

Services to Indian Franchise Association members

Policy support

IFA provides a wide range of inputs to policy-makers at both the national and regional government levels on matters of interest to Indian industry. Although as a policy, IFA does not intervene on behalf of individual members, if a sufficient group of members face similar problems or have certain views on policies, IFA will take up the matter with the concerned government department. IFA also works closely with different ministries of the Government of India and state governments, highlighting the policies that will unleash entrepreneurship, liberalize the business environment and make it easier to do business.

Enhancing Competitiveness through Conferences, Seminars and Trade Fairs

IFA members have access to a constant stream of national and regional level conferences and seminars. Franchising conferences, seminars and Expos provide useful information on current trends, emerging issues, and solutions. They are high-profile networking events and help businesses to forge connections.

Trade Fairs

IFA organizes & support franchising opportunity fairs both in India and overseas, where franchisors, franchisees and entrepreneurs can come together and develop business relationships. The FRO, BOAG and Franchise India Show are there to showcase the best that Indian franchise sector has to offer. IFA also support some of the India's biggest shows like Annapoorna World of Foods organized by FICCI and Koelnmesse GmbH, Germany.

International Linkages

IFA has been one of the enthusiastic campaigners of the globalization of Indian franchisors. In recent years, this has been a most successful aspect of IFA's activities. In order to enable the connectivity of Indian franchisors with overseas business, IFA organizes visits of foreign business missions to India, visits of Indian business delegations overseas, meetings between high-level dignitaries, trade and exhibition missions, and participation at overseas trade shows. These are done in a coordinated and targeted manner in order to synchronize the business part

of India.

IFA also organizes groups of business persons to attend specific overseas events and conferences.

Business Growth

Since its inception, IFA has been committed to the growth and promotion of Indian franchise sector. It has been helping businesses build competency, by providing an array of specialized services. IFA Business growth Services (BGS) is the latest such initiative.

BGS is the central point for information needed for business development i.e. capturing and increasing market shares, enhancing competitiveness, accessing new markets and increasing profitability. The IFA BGS also connects people with ideas and companies of all sizes, to uncover and unleash opportunities for business growth. It creates and fosters a unique framework for collaboration that leverages the strength of its wide network of national and international offices,

Consultancy services

IFA provides an startling range of consultancy services to its members. IFA in association with FRANCOPIA (world's largest franchise consultancy service) provides Franchise consultancy. The aim of these services is to enhance competitiveness of member companies, expand their productivity, facilitate upscaling, and enable them to deal with the emerging issues in management.

Training

IFA experts from different areas in franchising & counselors provide training and information on the latest in franchise techniques. Training is also provided at the level of workers to enable them to manage challenges in franchising. Specialized training courses are conducted by "The Learning Center" for management students and working executives to match their skills against counterparts in different organizations.

Information services

IFA provides its members with a range of informational material through a wide array of media. The publications section brings out the monthly magazine of IFA activities which disseminates the ideas expressed at the many events hosted each month in each region. Regular reports are also brought out on a range of topics. These provide the latest in policy and opportunities across franchise sectors.

IFA maintains a helpline call center to assist members with any queries they may have.

The IFA website is designed to keep members in touch with IFA activities as well as with each other. It is a one-stop source for all dimensions of IFA's work and offers immediate information on each department.
