Brochure
- Agreements & SOPs



Franchise Rapid Expansion

- Franchise Prime Requirements
- Franchise Marketing Strategy
- Lead Generation & Filtration
- Lead Conversion



Franchise Performance Evaluation

- Franchise Financial Health Report
- Franchise KPI Scorecard
- Franchisor Revenue Report
- Operational Audits



Business Model Designing & Implementation



Partner with Expandedge for development of Innovative Business Models and Seamless Implementation.



Business Model Creation

- Idea exploration
- Value Proposition Development
- Financial Modeling
- Go-to-market Strategy



Business Model Optimization

- Assessment of Current Business Model
- Identify Opportunities for Improvement
- Develop Optimization Strategies
- Go-to-market Strategy

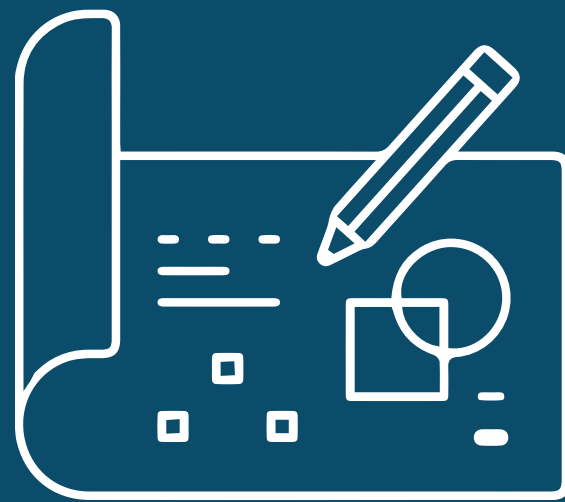


Business Model Performance Analysis

- Profitability Review Report
- Cost Efficiency Report
- Operational Effectiveness Report
- Impact Analysis of Non-Financial Aspects

Strategy Development & Execution

Unlock Growth : Customized strategies to Break Through Business Bottlenecks



Strategy Blueprint

- Define Objectives
- Identify Strategic Options
- Evaluate and Select the Best Strategy
- Develop an Action Plan



Strategy Deployment

- Optimized allocation of resources
- Strategy Sharing & Feedback Integration
- Strategic Execution
- Track and Measure Performance

Industries we cater



Product Verticals

- FMCG
- Beauty & Personal Care
- Clothing & Apparels
- Jewellery
- Luxury Goods
- Electronics & Home Appliances
- Furniture & Furnishings
- Stationery
- Pet Products
- Automobile
- Dealers & Distributors Industry
- Pharmacy
- Industrial Equipment & Machinery



Service Verticals

- Restaurant & Café
- Travel & Hospitality
- Salon & Spa
- Gym & Fitness Club
- Films & Entertainment
- Marketing & Media
- Education & Coaching
- Healthcare
- Banking & Insurance
- Financial Services
- Event Management
- IT & Tech support
- Interior & Architect



E-commerce Verticals

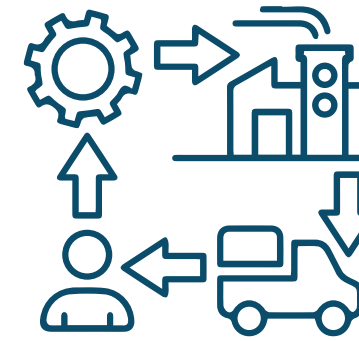
- Fashion & Apparel E-commerce
- Beauty & Personal Care E-commerce
- Travel E-commerce
- Logistics E-commerce
- Cloud Kitchen
- Dark Store
- B2B E-commerce
- On-demand Delivery Platforms
- Marketplace
- DIY & Homecrafts
- Fintech
- Digital Publishing & Subscription Services
- Content Streaming

Functional Expertise



Strategy & Innovation

Corporate Strategy
Business Model Innovation
Market Entry Strategy
Growth Strategy



Operations & Supply Chain

Process Optimization
Supply Chain Management
Operational Excellence
Manufacturing Optimization



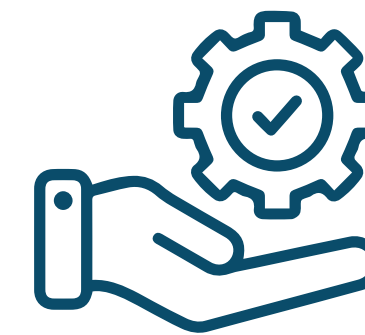
Marketing & Sales

Digital Marketing & Brand Strategy
Customer Experience
Sales Force Effectiveness
Market Research & Analytics



E-commerce Functions

Sales Operations
Order Management
Inventory Management
Last Mile Delivery
Customer Care



Support Functions

Admin
Accounts & Compliances
Human Resource
Information Technology
Legal

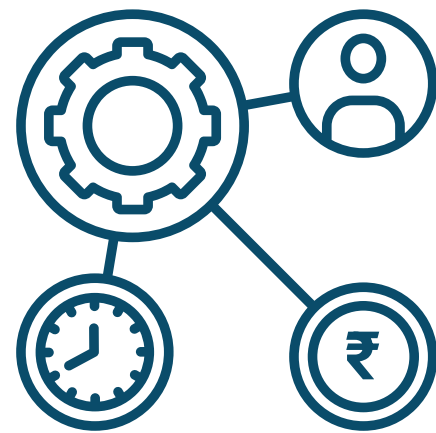
Whom can we help?

At what stage are you today?	Startup and Development	Growth & Expansion	Maturity
Consulting Services	• Franchise Feasibility Analysis • Franchise Prime Requirements • Business Model Creation • Strategy Blueprint	• Franchise Rapid Expansion • Business Model Optimization • Strategy Blueprint	• Franchise Performance Evaluation • Business Model Performance Analysis • Strategy Blueprint
Support Services	• SOP Training • Strategy Deployment	• SOP Training • Process Audit • Operational Audit • Strategy Deployment	• SOP Training • Process Audit • Operational Audit • Strategy Deployment

WHAT MAKES US DIFFERENT?

Expandedge, Standing out from the Crowd

At Expandedge, we stand out from the crowd with our unique approach, setting the exceptional standards in Industry.



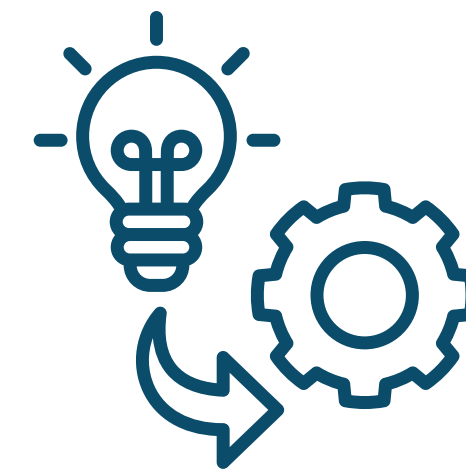
Optimization

Maximizing efficiency through strategic resource optimization for sustainable business growth.



Ideation

Championing creative ideation to fuel business transformation and sustainable growth.



Actualization

Executing business strategies and innovative ideas for profound transformation.

TESTIMONIALS

Client Satisfaction on Their Growth Journey with Us



“Expandedge helped us turn Thepla Junction into a household name. Their franchise development expertise was invaluable in finding the right partners and ensuring our brand’s success.”



Mr. Saurabh Shah
CEO-Thepla Junction



“Expandedge’s strategic guidance was invaluable in charting Sahaj’s growth trajectory. Their expertise in developing a clear roadmap and actionable plan has propelled our business forward.”



Mr. Malhar Patel
CEO-Sahaj



“Expandedge’s collaborative approach and deep understanding of our industry helped us create a business model that is both innovative and sustainable.”



Mr. Mahek Tanna
CEO-Bizhealth



“Their strategic guidance was instrumental in transforming Digieagle Inc. into a market leader. Their expertise in developing a clear roadmap has propelled our growth for long-term success.”



Mr. Devang Trivedi
CEO-Digieagle INC



“Expandedge’s franchise development expertise enabled us to scale rapidly and attract top-tier franchisees. We’re grateful for their guidance and support”



Ms. Rennie Cecil
CEO-MYOS



Working with Expandedge has been a game-changer for our business. Their results-oriented approach helped us streamline operations and achieve a significant increase in revenue within just one year



Mrs. Shivanki Rajput
CEO-FranHorizon



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