



Newsletter of Team India Managers Ltd. Franchising Nation

From the President & CEO's Desk



Don't Miss the Opportunity - Retail Franchising

When it comes to various franchising business opportunities, Retail franchising business makes one of the most popular choices. If you have the drive to earn life long, retail franchisee is an excellent opportunity. You can find a retail franchising business opportunity quite appealing because most of these opportunities revolve around sales of particular products that consumers want or need such as food, apparel, beauty products, and health products etc.

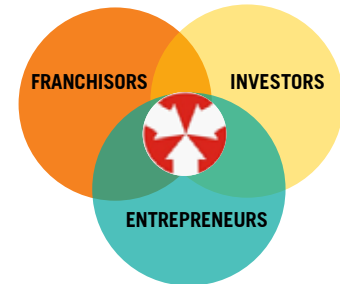
Nevertheless, making a decision to purchase a retail franchise needs a serious thought, research and consideration of all options available. You can start from researching the retail industry, attending franchising seminars and collect all relevant information and data. Make sure you gather details on things like upfront franchise fees, training costs, location fees, and ongoing operation and advertisement costs.

- Rajiv H. Singh

(rajiv@teamindiamanagers.com)



About Team India Managers



"We Create, Execute & Manage Franchise systems for Brands, partnering with Entrepreneurs"

We catalyze franchising opportunities by:

- Identifying brands of repute and potential who want to expand.
- Partnering with entrepreneurs who are interested in starting franchise business.
- Filling any need gaps the entrepreneur may have with respect to financial, marketing and general operations.
- Provide prospect entrepreneurs to the brand.



Reasons

Franchising Is Preferable Over Starting a Stand-Alone Business

Franchising is the preferred vehicle for many to join the business world. Even corporate people are turning towards owning their own business to get away from jobs in which they are unhappy. The main question that bothers them is, "should we start a franchise or open a stand-alone business?"

Most often the former is chosen and there are many reasons for that. Below are seven reasons

Why franchising is a better option when opening a business.

1 Experience of the person starting a business matters, if he is going for a stand-alone business. His lack of experience of running a business may hamper his judgment regarding core issues. On the other hand, with same experience, a franchisee will do well, because he has the support of his franchisor. The franchisor is an industry veteran; its vast experience and lessons learned from the past mistakes help the franchisee to avoid them. That is why franchising is more successful than stand-alone business.

2 An independent entrepreneur will find lenders unwilling to back his business idea, even if it's viable. His lack of experience and sometimes, poorly written business plan, throws a spanner in his effort to get funds for his business. But a franchisee has his franchisor to help him in getting the required funds.

3 An independent business owner has to develop everything by himself. All aspects of the business, from recruiting to pricing, have to be determined by him. But a franchisee gets all these taught to him while starting a franchise.

4 The business model of independent business takes years to develop. And during these years, the business owner is required to struggle to keep the business alive. But with franchising, the franchisee gets a ready-made business model to follow the moment he signs the franchise agreement with his franchisor.

(to be continued in the next issue)

What the Experts Says

The newspapers and media are full of bad news about how the economy is in a recession. They actively promote how bad times are, which only makes it worse for the retailer. As the general public become “convinced” that times are so bad, their impetus to shop is lessened. However negative the predictions are, the truth is that people will still be shopping in the malls. Even in bad economic times, sales are still made; people still buy. Maybe not as much, but they still buy.



How to Lift Your Retail Spirits during Slow Times

Do what you promise to do and do it better than every other retailer out there. Watch expenses closely but don't let a tight fist get in the way of providing your customer with the service and the pleasant shopping experience that they deserve. Sometimes a few extra payroll Rupees can go a very long way

Have friendly, smiling, knowledgeable, well trained staff available to greet and talk with customers; and have enough of them. Have customer friendly policies and procedures in place. Have respect for your customers and for their time. Have costumer's friendly policies and procedures in place. Have clean, well organized and well maintained stores with clear understanding signage. Have respect for your costumers and for their time.

When sales are falling your associates need to be even better at engaging the customer than during the boom times. The front line employees absolutely must be on top of their game, using all of their creativity and pulling out all the stops.



Look forward to making gains during recessionary times, if you lose ground, you shouldn't expect to win it back.

How to Market your Retail Store in the Recession

- 1 Get on the Phone** - call your customers as goods arrive. Never think of it as selling them. Think of it as doing them a favor - as if you were calling your best friend because you saw something they'd like. Develop the relationship!
- 2 “Meaningful” Events** - Survey your customers to find out what would bring them into the store, and then get your vendors to cover the costs. Not every trunk show will bring out your big spenders. Find out what will.
- 3 Better-than-average Website** - Shoppers want to see what they could see if they were in your store, without having to spend money on gas. Make sure your website reflects your best side, and shows significant amounts of merchandise. Even if you don't have an e-commerce site, you have to show your products.
- 4 Direct Mail** - it still works. Make sure the artwork matches your website and emails. Try mailing gift cards, especially as the holidays get closer.
- 5 Blogging and Social Networking** - this is an up-and-coming method of marketing. Some of our customers swear by it. Get a My Space page and test it. Get one of your staff to maintain it. Test the results.

The secret to successful marketing is “consistent repetition across all activities.”

FRANCHISING AND BUSINESS NEWS

Mehrasons to take the franchise route to retail premium diamond jewellery in India

The twenty-second player to announce franchise plans in the gems and jewellery retail segment. Chandigarh-based Mehrasons Jewellers, would retail its premium jewellery Mehrasons Just Diamonds, via the franchise route. There are 21 franchise brands in the jewellery segment. Prominent brands who have taken the franchise route include Sangini Diamonds, Tara and Just in Vogue, Popleys, Chandrani Pearls, Titan Industries, Oyzterbay, Gitanjali Gems' and Asmi franchise

The brand was launched by Mehrasons Jewellers. "In order to bridge this need gap and provide customers easy access they have introduced Just Diamond, which will specialize in diamond jewellery.

Mehrasons Jewellers has taken the franchise route for its expansion plans across India, and is looking for franchising partners to create a national footprint."The targeted states for the first phase of expansion include Punjab, Uttar Pradesh, Rajasthan, Karnataka and Tamil Nadu," said Mehra. "The new retail format will be the company's first distinctive jewellery format which will specialize in just diamonds and diamond jewellery.

BATA fostering Entrepreneurship among Employees

Bata, the largest footwear retailer in India with more than 1,100 stores across the country, is exploring a brand new franchise model to fight competition from Chinese brands. It has decided to offer Bata franchisee to its retiring staffs, this is a step taken to foster entrepreneurship among employees. The Company recorded a gross turnover of Rs 890cr in calendar 2007.

The company, in all likelihood, will offer franchisee to employees who are experienced and have a few years of service left. They may leave the company and start afresh with this new venture. In this arrangement, the company will

own the store, provide the necessary shoe stocks and give a commission to the franchisee based on the sales volume of that particular store. The latter in turn will be allowed to appoint his own workers who will be trained by Bata. But the franchise owner will have to pay his staff out of the commission earned.

In 2007, Bata India opened 67 new stores and remodeled 40 existing outlets over the next two years. These stores will operate in four retail formats: up market flagship stores, smart and trendy city stores, super stores and traditional family stores. Bata India is now focusing more on the ladies shoes category.



India opens low-cost drug store Jan Aushadhi

The chemicals and fertilizer ministry, which oversees the drug sector, has launched the country's first national level low-cost medicine bank scheme in a bid to help people buy drugs at affordable prices. The Jan Aushadhi medical stores, planned to be set up as a public-private partnership, is expected to provide commonly used medicines such as antibiotics, anti-diabetics, anti-hypertensive and anti-bacterial at half the market price.

Subhiksha Investing Rs 1,200 Crores to Build 3,000 Stores

India's largest supermarket, pharmacy and telecom chain Subhiksha, Intends to invest around Rs 1,200 crores for opening 3,000 stores in around 250 cities by 2010. Subhiksha, food and grocery discount retail chain, presently has around 1,480 outlets.

The low prices at Subhiksha are not limited to a few goods or to a few specific days. Customers can get the same discounted prices on all items, on all days and irrespective of whether they make a small or a big purchase.

Subhiksha now has the pan Indian presence. In a move to further accelerate its growth plans, Subhiksha has acquired majority stake in a Chennai-based listed company Blue Green Constructions and Investments Limited. The company also plans to enter consumer durables market to enhance Subhiksha's value proposition to the Indian consumer.



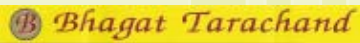
Our Presence



MINI MELTS - Ice Creams
5 locations



AVALON Aviation Academy
• Mumbai (Dadar)
• Vashi



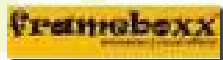
HOTEL BHAGAT TARACHAND - Veg Restaurant
Mumbai (Goregaon Sports Complex), Inorbit Mall (Vashi)



RAJDHANI - Thali
• Indore



IiHT - Hardware & Networking
Vashi



FRAMEBOXX - Animation Academy
Mumbai (Borivali), Cochin, Hyderabad, Vashi, Surat



FOOD FACTORY - Pizzas & Pastas
• Vashi (City Centre)



MAAC - Animation Academy
Dubai - 2 centres, • Indore, Raipur, Bhillai, Siliguri, Chennai



SPYKAR - Apparels
• Mumbai (Chowpatty)



HAS Juice bar - Health Juice Bar
Mumbai (Bandra), Mumbai (Oberoi Mall), Mumbai (Atria Mall), Mega Mall, City Centre, INOX (Nariman Point)



CREPETERIA - Crepes
Mumbai (Megamall), Mumbai, (Oberoi Mall), Mumbai (Bandra)



TIM ACADEMY - Retail - Entrepreneur - Franchising Academy
• Indore, Vashi



KUONI TRAVEL ACADEMY Travel & Tourism
• Vashi

Upcoming Ventures: ICA in Valsad

OPPORTUNITY WITH TIM



Team India Managers Limited aspires to shape and lead the wave of franchising and entrepreneurship in India. We stand for a realization of dreams with a platform of assistance ready to lead the way by taking the next big step in business franchising

Brands looking for Entrepreneurs & Entrepreneurs looking for Brands

Contact : Mr. Imran Kazi-30266082/9967252993 Ms Niru Kanodia-30266081/9323150379



For more more information contact:

Corporate Office: 35-B Khatau Bldg., Alkesh Dinesh Modi Marg, Fort, Mumbai 400 001. India. Tel: +91 22 3026 6060/ 61

Email: info@teamindiamanagers.com Web: www.teamindiamanagers.com