



## BE THE BOSS

A NEW WORLD AWAITS YOU.

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# FRAN NEWS

## Keep a Note of Cultural Differences to Gain the Best of International Franchising:

In the scenario of globalization and privatization, Global trade is driving the world economy by creating jobs and improving living standards in every country. They are thus strengthening the economy of India. Partners, allies and franchisees are supporting partners for such economy growth. They help impose new safeguards with regard to importing, exporting and best business practices.

International franchising requires proper analysis of the entire framework for it. Otherwise it can prove out to be tedious for any franchise company. Firstly, evaluation of the factors like the amount of time, effort, risk and legal proceedings related to selling a franchise internationally must be done properly by an organization. It should necessarily outweigh the benefits of franchising internationally. Secondly, the fitness of the product in the international markets should be analyzed in a manner that it substantiates sales. Each unique culture should play a huge part in the evaluation process as well. The sales volume and personalization of the retail items.

Existence of franchising regulations in many countries makes it more intricate. Australia, Brazil, China, France, Indonesia, Italy, Japan, Malaysia, Mexico, Russia, South Korea, Spain and Venezuela have their own specific regulations. In such cases, it would be unwise to decide to sell a franchise in a foreign country because the company has a great lead from that particular country. Rather it should be started by targeting a particular country or group of similar countries. The reason for the same is that each and every country does not offer similar platform for franchising operations. Sometimes penetrating into the market of a particular country becomes very difficult as compared to the other. Each has very distinct styles, language, regulations, working hours, cultural differences, currency differences and tax variations as well.

For the effective and efficient international franchising, one thing which should be followed by most of the franchise companies is to bend and change to the cultural experiences of each individual country. Each country's culture rules with their own commonalities and thus in order to succeed- the franchises must adjust for t



# International Franchising

# FROM THE CHAIRMAN'S DESK



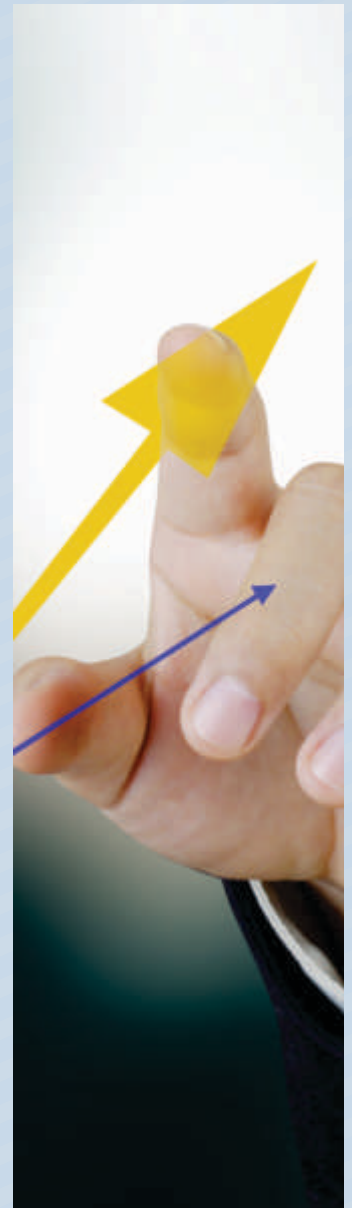
Gaurav Marya

Dear Friends,

Let me take this opportunity to introduce you to IFA's Newsletter - **Fra(n)ews**. With Fra(n)ews, we aim to bring forth the latest developments taking place in the franchise sector, thereby increasing awareness in the franchise community. This newsletter would also act as a platform for all the start-ups as well as established brands, to showcase the business potential and seek potential franchisee's attention.

It's my sincere hope that **Fra(n)ews** would successfully help in disseminating franchise knowledge to the entire franchise fraternity. In addition, I strongly believe that it would assist franchisors in reaching out to their potential investors, and in turn aid the aspiring entrepreneurs to get their desired brands.

Gaurav Marya  
Chairman  
Indian Franchise Association(IFA)



# Growth of Small Business Franchise Opportunities in India:

India has proved out to be one of the largest industrial hubs with its growing perceptive image. In fact it has proved out to be a shockproof economy despite of the highly unstable state of the worldwide economy. Its economy is expanding and opening new doors for various opportunities.

There are numerous types of investment opportunities available for every kind of investor. Even for the small scale investors there are various small business franchise opportunities available. The quote 'Be Your Own Boss' is being interpreted in true sense. In recent years many people have left their white collar job for starting their own business as Indian market is flooded with an array of small business franchise opportunities.

Today 95 per cent country's industrial units come under Micro, Small and Medium Enterprises (MSME). This sector has around 128.44 units (provisional 2006-07), registering a growth of 4.1 per cent annually are producing thousands of products. The value of production at current prices is estimated to have increased by 17.9 per cent to Rs. 587,196 crores and the employment is estimated to have increased to 312.52 lakh persons.

Today there is a void of adequate Business resources for small business much more so when they contribute 35% to national income while corporate contributes 15% to national income, there has been no dedicated matter created to focus on the needs of small business.

Seeing the scope for the growth of small business opportunities, improving the sales and marketing capabilities is an important factor. It decides the growth of small business. There are many cost effective small business growth strategies and tactics that you must understand properly before implementing them.

Thereof, small business should not just maneuver after growth opportunities. As driving in speed towards growth opportunities entails a risk i.e. speed is higher than the anticipated gain of reaching the peak before others. Therefore, it becomes even more important to predetermine his path and speed in the business plan.

Small business franchising opportunities are thus expanding with each passing day. Looking at the facts and figures regarding the growth of small businesses in franchising, it is to be said that such franchising opportunities are not just restricted to food and automotive sector. In fact, each and every sector too is on expanding mode.





## Cookie Man to open 27 outlets pan India

Cookie Man, an Australia-based fresh baked cookies brand is planning to open more than 27 outlets pan India this year via franchising. Presently, the brand operates 43 outlets which are a blend of franchised and company-owned outlets.



The brand offers franchise partnership in three formats kiosk, store and express. Cookie Man kiosk requires an area of around 80-100 sq. ft with an investment of Rs 10-11 lakh, for a store the area requirement is 300-500 sq. ft and an investment of Rs 30-35 lakh. Cookie Man's Express format is mainly located in airports, atrium, lobbies etc. It demands an area of 32 sq. ft.

Cookie Man, launched in India in January 2000 by Australian Foods (I) Pvt. Ltd, it offers a premium range of cookies made from unique recipes refined over 50 years at an exclusive R&D centre in Australia. Cookie Man offers a unique, high quality and value for money products with Australia's traditional flavor.



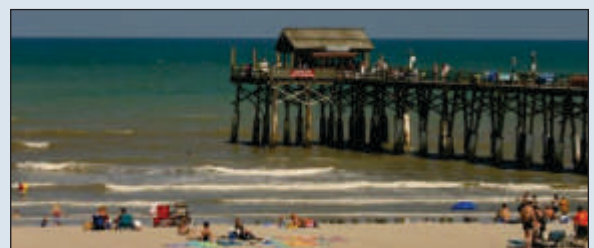
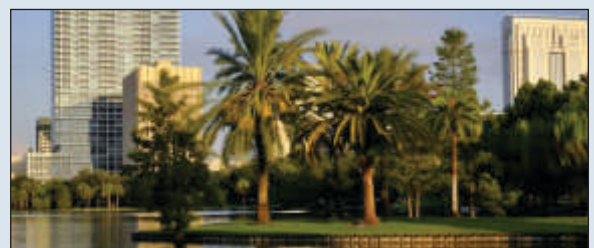
## My Destination begins India operations:

My Destination, a London-based global network of websites offering travellers one-stop shop to book holidays has started its operations in India. The company has appointed Udaipur-based Blue Caramel Info Services Pvt. Ltd as their official franchise unit for India. Through the appointed franchise office, My Destination has launched specific websites for Rajasthan and Mumbai. Websites for Delhi and Gujarat are in the pipeline.

Shinod Lukose, Managing Director, India Region, My Destination & Director, Blue Caramel Info Services Pvt. Ltd said: "We will be handling the India operations. Besides the operational Rajasthan and Mumbai websites, we are planning to launch websites for Delhi and Gujarat soon. The parent company plans to target more than 200 destinations worldwide by this month."

My Destination has more than 90 operational websites for different destinations worldwide like: Abu Dhabi, Amsterdam, British Columbia, Dubai, Johannesburg, Kenya, London, New Zealand, Sydney, Tanzania, Vienna, York, Zimbabwe.

**(Source: Franchise Business Opportunities)**





## UAE's food chain mogul --Just Falafel-- to storm into India with over 600 outlets:

Just Falafel, one of the biggest fast food chains in the UAE, has drawn an ambitious plan to launch over 600 outlets in India. A senior official in the marketing team of Just Falafel informed that the fast food chain will enter the Indian market in the second quarter of this year. The chain has received an overwhelming response from the prospect franchisers in the Indian market.

The marketing executive further informed that Just Falafel had secured a few additional paid franchisees in Saudi Arabia, Qatar, Oman, India, the UK, Lebanon, Jordan, and Kuwait with the company recording profits more than AED (Arab Emirates dirham) 7 million in 2011.

"Just Falafel took the idea of a restaurant from the humble, regionally popular food available and developed a number of international flavour varieties appealing to different palates. It is now turning into a global phenomenon through its quality, value and service. Potential franchise partners have recognised the success of Just Falafel's formula and we're currently seeing a strong demand from the UK, India and Canada - all of these markets are key growth destinations between the period 2012 - 2015," said Malas.



AMERICAN BURGER



EMIRATI



GREEK



INDIAN



ITALIAN



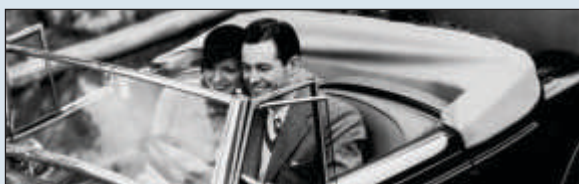
JAPANESE

(Source: FnBnews.com)



## Chatwal hotels & resorts to invest \$200 million in India over next 5 years:

New York-based Chatwal Hotels & Resorts LLC will invest \$200 million in India to open more than 50 hotels over the next five years, chairman and chief executive officer, Sant Singh Chatwal, said.



Chatwal Hotels, which has given the franchise and management rights of its 5-star deluxe brand Dream and 4-star brand Night to Wyndham Hotel Group, plans to expand them in India through the franchise model and develop them with the help of local partners. "We will launch around 40 Night hotels and 12 Dream properties in India over the next five years, involving a capital expenditure of over \$200 million," Chatwal.

Chatwal, who is also chairman and CEO of Hampshire Hotels & Resorts, the management arm of Chatwal Hotels, is in India to explore the market. Chatwal and the Wyndham Group jointly run the 216-room Dream New York in midtown Manhattan, the 72-room Night Hotel also in Manhattan, a 195-room Dream Hotel in Bangkok and the 151-room Dream Cochin.

(Source: The Economic Times)

# HOT OPPORTUNITY of The Month

## FranConsult

India's first largest consulting service specializing in franchising.

POWERED BY



## Franchise your current business

Franchise development program, a complete head to toe service provider in launching your brand and establishing its presence in the Indian Market

### Services offered:

- Development of the franchise Model
- Legal & Regulatory Guidance
- Business Plan formulation
- Operations and planning
- Brand start up support
- Measurement of the performance
- Planning the marketing mix
- Franchise recruitment and retention

### Franchising benefits:

- Zero initial investment
- Easy ,Risk free approach to business
- Increasing sales
- Expansion of business reach
- Strengthening brand image
- Controlled Expenditures

We would help you convert your existing business into a franchise business by providing expert consulting , planning, legal, marketing and technology solution.



Strategy



Legal



Operations



Marketing



Sales



Training

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[Download Proposal](#)

# CASE STUDY



## Think & Learn Pvt. Ltd.- BYJU'S CAT Classes

"This is way below your level, or I must say way below ANY level", remarks Byju Raveendran as he explains the concept behind a supposedly "Tough" question to his students. It's difficult to miss the passion for teaching that he emanates as a class of 1200 students listen carefully in pin drop silence. And mind you, at that same moment more than 9000 students are attending the same class in VSAT enabled classrooms across the country. One needs only 15 minutes of his session to understand how he has differentiated himself from the clutter of the test-prep institutes cropping up in every "galli-nukkad" by providing the quality of classes that are unmatched and unthinkable. Byju points out, "The success we have witnessed is because we are able to provide high-quality classes of top trainers to all our students.



The problem with the conventional institutes is that they have one or two good trainers and a number of other not-so-good trainers. These good trainers are made available to the cream students only and thereby the other average students end up being totally ignored". He then goes on to add that, "In our model, we can easily accommodate any number of students and thus we are able to provide top-trainer's session to all our students, irrespective of their academic capabilities".

Byju and his team are moving aggressively with their expansion plan which is to have a pan India presence in the aptitude training domain, under the banner of BYJU'S CLASSES. Almost every major city in the country is rapidly becoming a part of this revolution in teaching with every week at least 2 study centers being added. And there is no stopping this.

After taking the CAT training market by storm Byju has his eyes set on similar programs. They have already gone on to become the No. 1 in the CSAT training market for IAS aspirants, which started in Delhi and is now making its presence felt in other big cities like Hyderabad, Bangalore, Ahmedabad, Chandigarh and Chennai. Such strong is the brand name and quality that they have established, that more than 60% of their new students join them through reference. Though they give everybody a free trial class to help them with decide whether or not to join the institute, Byju claims that most of them end up joining even without attending the free trial class. From what we have seen, we applaud the flexibility they provide to their students.

Quiz him about his students' feedback and he is quick to comment, "For that, I'll request you to visit our facebook page and read the testimonials that our students have posted. It overwhelms me to read through these stories because it helps me understand how the classes have made a difference to their lives".

On his expansion plans, Byju says that they are currently following two models, one is franchising and the other is having their flagship centers. They have already rolled out a few franchisees and they constantly get proposals for many other cities from young and passionate entrepreneurs. He exclaims, "People understand that Education is a sunrise sector and they also know for a fact that we are different from the rest, because of the way we teach and because of the sustainable model we follow. This is the reason for the numerous business proposals that we are receiving".

# NEW MEMBER AREA:

With the ongoing success through its events like Business Opportunity Show, CEO Forum, FRO and Indian Education Congress – IFA takes pride to introduce its new members to the entire franchise fraternity and hopes to strengthen and consolidate this bond of franchise network in the years to come.



### Shawarma Express

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# ABOUT US

## Avail Membership Opportunities with Indian Franchise Association



**Caution**

**Advice**

**Research**

**Evolve**

Indian Franchise Association is India's premier, non-political, not-for-profit body representing Indian Franchise Sector. IFA's endeavor is to promote, promulgate and popularize the concept of franchising as a mode of doing business across the industry verticals and to nurture the entrepreneurial skill of every Indian.

### IFA Services

#### FranRecruit

India's first Professional Recruitment Service exclusively for the Franchise sector.



A bi-monthly e-bulletin covering every aspect of the franchise sector.

#### FranConsult

Provides head to toe Franchise Development Program Services.

#### FranExim

Delegation @ India vis a vis Globally

#### FranLegal

A customized legal solutions provider to the entire Franchise Fraternity.

#### FranArbitration

A third Party Dispute Resolution Provider.

#### FranMatch

A match making division between the franchisors and the franchisees.

#### FranAdvocacy

Recommending issues of the Franchise Sector to the Policy Makers.



India's first Certified Franchise Executive Program.

#### WebServices

One of the largest referred franchise sites: [www.franchiseindia.org](http://www.franchiseindia.org)

#### SignatureEvents

An unparalleled business development and networking platform that offers a series of franchise & retail based shows such as Frantalk, FRO, BOS, IEC, CEO Forum.



To avail plethora of services and benefits at IFA, become its MEMBER!

Membership is open for:

Franchisors, Franchisees, Individuals, Professionals, Advisors, and Educational Institutions.

For detail of Membership category and fee, contact: 08860084182

Richa Gupta at: [contact@franchiseindia.org](mailto:contact@franchiseindia.org)

For FranRecruit, a Professional Recruitment Service,

please contact Richa @ 8860084182 or at [services@franchiseindia.org](mailto:services@franchiseindia.org)

**Branding Opportunity:** Outshine your competitor by positioning your brand at Fra(n)ews, IFA Newsletter or at IFA website [www.franchiseindia.org](http://www.franchiseindia.org)

For branding Proposal, please write to [events@franchiseindia.org](mailto:events@franchiseindia.org)



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