



Newsletter of Team India Managers Ltd. Franchising Nation

ENTREPRENEURSHIP
SPECIAL-II

From the President & CEO's Desk

SKILL-SET REQUIRED TO BE AN ENTREPRENEUR

An entrepreneur is someone who is a risk-taker and is ready to face challenges. He/she, therefore, is not daunted by competition. A significant attribute that an entrepreneur needs is a clear focus of objectives and goals. Strong financial management is equally critical. Successful entrepreneurs are very prudent in the way they manage their finances.

An optimistic approach, hard work and the ability to identify and exploit an opportunity that many do not see proves to be valuable. There are numerous examples of entrepreneurs who did not give up on their dreams when most did not believe that their ventures would succeed. The will to spot opportunities and take risks in order to realize them is part of an entrepreneur's overall makeup, which is partly innate and partly a product of his upbringing.

A lot of energy, enthusiasm, team-building and leadership, decision-making, a 'can do attitude' are required for an entrepreneur. The ability to grasp details fast or being on a quick learning curve, being well-read and being on top of your business will get you to your goals faster.

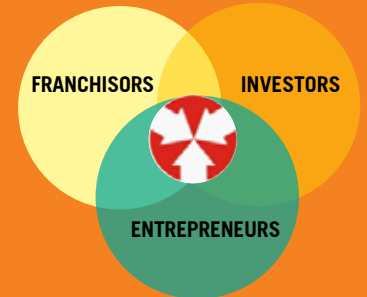
The skills required to deal with the competition would be the same as those required by all organizations, which is to offer a unique product or service, competitive pricing, excellent quality, creating brand equity and building good and long lasting relationships

with consumers or customers.

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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.

3 Keys to Franchise Success

One of the easiest and safest ways to succeed as a business owner is to buy a franchise. When you join a franchise system, many things come automatically; for instance, the brand-name of the franchisor and the training on how to run the business. Still, certain mistakes can lead to failure. So, here are some keys to find success as a franchisee:

1 KNOW THE MARKET: Knowing the present market trends is very important in finding success as a franchisee. This is such a business field where you should not always go for the current market position of the business. Most franchise agreements are for 10 years, so you must choose franchise opportunities that belong to categories that have promising future. It's always better to go for the products/services that will be needed in every kind of market. For example, children's education is a matter of great concern for the parents of today and will be so in future as well.

2 KNOW THE FRANCHISOR: The franchise business is nothing, if the franchisor is not good enough. So, you must do all kinds of background research of the franchisor. Going for established brands is always good, if you can afford the price. Opting for an emerging franchise business for sale is also good, provided you have done sufficient research on the category. Also, check out the training and

support system of the franchisor. If they are at par with those from the best franchises, then backing an emerging franchise system ensures better scope of success; because then you can start a second or third unit easily and the market won't be saturated (a problem that's very common among people starting a franchise of an established brand).

3 KNOW YOURSELF: Knowing yourself is very important in finding success in any field and more so in franchising. You have to know your strengths and weaknesses. Also, keep in mind that not all people can become franchisees. A franchisee is often restricted by what's there in the franchise agreement. So, if you are of independent nature, then franchising can soon become too stifling for you. Also, if you are aware of your strengths, it will help you to choose the right franchise category. For example, if you have strong leadership qualities, then you can select any service sector franchise.

“Yummy” its Ayaz’s Kababs, an Eating Solution for all



Team India Managers New Venture - Ayaz's Kebabs, Simple yet special “Low on your pocket more on your stomach”



Ayaz's has something to offer to everyone and so, you can never be disappointed. So, while non vegetarians can gorge on Chicken Tikka, Mutton Boti Kabab, and Mutton kabab rolls the veggies can find solace in Paneer Tikka, Allu Tikka, And Mushroom Tikka.

The food here is divine as it satisfies not only our taste buds but also our soul. It fulfills our inner desire to experiment with something new with a reasonable priced!!!

It's a whole new way of Ayaz's to prepare nutritious food that your body needs and enjoys - Tikkas & Kebabs' hunger fighting, low fat recipes to assist you keep your weight under control. This irresistible, no-hassle meal will help you reach your weight-loss goals - while making mealtime a real treat. So stop waiting just Drop in any time after 6 in the evening.....



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Any number of factors could be responsible for this failure; however, such failure can nearly always be prevented by doing your due diligence at the outset. Such factors that might contribute to failure include:

1 POOR LOCATION

Seasoned franchisees will tell you that one of the most important keys to a successful franchise is location. Regardless of how well-branded your name is, if you're inconveniently located in an isolated area or otherwise off the beaten path, your chances of sporting a lucrative business diminish.

2 POOR RECEPTION OF YOUR IDEA

A community's reception of the concept behind your franchise could make or break your success. For example, when it comes to fast food, hamburgers appear to have more or less universal appeal, whereas some ethnic food may not. Keep in mind that, if your business model is complicated, you are most likely in for difficult times - your goal should be to create an operational standard that can be easily replicated.

3 WEAK MARKETING/ADVERTISING

It's a good idea to be part of a franchise network

Why Franchises Fail

where the franchisor has an advertising/marketing fund to which all the franchisees contribute monetarily. Some of the larger, more established chains have national advertising campaigns, whereas the smaller ones tend to advertise on a local level.

Depending on what kind/size of business you choose, you may have to do most of the legwork - i.e., solicit your own clients. If your concept requires sales skills that you don't have, reconsider choosing that concept - it may not be the right one for you!

4 UNREALISTIC EXPECTATIONS

It isn't unusual for a new franchisee to have exceedingly high expectations for his business. Remember: it might take up to three years before you see any profit - if you expect to make a profit sooner, you may very well be sorely disappointed.

5 YOU'RE NOT A PEOPLE PERSON

In order to make it in franchising, you have to put in long hours with a variety of personalities. True, some people are more difficult to interact with than others - but, as a business owner, you need to be able to interact well with all different kinds of people. Remember that the ability to manage employees is essential to the success of your business.

Our Presence



● **Event Management Institute**

Vashi



● **AVALON**

Aviation Academy

- Mumbai (Dadar)
- Vashi



● **DOSA PLAZA**

- Vashi (City Centre),
- Mumbai (Megamall-Oshiwara)



● **KUONI TRAVEL ACADEMY**

Travel & Tourism

- Vashi



● **IIHT - Hardware & Networking**

Vashi



● **FOOD FACTORY -**

Pizzas & Pastas



● **RAJDHANI - Thali**

- Indore



● **Cadence Academy**

Institute in Fashion & Interior Design, Siliguri



● **FRAMEBOXX -**

Animation Academy

Mumbai (Borivali), Cochin, Hyderabad, Vashi, Surat



● **Ayaz's**

Bandra - Pali Hill



● **CREPETERIA - Crepes**

Mumbai (Megamall), Mumbai, (Oberoi Mall), Mumbai (Bandra), Eat Street, (Hyderabad), 3G - Call center. First Source - Call center.



● **HAS Juice bar - Health Juice Bar**

Mumbai (Bandra), Mumbai (Oberoi Mall), Mumbai (Atria Mall), Mega Mall, City Centre, INOX (Nariman Point), WNS - Call center. Mindspace (Malad)



● **MINI MELTS - Ice Creams**

5 locations



● **TIM ACADEMY -**

Retail - Entrepreneur - Franchising Academy

- Indore, Vashi



● **ICA -**

Valsad



● **SPYKAR - Apparels**

- Mumbai (Chowpatty)



● **OYO, SPYKAR**

- Mumbai (Chowpatty)



● **MAAC -**

Animation Academy

Dubai - 2 centres, • Indore, Raipur, Bhillai, Siliguri, Chennai

APPARELS

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COSMETICS

TRAVEL

EDUCATION

OPPORTUNITY WITH TIM

"We partner Entrepreneurs to start Franchise Business"



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:

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