



**BE AN ENTREPRENEUR OVER A CUP OF COFFEE  
THROUGH INNOVATIVE**



**AT THE MEGA EVENT**



On  
**02 & 03 December 2011 | Hotel Ashok (2<sup>nd</sup> Floor, Conference Room) | New  
Delhi**

OUR MOTTO: **C**autious. **A**dvice. **R**esearch. **E**volve



(IFA) 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 catalyses change by working closely with stakeholders and policymakers on policy issues, enhancing efficiency, competitiveness and expanding business opportunities for franchise sector through a range of specialized services and global linkages. IFA also provides a platform for Franchise sector consensus building and networking.

Partnership with counterpart chambers across the world carry forward our initiatives of inclusive development in franchise business, which encompasses entrepreneurship, training, governance, skill development, etc. IFA serves as the first port of call for Indian franchise sector and the international franchise business community.

[www.franchiseindia.org](http://www.franchiseindia.org)

# FRANCHISE INDIA 2011: ASIA'S BIGGEST BUSINESS OPPORTUNITY SHOW



**Largest business opportunity awaits ON 02 & 03 DECEMBER 2011 AT ASHOKA HOTEL, NEW DELHI**

**IFA CO-HOSTS ASIA'S LARGEST FRANCHISE & RETAIL SHOW!** The 9<sup>th</sup> edition of the **Franchise India 2011 Exposition, Conferences cum Awards** scheduled on **2 to 3 December 2011** at **Hotel Ashok, New Delhi** and will showcase the most lucrative business opportunities from Franchise, Retail and licensing fraternity to network with the highly evolved investors and entrepreneurs not only from India but neighboring countries as well. It is **Asia's largest organized event** attracting international and Indian franchisors, companies, organization, consultants, associations, diplomats and high net worth individuals seeking to invest in new business. Franchise India 2011 will **feature over 300 exhibitors and over 30000 visitors**. Spanned over 2 days, the show puts up a platform comprising:

- ✓ Comprehensive Exhibition covering all the industries extensively
- ✓ Extremely informative and enlightening Conference & Workshops
- ✓ Highly prestigious Franchise Awards 2011 & Star Retailer Awards 2011, recognizing industry excellence

## Franchise Talk2011



### To Be or Not to Be A Franchisee

The session will point out the advantages and disadvantages of starting a business from scratch as compared with becoming a franchisee or buying an existing business.

### Finding the Best Franchise for you

The session will help you learn how to evaluate a franchise to ultimately help find the best franchise for you.

## FRANCHISE TALK – DRAFT PROGRAM

The Fran Talk program is to include presentation / proposals directly from the franchisors detailing about their franchise models . The presentation may guide you about the potential of their business, success stories, and covers following:

- **Franchise Business**: COCO/FOCO/FOFO, Existing Outlets, Rollout plans
- **Financial Model** : ROI, Payback, Investments.
- Operational Support
- Training , Sales & Marketing Support.
- Franchisee profiling & obligations etc.



## Who should attend

- ✓ Aspiring Entrepreneurs seeking Business Opportunities
- ✓ Prospective and Potential Franchisees & retailers
- ✓ Retail Investors & Business Buyers
- ✓ Entrepreneurs seeking Agency Rights
- ✓ Future & Recent Graduate Students willing to start their own business
- ✓ Entrepreneurs leading start- ups
- ✓ Potential franchisees investing in franchise/ retail system Franchisors/ Licensors/ Franchisees/ Licensees/ Licensing Agents
- ✓ Chain store operators seeking alternative distribution & reorganization methods.
- ✓ Potential investors looking forward to invest in a good brand



## Benefits to potential Franchisee (Investors)

- ✓ Multifold opportunity to understand the know how's of different brands
- ✓ Various franchisors highlighting their practices, structures, USPs .
- ✓ Select and approach the right brand with minimum investment and maximum returns
- ✓ Select among a range of Genuine franchise businesses that suits your requirement, location & budget
- ✓ Face to face Interaction with about 30 brands from the various verticals of franchise industry

## FRANCHISE OPEN FORUM: Franchise Talk

In only two days, the entrepreneurs and the ones that wish to become entrepreneurs will have an opportunity to exchange experiences with a number of top experts, familiarize themselves with the offer of domestic and foreign franchise concepts on all levels of investment,

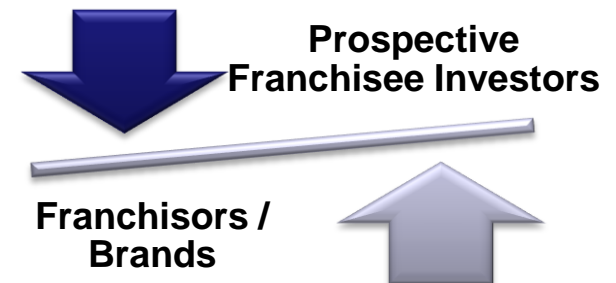
An exclusive chance to attend an open and interactive forum and a chance to choose among more than 25 brands from the different verticals of franchise industry and get the complete review of information on franchise business



## FranMate: Find your right Business Mate

It is a business matchmaking division of Indian Franchise Association that specializes in matching prospective franchisee with franchisors (brands) & bridges the requirement gap between them. The division, FranMate, thus enables the franchisors get right franchisees, particularly of their choice and interest, for their business. Similarly it helps the franchisees get appropriate brands that they seek to work with as per their requirement, location & budget. Thereby, it successfully satiates the needs and aspirations of the both.

It is a dedicative initiative by IFA which serves the brands as well as the potential investors (franchisee) for discussing the favorable franchising opportunities with our franchise experts. Our aim is to enlighten the brands and investors about the best business and right franchise model.





## Be a Part of the Franchise Talk

Be a part of our initiative of “**Bringing a change in the way you business**” and capture the chance of becoming an entrepreneur over a cup of coffee !!!

### **Participation charges\***

FranTalk	1000/-
Frantalk+ Franmate	5000/-

\*exclusive of taxes

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## Be a Part of the Franchise Talk

**We look forward to associating with you for this remarkable opportunity offering all that you require to be an entrepreneur !!!**

**For any further information please contact:**

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**WE LOOK FORWARD TO A GREAT ASSOCIATION !!!**



THANK YOU!

