

## **How to become official agent of Crown Iran International Group**

### A- Prerequisites:

For membership qualifications, Crown Iran considers two important points on evaluation of new membership status. These two points are:

#### 1- The functionality

**Have Prior experiences:** Prior experience as agent in related field for at least 5 years.

**Background:** Have great reputation in market with excellent credit history, worked in credit unions or financial institutes, have excellent human relation and communication skills, previously joined public and social programs.

**Finance Management:** Being financially responsible, Cash turnover, have strong purchasing power, on time payment of deposit and all other assets are in good faith.

**Technical Information:** Having enough technical knowledge and information in order to identify and solve errors and defects.

**Orderly purchasing:** Ability to gather and provide enough information for selected marketing territories, able to forecast and ability to buy from Crown Iran in accordance to the plan.

#### 2- General terms of the Corporation, Exhibitions, Department stores, Warehouse and ...

**Franchisee Rules and Conditions:** Full ownership, convenience access, viewable, presence in main distributing markets within your territory, have stores in main streets or squares.

**Commercial Installations and advertisement:** Stores must be clean and organized at all time with adequate interior installations, having proper sign at front of each store, wear clean and suitable uniforms and clothing all the time.

**Warehouse:** Must have safe and secure storage with top roof and lack of corrosive substances or occupiers, equipped with fire extinguishing system, fire extinguishers, appropriate and organized merchandizing in order to prevent accidents and damages, having inventory control software and hardware, invoicing and issuing batches for removed merchandise.

**Customer Service Management:** Must be well spoken and ethical, friendly, get regular feedback, be a good listener identify and anticipate needs, make customers feel important and appreciated, have adequate customer relations management system "CRM" and have access to Internet and fax all the time.

### **B- Operations Steps:**

- 1- Franchisee request, work history, copies of your first and last professional licenses, Titles along with any modifications, if any, provide us with 5 different samples of exterior and interior designs of your favorite store, photos of storages along with applicants photo and copies of his- birth certificate and personal Identification card, previous dealership permits or related brands. Send copies of all required documents by mail to:
-

Tel: (+98) 21 22200781      (+98) 21 22688039

Fax: (+98) 21 22688040

**info@crowniran.com      www.crowniran.com**

---

Tehran, Shariati Avenue after Sadr Bridge, Mirzapoor Avenue, Fatemieh Street, across street from 22 Bahman Technical High School, # 19, unit 10, Zip Code 1933673134. You may also contact us by email: [info@crowniran.com](mailto:info@crowniran.com).

2-Documents review: Upon receipt of the documents, they will be examined by our sales and marketing department specialists and after preliminary approval, for further investigation and to complete the application and licensing process will be forwarded to top management team for evaluation and final decision making.

3-Sales department evaluation: After complete review and Executive's approval, your franchisee has been approved and you will be issued a company identification number.

4-Contacting new dealers: In this step, we will contact you to provide you with more details about sales department's policies.

Important hints:

- 1- Crown Iran International trading & Investment group cannot offer new franchisee or dealership permits in previously occupied territories by prior clients, even if the new representative has better business plans.
- 2- Crown Iran International trading & Investment group will issue permits to clients who are interested only on selling a selected number of supplies and equipment.
- 3- Crown Iran International trading & Investment group will examine and evaluate the performance of all members by the end of each year and will provide them a completed list of annual performance report. In a case of growth we will encourage business owners for better performance and in case of low performance or fraud, such as violating company's policies and price strategy or placing new orders from Crown Iran within 3 months will result in dropping points and reconciling our business Cooperation.
- 4- Customer service: Constantly and routinely coaching and training consumers on how to operate or use their equipment, as well as effective advertisement process and gathering surveys and feedback from customers, Crown Iran will grant you with better deal options.

Best wishes,

Department of Sales & Marketing  
Crown Iran International Trading & Investment Group

---