



Franchising Nation

Newsletter of Team India Managers Ltd.



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FROM THE PRESIDENT & CEO'S DESK

Rajiv H Singh

How to Franchise Successfully

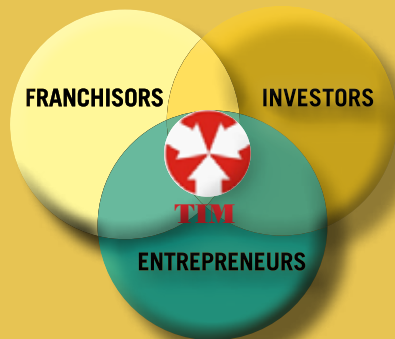
When you start a franchise business opportunity, you are also given a better chance of success with it than you might have with a more traditional business start up. A lot of experimentation and a long learning curve are greatly reduced because the main company - in most cases - has already done that work for you. Even better is that they continue to do so and may pass on the newly acquired information to you, too. In addition to their work, however, you can take your franchise business even further by ensuring that you follow some plain steps.

- A lasting relationship with your company's main office will largely depend on your cooperation with them. Don't forget that you could lose your franchise operation if you buck the system too much. Know exactly what you can and can't do and then stick within those confines.
- Because of these limitations, you certainly want to learn all about them before you actually enter into a contract. The best way to find out is to talk to current franchise owners and discover what they like about it and what they don't like. This will quickly help you learn if that franchise is really a system that you can work with or not.
- In many instances, the manual will prove to be an excellent guide. The content has been carefully chosen to present the best information to help you succeed. Remember that by helping your franchise business to succeed, they also ensure their own success.
- Another way to ensure that your franchise business is the success you want it to be is for you, or your partner, to thoroughly understand current business management techniques. Many businesses fail each year due to a lack of proper management skills. This leads to inefficiency in the operation, a waste of personnel and goods, and money.

Many people believe that just because they put an ad out there that people will flock in. Most likely, it just doesn't work that way. A lot more work is involved if you want to see franchise success. You will need to thoroughly understand how to identify your target market.

Don't be afraid to experiment, and don't be afraid to go outside the box, either. Your franchise success may be just around the corner.

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.



THE SUBWAY GUY, DO YOU KNOW?

Jared S. Fogle also known as Subway Jared or The Subway Guy, In 1999, a student named Jared Fogle from Indiana University lost 245 pounds (110 kg) with a diet made up mostly of Subway sandwiches combined with exercise. Fogle tried his first turkey sub and enjoyed the sandwich. So he developed his own Subway diet, consisting of a 6-inch (150 mm) turkey sub for lunch and a foot long veggie sub for dinner. By the end of the diet, Jared had lost over 240 pounds



Subway is one of the fastest growing franchises in the world with approximately 31,804 restaurants in 91 countries as of September 2009.

FRANCHISABLE IDEA OF THE MONTH

Micro financing - an Innovation in Education



Vittana, A Seattle-based foundation that focuses on educational loans are now aiming to bring benefits to students.

Vittana partners with microfinance institutions (MFIs) throughout the developing world to catalyze new student lending programs. Potential lenders begin by browsing through the students profiled on the site—current examples include a 19-year-old woman studying industrial administration in Peru, for example, and a 25-year-old man studying financial accounting in Nicaragua. When they see one they'd like to help, they can lend as little as USD 25 toward that student's education. Vittana's local MFI partner—who has already verified that the students listed are hard-working and likely to succeed—then disburses the full amount of that loan to the student. Once the student graduates and gets a job, he or she starts paying back that MFI partner; when the loaned funds are fully repaid, Vittana returns to the lender the full amount that was lent.

Micro financing has mushroomed in all the developing countries around the globe. In India, the trend is catching up after Md. Yunus of Grameen Bank was awarded a Nobel Peace Prize for developing the concept of MicroCredit.

This concept seems to have tremendous potential and also can be franchised to penetrate into rural India.

Source - Springwise

Franchise Terms of the Month



We start off with the Basics...

Franchise-

A legal and commercial relationship between the owner of a trademark, service mark, trade name, or advertising symbol and an individual or group wishing to use that identification in a business.

Master Franchisee/License -

This is a franchisee who is given the right by the franchisor to develop and sell franchises under the brand name within a certain territory. Unlike area development rights, where a franchisee can open outlets themselves within a given region, a master franchisee must only sell franchises in a particular region.



● **Event Management Institute**
Vashi



● **Cadence Academy**
Institute in Fashion & Interior Design, Siliguri



● **Style Quotient**
• Vashi



● **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), Vashi
(Inorbit Mall)



● **Ayaz's**
Bandra - Pali Hill



● **CREPETERIA - Crepes**
Oberoi Mall, Eat Street, Hyderabad,
Hyderabad Central, 3g Call Center,
Mphasis, Goregaon (E), Sutherland,
Mindspace, Peoples Gym, Evershine
Nagar, First Source



● **AVALON**
Aviation Academy
• Mumbai (Dadar)
• Vashi

Our Presence



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



● **KUONI TRAVEL ACADEMY**
Travel & Tourism
• Vashi



● **IIHT - Hardware & Networking**
Vashi



● **SPYKAR - Apparels**
• Mumbai (Chowpatty)



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



● **ICA -**
Valsad



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



● **RAJDHANI - Thali**
• Indore



● **OYO, SPYKAR**
• Mumbai (Chowpatty)



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

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

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