

# GROWING FRANCHISE INDUSTRY IN INDIA

“Franchising in India is growing at the rate of 38% per annum with a market size of US\$7.2 billion and is expected to reach US\$20 billion by 2013”

“While 2009 saw other industries constrained to lay-off, franchisers in India were having a busy time, hiring more people for recruiting & servicing new and existing franchisees”

Food Franchising Repot: FICCI – CIFT & FIHL, 2009



A road  
to success

## GROWING FRANCHISE INDUSTRY IN INDIA

India's 200m strong middle class is the most economically dynamic group on the planet. Growing Consumerism is what sharply distinguishes the present Indian middle class from the middling groups of the past. In wake, the economic opportunities abound in retail and consumer services and its faster penetration across depth and breadth of India is the key. Globally franchising is the most preferred marketing and business development format. In India, considering restrictions on FDI and the sheer diversity of the country, franchising remains the only solution; it offers a unique opportunity for global & domestic companies to penetrate and grow fast in the local market.

The franchise sector in India is expected to grow at an annual rate of 38 percent, and to drive the country's current US\$ 330 retail sector. In 2009, more than 1000 national and international franchisors operated in India, employing millions of people.

Many of the world's largest and well known franchise companies, such as UPS India, McDonald's, Tommy Hilfiger, Baskin Robbins and Subway, already have a visible presence in India. More and More US and European companies are further eyeing the opportunity to gain a strong foothold in the Indian market. Today, the power of franchising is being applied in more than 85 different industries and leading the league are food & beverages, education, apparel, entertainment, courier services, stationery & gift shops, health & beauty and fitness & nutrition.

# ARE YOU THE ONE?

You can benefit, if you are:

- Management student
- Executive in Business growth, operations, relationship management profile
- Entrepreneur wanting to expand the brand
- Aspiring entrepreneur
- Existing franchisor or franchisee

It is expected that in the next two years the sector would be requiring more than two million skilled franchise professionals and executives to fulfill the human resource requirements of franchise companies across various industries. Franchising is a business unto itself. Today franchise companies are looking for professionals beyond their Business development capacities, who are well learned in franchising discipline.

Franchising not only offers a promising opportunity to kick start your career, but also expands specialized Business skills, facilitates opportunities with chain stores not just in India but across the globe and also motivates to launch one's own business endeavor.

The trend of franchising is pacing in a big way generating a huge demand for expert advice, skilled professionals, meticulous understanding of franchise procedures, to capitalize on this upcoming mega opportunity.

## Finding the missing link



Training at



Quality training & execution is the key to ultimate growth and success in what may begin as an entrepreneurial endeavor. Proficiency in inter & intra personal management is the key to put together divergent personalities and varying interests into one common system.

Presently, while most Business schools offer management courses, there is no school that offers a degree course on franchise management. The Learning Centre (TLC) is conceptualized with a mission to impart the highest standards of quality franchise training and education for the management students, professionals and entrepreneurs. The program will bring tomorrow's franchise leaders together in an environment that stimulates the mind and creates a dialogue, not just discussing what franchising is today, but what it will have to become in the future. Experts at TLC believe that through the application of better practices, resources and methods, franchise talent can ensure consistent results and can better compete and excel in the Franchise sector.



## Gearing up for Success

### A. IFA Certified Franchise Executive Program

The Learning Center presents a series of certification programs accredited by the Indian Franchise Association, ranging from 50 hours capsule courses to a 6 month diploma in Franchising. All our programs are certificate courses and would be graded as per the course duration:

*A five days program offering exhaustive workshop to create awareness on franchising, as a form of entrepreneurship*

Leveraging on the practical examples, students learn essentials of franchising and run through multiple case studies based on companies operating through exclusive or master franchise models. They would also gain an insight of the basic legal concepts involved in running a franchise.

Be Work Ready! Upon successful completion of this program, aspirants would understand the difference between an independent entrepreneurship and an entrepreneurship within the franchising chain. They would be able to issue a business plan for a franchise receiving or creating company. They would be equipped to comprehend the legal aspects of a franchise based entrepreneurship and would be able to make an informed decision on investments.

#### Who should attend this workshop?

This workshop is tailored and designed exclusively for:

- Students pursuing their PGDBM/MBA with any specialization
- Working executives
- Owners of franchise systems
- Entrepreneur looking to invest in franchise system

#### Workshop Methodology

An intensive 5-day workshop supplemented by course modules and enriched by discussion of emerging best practices and case studies co-delivered by a team of leading instructors and practitioners with an in-depth, extremely informative and highly interactive enjoyable practical workshop approach. At the end of the workshop, the participants will be required to undergo an objective or subjective type written examination and certificates will be awarded to the successful candidates. The course would cover the following content:

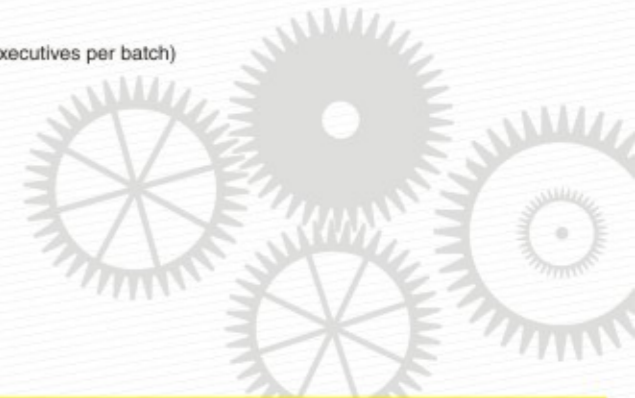
- Franchising: History & Background
- Important Definitions & Attributes
- Major Players Worldwide: Case Studies on the Best Practices
- Prevailing Franchise Concepts
- Developing a Franchise Program
- Legal Frameworks & Case Studies
- Marketing Communication & Media Planning
- Real Estate Planning & Selection
- Raising Capital for Franchise
- Interactive Franchising Case Studies
- Business Planning Exercise
- Strategy Formulation Exercise

#### Post- Workshop Support:

Indian Franchise Association, in coordination with Franchise India, will organize career summits or expos in the middle of the every year, wherein certified students would be counseled and supported for their summer trainings and placement.

#### Investment for the Program:

<b>Per Student</b>	INR 15000/- + applicable taxes
<b>Per Institute</b>	INR 1, 00,000/- + applicable taxes
<b>Working Executive</b>	INR 10,000/- + applicable taxes
<b>Sponsored Group From Organizations</b>	INR 75,000/- + applicable taxes (Maximum 10 executives per batch)



# Business Centric Learning



## B. Advanced Certificate in Franchising Program

One month course offers 10 days classroom interaction and extensive 20 days of on-the-job training.

The program prepares the aspirants for practical usage of franchising as a form of entrepreneurship. The students get enlightened on the functions of a franchise manager and can espouse an excellent career in any franchise operation. This program proffers 20 days of on-the-job exposure in one the leading franchise establishments and would add to the work experience of aspirant to reflect on his/her resume.

Be a Refined Professional! On completion of this program, the aspirants would be able to assemble and merge multidisciplinary business skills into a concerted ability to identify, analyze, and execute practical managerial solutions to the problems or opportunities of a franchise business. They would be able to recognize the importance of quality and quality controls in franchises and would also gain an overview of intellectual property and its importance in business.

### Who should attend this workshop?

This unique course is tailored specially for:

- Students perusing their PGDBM/MBA with any specialization
- Working executives
- Owners of franchise systems
- Entrepreneur looking to invest in franchise system

### Program Methodology

This is an advanced course on franchising that comprises of one month classroom teaching supplemented by the course modules. Classroom teaching would be enriched by discussion of emerging best practices and case studies, co-delivered by a team of instructors and leading international consultants. The students would be required to work for 20 days at franchise outlets and prepare a report on the learning based on the work experience in a prescribed format. At the end of the course, participants will be required to undergo an objective or subjective type written examination. Advanced Certificate in Franchising along with the Experience Certificate would be awarded to the successful candidates.

The course would cover the following content:

- Franchise Overview
- Franchise sector overview
- Franchise vis-à-vis Modern retail sector
- Case studies of key successful franchises
- Feasibility and strategic planning
- Financial Business planning
- Operating Manuals
- Marketing communication
- Intellectual property aspects in Franchise

### Feasibility Project Report:

At the end of the course, every aspirant will prepare a detailed feasibility study report on a franchise of his/her choice. It should be the primary report for investment proposal and investment decisions will be based on the details incorporated in the study. Thus, feasibility report will be prepared for the formulation and investment decision-making. The first step in feasibility study would be need analysis. The purpose will be to define overall objectives of the proposed franchise. After completion of the feasibility report, it should be submitted to the experts at TLC for further evaluation. In case of any differences, the feasibility study report will be discussed with the experts, consultants and modified accordingly.

- Legal Aspects of franchising
- Franchise Sales
- Recruiting franchise
- Project planning
- Levering franchise expos, events and other resources
- Managing and motivating franchise
- Raising capital for franchise
- Monitoring franchise performances
- Monitoring financial performance

### Investment for the Program:

<b>Per Student</b>	INR 30000/- + applicable taxes
<b>Per Institute</b>	INR 200000/- + applicable taxes
<b>Working Executive</b>	INR 20,000/- + applicable taxes
<b>Sponsored Group From Organizations</b>	INR 75,000/- + applicable taxes (Maximum 10 executives per batch)





We will  
**SUCCEED**

### UNIQUE ADVANTAGES AT THE LEARNING CENTER

- India's only course module giving you expertise and knowledge necessary for a career in Franchising in any industry sector
- India's only franchise course offering 'on the job training' with leading franchisors in the country\*
- Campus placements shall be organized for the certified students\*
- India's only franchise course for working executives to enhance their skills and move ahead in their career ladder
- India's only franchise course assisting placement of every student
- Only 20 candidates shall be accepted in one training session for personalized interaction and learning
- TLC's certification course is offered in association with Franchise India, Asia's largest franchise and retail solutions company
- Work experience and program certificate at the completion of the course\*

\* Only in one month course

### Placement and Assistance cell at TLC

Well supported by Indian Franchise Association and Franchise India, TLC ensures an unmatched industry connect in franchise fraternity in the country and globally.

Headed by sector experts, this well equipped Placement Cell provides a wide range of assistance and support to successful candidates like getting summer placements, getting absorbed in the franchise sector or getting on-the-job training to help in building their own franchise ventures. To get support from the placement cell, students should at least possess one certification from TLC.

### Eligibility criterion for IFA certification programs

- a. Candidate must be an MBA/ PGDBM student with any specialization from a college affiliated to a statutory University with a minimum of 50% aggregate marks, as indicated in the mark-sheet provided by the University  
Or
- b. Candidates pursuing MBA/ PGDBM in any specialization from a college affiliated to a statutory University  
Or
- c. Candidate must be a working executive in any sector/ industry with a minimum work experience of 2 years  
Or
- d. Candidate must be an entrepreneur in the field of franchising or aspiring entrepreneur and planning investment in franchise sector

Only 20 aspirants will be accepted for one session and the preference in the selection will be given on good academic background and higher work experience.

### Documents Required for the Program

- Resume** Submit an updated résumé highlighting education, work experiences, skills and recognitions
- Mark sheets** Photocopy of senior secondary mark-sheet and certificate, graduation mark-sheet and degree certificate, PGDBM/MBA mark-sheet (if already passed)
- Employer's Certificate** Employer's Certificate: In case of working executive, you should submit a certificate of your employment from the HR division

# Learn from the Leaders



## Our Faculty

### Sachin Marya, CEO, Franchise India

Sachin Marya is an architect by qualification and CEO & Publisher, Franchise India Holdings Limited. An entrepreneur and a media person, Sachin has assisted numerous franchising and retail companies to achieve spectacular success. Sachin has been personally credited for organising franchising in India through his role in franchise and retail media. He has also represented India at numerous international forums including prestigious World Franchise Forum in Thailand in 2005, apart from presenting numerous knowledge seminars in India.

### Ritu Marya, Director, Franchise India

Ritu Marya is the Executive Editor for Franchise India Holdings Limited. After completing her masters in Business economics from Punjab University, She started her career as Faculty for Post –Graduation Economics under the same university. In 2003 she moved to Delhi and started working with Franchise India Holdings Limited where she has successfully handled multiple profiles. She now spearheads the publications Business of Franchise India as the Executive Editor. While she leads all International Franchise Workshops and Retailer Conferences at Franchise India so far in its 35 editions in various metros, tier1 and tier 2 cities at Franchise India Events, she has also spoken at several other external summits like E-360 organized by NEN, India Beauty Expo etc, World's largest Franchise Expo in Paris. She also addressed academic sessions on Franchising at the TERI University for IAS officers, ISB Hyderabad, Wellingkar Institute-Bangalore, IIPM-New-Delhi amongst others.

### Venus Barak, Vice President, Francorp

Venus has worked and travelled in over 30 countries across the world in the span of her career over past 10 years, she has worked in the areas of Project Management, Fund Raising, Operations, Relationship Management with corporate and government bodies , Training, administration, managing communication in a multi-cultural team environment, strategy, business development, Marketing and Sales. Venus has spent past 3 years exclusively to franchising in India, in her current capacity as vice-president Francorp India, Venus interacts and work with start-up as well as established franchisors for various franchise development services. Her favorite part of the job is interacting on daily basis with budding entrepreneurs and organizations and being able to provide them support to achieve their business goals. Franchising is her passion and she is a firm believer that India is going to be one of the biggest markets in franchising. She regularly write articles in leading franchise publication and speaks at franchise forums in India and internationally.

### Arvind Singhatiya, Head – Training & Content, Indian Franchise Association

Arvind is heading training, content development and international initiatives at Indian Franchise Association. His responsibilities at IFA include conceptualizing and creating training modules for franchise entrepreneurs and management students. He is instrumental in garnering delegations to various international expos and creating strategic tie-ups with global players in franchising and industry associations.

Previous to IFA he was Assistant Director with FICCI's retail vertical. At FICCI his assignment include planning & managing policy level issues for the Indian retail sector, conceptualizing knowledge reports, papers & organizing international conclaves. He is a trainer of quality and innovation in QCI supported workshops conducted across the country. Masters in Corporate Laws & Business Administration from National Law University.

### Nikita Sara, General Manager, Indian Franchise Association

Nikita Sara's career as a General Manager, Life skills trainer, Business Development Manager has spanned multiple high-growth business areas including education, media, client management, branding optimization, vendor management and strategy planning. Holding a degree in commerce, education and mass communication she possesses creativity, energy and passion to build the business and the drive and self motivation required to compete in a highly competitive and fast paced industry.

In her role as a General Manager at Indian Franchise Association she is responsible for conceptualizing, customizing & designing Franchise Management Programmes for B-Schools and building the brand 'The Learning Centre' of Indian Franchise Association and ensuring successful execution of these programmes across India. She is also responsible for strategizing the activities of IFA, creating events, building and maintaining grassroots programs for the association and its members.

## Patron/ Honorary Member

### Honorary Member

**Rod Young**  
DC Strategy & Visiting Professor, Beijing Normal University

### Patron Member

**Ross Bridgman**  
International Business opportunities Pvt Ltd

### Honorary Member

**Comodore Rajan Seth**  
Consultant-The Institute of Chartered Accountants of India

### Honorary Member

**Mr. Siddharth Kohli**  
MD & CEO, India Development & Environment Agency

### Honorary Member

**Dr. Anirban Sengupta**  
Director, Centre for Health Care Management & Administrative staff college of Organisation

### Consultant Member

**Mr. Shankar Damodran**  
President, TFD Consultants

### Honorary Member

**Mr. Rajiv B Sharma**  
Country Head, Unicon Investments

### Honorary Member

**Mr. Ratan Jalan**  
Founder & Principal Consultant, Medium Healthcare Consulting



# Indian Franchise Association



## About Us

Indian Franchise Association (IFA) is India's premier, non-political, not-for-profit body representing the Franchise Sector in India. Our endeavor is to promote, promulgate and popularize the concept of franchising as mode of doing business across the industry verticals to implant entrepreneurship philosophy in every Indian.

We have been actively engaged with Franchise India (Asia's largest franchise and retail solution company) in its various projects throughout the globe to sensitize masses and giving the much needed fillip to entrepreneurial spirit.

Our programs are designed to help students build the business of their dreams, as we believe that franchising is a viable and profitable career option. We are geared to foster them with advanced business skills and equip them to outshine in the dynamic & competitive world.

## Our Member Companies

A to Z Barter (P) Ltd.

Thai India Condotel Co. Ltd.

Simar's Nail Bar

Body and Soul

N.B Financial Service (P) Ltd.

Franchise India Holdings Ltd.

IBO Global, Australia

Franchise Management Company Pvt. Ltd.

RHW Hotel Management Service Ltd.

Brainworks Learning Systems Pvt. Ltd.

Chhabra Triple Five Fashion Pvt. Ltd.

Administrative College of India (ASCI)

Brainwave Academy Pvt. Ltd.

India Development & Environment Agency

Century 21 (DGS Realtors Pvt. Ltd.)

Evolve (Foothills Wellness Systems Pvt. Ltd.)

Crestcom

Paramount Instruments Pvt. Ltd.

DC Strategy, Australia

Innovative Solutions

Lalit Bhasin, Partner, Bhasin & Co Advocates

REBI

Tanclean Pvt. Ltd.

Dharam Chand Jain & Sons

Network Homes

Influx Mart Ltd.

The Cartridge World

Sify Technologies Ltd.

TFD Consultants

FBO (Friday Box Office)

Commodore Ranjan Seth, VSM (Retd.)

MS Kuppanda Muthanna Associates

M/S Sakshi Network

Ferns N Petals

Helen O' Grady, Mumbai (Govind Knowledge Ventures. Pvt Ltd.)

Gitanjali Gems and Lifestyle Ltd.

Solar Creations Pvt. Ltd.

Presto Stamps (Mohan Impressions Pvt. Ltd.)

Smart Kidz

Janak Snack Corner

EDWPL

Global Classroom Pvt. Ltd.

“They always say time changes things, but you actually have to change them yourself,”

- Andy Warhol

To enroll or to know more,  
call us :

**Arvind Singhatiya**

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Knowledge Partners:



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