



# Franchising Nation

Newsletter of Team India Managers Ltd.



LinkedIn

orkut

## FROM THE PRESIDENT & CEO'S DESK

*Rajiv H Singh (rajiv@teamindiamanagers.com)*

### How to Get the Entrepreneur's Magic?

Have you ever noticed how highly successful entrepreneurs seem to attract success as if by magic, while others struggle as if the odds are stacked heavily against them?

What do you think is the key element that allows their almost effortless success?

#### ★ IS IT THEIR BACKGROUND?

Well, a recent study of a group of successful entrepreneurs revealed that they all came from a range of different backgrounds, some from very poor backgrounds. Despite the different circumstances from where they started, they were still able to attract success. So, having a privilege background is no guarantee of success.

#### ★ IS IT THEIR BRAIN POWER?

Quite a few of them had very little formal education at a high level when they started out on their road to success.

#### ★ IS IT THE QUALITY OF THE SUPPORT THEY RECEIVE FROM FRIENDS AND FAMILY?

No, some were discouraged by friends or family for trying to change their current circumstances.

“So, if none of these factors directly contributed to their success, how were these entrepreneurs all with different circumstances, able to achieve their dreams of creating wealth?

If you were to gather them all in a room and ask the question, “What is the secret to your success?” the answers would be all different. But, if you looked a little closer at the answers, you would discover one key ingredient. It wouldn't be obvious at first, but it would be very evident.

And that key ingredient would be fear.

Fear is an important part of success, and its fear that keeps so many of us from reaching our goals, or fulfilling our dreams.

Learning how to conquer your fears is a very big part of attracting the success into your life that seems to have been eluding you. It's a key ingredient that entrepreneurs have to master on their path to success.

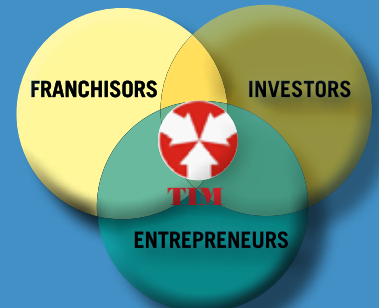
Given their varying backgrounds, entrepreneurs were pushed into action by the fear of not achieving their goals and the consequences of failure.

The Magic that successful entrepreneurs seem to attract to their businesses is available to anyone who is willing to master their fears.



1 Samar Paradise, D. P. Road, Aundh Pune, Maharashtra – 411007 Tel: +91 20 64013818

### 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.



## BIRTH OF NIKE SWOOSH, DO YOU KNOW?

Carolyn Davidson, a graphic design student at Portland State University started doing some freelance work for Phil Knight Company, Blue Ribbon Sports - BRS (Parent Company of Nike) BRS needed a new brand for a new line of athletic footwear in 1972. Knight approached Davidson for design and she agreed to provide them charging a rate of \$2 per hour. Just for a charge of \$35 the mark is now known globally as the Swoosh

The "JUST DO IT" slogan and logo design campaign communicated such a strong point of view to their target market that the meaning for the logo design symbol evolved into a battle cry and the way of life for an entire generation.



*Isn't it amazing how a small symbol we call a logo design can make a company into a huge success.*

## FRANCHISABLE IDEA OF THE MONTH

### Roaming eyewear store visits customers at work.

Rather than wait for customers to come to her, Wink Eyewear's Michele Bayle takes her entire eyewear 'store' to their workplace. Toting a collection of four hundred frames, Bayle offers personal consultations to find a flattering fit. The visits aren't just about convenience; they also allow customers to get feedback from friends and coworkers, helping them pick a pair of glasses that everyone will approve of.

Much like the mobile restaurants and small food delivery companies, Wink Eyewear offers its founder a clear advantage: the opportunity to start a business without investing in a retail location. By keeping things mobile, fledgling entrepreneurs can avoid overhead costs that can make a new business hard to sustain. Traveling salespeople are hardly new, of course, but were generally part of larger organizations. By contrast, the current entrants are small independents making the most of a new infrastructure: portable payment solutions, mobile broadband, shared workspaces and the low-cost marketing power of social media.

Whether it's to keep costs low, try out a business for size or work around jobs and families, there's no doubt that this model can work for other aspiring entrepreneurs, especially if the outcome offers customers added convenience and personal service. One to consider!

*- Courtesy: Spring wise*

## Franchise Terms of the Month



### **Registration –**

The process of officially filing with state franchise regulators certain specific information and forms required by state law. In many states with franchise registration laws, registration is not effective until the franchisor's application is approved by the state franchise regulators.

### **Initial Investment –**

The upfront cash investment required to purchase and starts a franchise business. Your total investment can vary depending on several factors.



● **Event Management Institute**  
Vashi



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



● **Style Quotient**  
• Vashi



● **HAS Juice bar - Health Juice Bar**  
Mumbai (Bandra, Phoenix Mills, Oberoi Mall, 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

## Our Presence



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



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



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



● **DOSA PLAZA**  
Vashi (City Centre), Mumbai (Megamall-Oshiwara)



● **MINI MELTS - Ice Creams**  
5 locations



● **IIHT - Hardware & Networking**  
Vashi



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



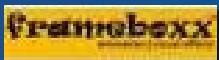
● **ICA -**  
Valsad



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



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



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



● **RAJDHANI - Thali**  
• Indore



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

## 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:**

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



Linked in

orkut

