



# Franchising Nation

Newsletter of Team India Managers Ltd.



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## FROM THE PRESIDENT & CEO'S DESK

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

### A Dream Comes True

**Franchising is a dream!** - A dream to see yourself as a great business person and earn independently. Franchising is all about offering aspiration to the new business owners to run a business with minimum risk. It is increasing day by day and soon it is going to compromise more than 50% of the retail economy. In future it will save millions of people from unemployment. During birth parents dream that their child going to be an engineer, doctor or scientist but gradually increase in franchising worldwide is proving that parents are going to dream their children as franchisors. The influence of franchising in business world is very

high. If you want to rule the business world then franchising will help you and will work as a vehicle to take you to your desired destination.

Why exactly do you want to enter into the franchising world? Have you ever answered yourself? No, not exactly. Can it be a reason that you don't want to be a 'yes-sir' employee? Maybe you are the dictator and cannot accept others orders? And you think that after entering into the franchising world, you are going to be king. No way! You are in for a surprise - you have to follow the common rules in franchise as well. For being a good business person, discipline and following the rules are the first and most important requirements.

Franchising creates the gamble world between the franchisee and the franchisor. It depends on you how to play the game. If you follow the rules of the games then surely you are a good businessperson. Always remember that if you are buying the successful franchise it will gives you success and if you are new in franchising world then play the game carefully or you will lose it. Prepare yourself before entering into the gamble world of franchising. Try to involve yourself in franchise advertising programs to get enough power of purchasing, it will help you to buy a franchise and gives you an opportunity to earn a lot.

**"Always remember that every business runs at risk, so try to take risk in life to gain success and the better way of taking risk is franchising"**

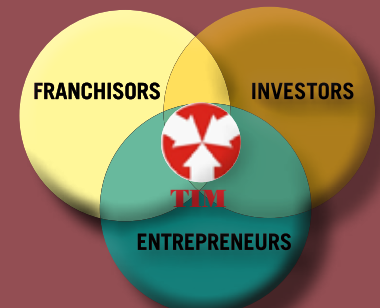
### 'Create your Own' ice cream.



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

**Kwality Wall's Swirl's was awarded the best Franchisor of the year for 2009 for Ice Cream Parlours**

### 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.



## DO YOU KNOW ?

### Adidas & Puma – Result of a Sibling Rivalry

Adidas and Puma may be among the most recognized brands in the world, but neither might exist if not for a bitter rivalry between two brothers from a little-known village in Germany. In the 1920s, Adolf (Adi) Dassler, a soft-spoken sports fanatic who spent hours working on shoe designs in his workshop, and Rudolf Dassler, a gregarious salesman, started a small shoemaking business in the Bavarian enclave of Herzogenaurach, focusing primarily on hand-sewn athletic footwear. But as their business took off, the two brothers grew increasingly frustrated with each other. They disagreed on everything from politics, the future of the company and one another's choice in wives. Finally, in the mid-1940s Rudolf left in a huff and set up a rival shop across the river, while Adi remained in the initial plant. His company was renamed Adidas, and in 1948 Rudolf registered his new company, Puma.



*PEACE ONE DAY 21st September 2009 was an historic day, the two sportswear companies ADIDAS and PUMA shook hands for the first time after six decades since their founders Rudolf Dassler and Adi Dassler left their shared firm in 1948.*

## FRANCHISABLE IDEA OF THE MONTH

### Market Place for Consumers willing to wrap up their Cars in Ads for Cash

Carvertising has been around for years—both the kind focused on rental cars, which we've covered several times, and the kind that lets sell summers earn a little extra cash wrapping their own cars in ads. Setting its sights on the latter, cashURwheels is an Australian firm that serves as an online marketplace connecting drivers directly with companies interested in vehicle-based ads.

Whereas carvertising agencies ask drivers to register their vehicles in the hopes of eventually being one of the few selected to be part of a large campaign, cashURwheels connects drivers directly with potential advertisers. Drivers begin by creating an online account and then browsing the available opportunities. They can create a profile including photos along with information about their driving habits and commute patterns, and then bid on ad campaigns or request contact with advertisers directly. Auctions for advertisers include a deadline, the number of vehicles required, and a reserve price, if any. Upon winning a bid, drivers and advertisers communicate to work out the details. Ad campaigns are conducted via car wraps—large vinyl ads applied to cars on a temporary basis, similar in many ways to the sticky car art we've covered before—that transform them, temporarily, into four-wheeled promotions. Currently, participation for both drivers and advertisers on cashURwheels is free.

Now serving Australia, cashURwheels aims to expand globally soon. One to emulate or partner with regionally? And since the system will likely appeal to small and medium businesses with small and medium advertising budgets, it can't hurt to throw some crowd-sourced graphic design into the mix ;-)



## FRANCHISE TERMS OF THE MONTH



### Advertising Fee/Fund -

A fee or fund paid by franchisees for advertising expenditures. The fee usually is less than 3 percent of the franchisee's annual sales and is in addition to royalty fees.

### Working Capital -

The amount of liquid assets you are required to have and maintain to operate the franchise.

Working Capital = Current Assets - Current Liabilities



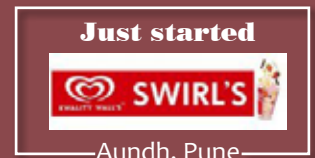
**Event Management Institute**  
Vashi



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



**Style Quotient**  
• Vashi



Just started  
Aundh, Pune



**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



Aundh, Pune



**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



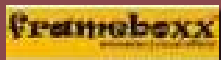
**SPYKAR - Apparels**  
• Mumbai (Chowpatty)



**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



**MINI MELTS - Ice Creams**  
5 locations



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



## 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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