

# Franchising Nation



e-Newsletter of Team India Managers Ltd.



## FROM THE PRESIDENT & CEO'S DESK

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

### Facts about Franchise Businesses!!!

#### ! WHAT IS A FRANCHISE BUSINESS?

A franchise business is a form of trade practiced by few companies for distributing their products by third parties. The independent operator trades with the business method, goodwill and goods of the company. He/she has to pay a royalty fee and a percentage of their total income to the company. The company who allows the independent operator to use its trademarked goods is called the franchisors. The independent operator who takes this kind of dealing is called franchisee.

#### ! WHICH ARE THE COMPANIES WHO CAN OPT FOR THIS FORM OF TRADE?

This form of trade is very useful for expansion purpose. Some companies who can opt for this kind of dealing are:

- Companies with a good annual profit record.
- Companies expanded over a larger geographical area.
- Companies with unusual concepts.
- Companies which are less expensive to operate.

#### ! WHAT ARE THE ADVANTAGES OF FRANCHISE BUSINESS?

Such trades are advantageous on the part of the owner as well as the holders.

#### ! FROM THE HOLDER'S PERSPECTIVE:

- It provides self employment opportunities to the person who has acquired the license for some trade from the owner.
- It provides an opportunity to start this form of dealing without having to go through a lot of hazards of starting a new company altogether.
- It provides the new holder with training from the prime owner. With this expert training he/ she stands with a bright opportunity of expanding their trade.

#### ! FROM THE OWNER'S PERSPECTIVE:

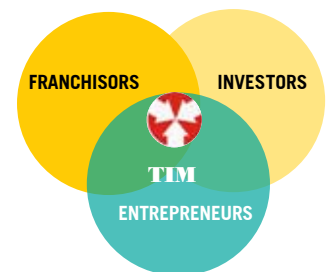
- They have the opportunity to expand their business over a larger area.
- They will have to go through lesser legal proceedings. It is a kind of selling out the ownership with some other person.
- They will have the opportunity to get a higher income. The holder will utilize his full expertise to attain the highest income. This in turn will come as an income to the owner.

Therefore, on an overall basis you can call such dealings the safest bet for you. If you are the owner then you can get your business expanded without having to worry a lot. At the end of the year you can expect to get a handsome amount as royalty fee and percentage of the total income of the franchisee business. If you are the holder then you can enjoy the entire profit of the business by giving out only a part of the total income. The success of both the parties depends on how well they bid on the contract amount. The holder will be successful if he can bid the lowest royalty fee and percentage on the total income. The owner is always the most beneficent. In any case, it is a win-win situation for both the parties.



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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.



## DO YOU KNOW ?

### Why it is called Pizza Hut?

The chain was founded on May 31, 1958 in Wichita, Kansas by Dan and Frank Carney the college-aged brothers who borrowed \$600 from their mother. They chose the name "Pizza Hut" since the sign they purchased only had enough space for nine characters and spaces.

The oldest continuously operating Pizza Hut in the world is in Manhattan, Kansas, in a shopping and tavern district known as Aggieville near Kansas State University.

**In 1989 For the First time in the History Pizza Hut Pizza was delivered to the White House.**

**In 2001 Pizza Hut became the first company to deliver to space with pizza delivery to the international space station.**



## BUSINESS IDEA OF THE MONTH- Juice (Fast Food Industry)



HAS juice bar is India's No. 1 Juice Bar. Your ticket to stay slim and fit and have a healthy lifestyle on the GO!! Pioneering this concept in India their mission is to provide people with Health on the GO!!

A lot of us look at unhealthy fast food while on the GO!! The menu range provides overall nutrition from fruits and vegetables and helps people be healthy... Naturally!!!

At HAS Juice bar they provide delicious, lip smacking, healthy freshly squeezed exotic juices, smoothies made of low fat

milk, exotic fruits, tasty yet healthy salads, sandwiches, sub-sandwiches as an alternative to unhealthy fast food... Super foods such as wheatgrass shots and aecia berry shots from the Amazon are another rave with our regular customers. Latest introduction in their health offering is the HAS Parfait – The ultimate healthy indulgence to satisfy all your sinful cravings.

Get High... Naturally!!!



Type	Investment	Area Required in Sqft.
BPO(In Call Centre)	3-4 lacs	80-100
Kiosk	7-8 lacs	100-150
Store (café Model)	12-15 lacs	500-600

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## FRANCHISE TERMS OF THE MONTH

### Discovery Day

This is something like an 'open day' organized by the franchisor where potential franchisees can meet him. This gives you the chance to meet him face-to-face. This generally takes place at the franchisor's HQ or a franchised location which is generally close to the HQ. There are different formats for discovery days, with some addressing a number of candidates at the same time, while others will be on a face to face basis.

### Earnings Claim

This is a claim made by the franchisor in relation to the benefits that you will acquire due to good performance in the past or in the future.

# OUR ACHIEVEMENTS



DOCTOR ASSOCIATES INC. • 325 Bic Drive • Milford • CT • 06461-3072 • (203) 877-4281

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March 11, 2010

Dear Niru Kanodia,

On behalf of everyone at SUBWAY® Headquarters, we would like to congratulate you on your recent achievement of reaching the highest sales ever in your store. We commend you, your management and staff for the great work that they have done to accomplish this milestone.

Your record-breaking sales were for Subway 47069 for the weekending 09-Mar-2010.

We hope the great sales trend and momentum continues. Franchisee profitability is the cornerstone of our 2010 Strategic Plan. Together with our partners in the field we continue to work on finding new and improved ways to help you build your business.

Once again, congratulations on a job well done!

A handwritten signature in black ink that reads "Frederick DeLuca".

Frederick DeLuca  
President & Co-founder

A handwritten signature in black ink that reads "Peter Buck".

Peter Buck  
Co-founder



● **Event Management Institute**  
Vashi



● **R City Mall, Ghatkopar**



● **Vashi, Navi Mumbai**



Indore  
Madhya Pradesh



● **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)



Aundh, Pune



● **Aundh, Pune**



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



● **CREPETERIA - Crepes**  
Oberoi Mall  
Mphasis, Goregaon  
WNS, Vikroli – 2 Outlets  
Intelenet, Malad  
Deloitte, Hyderabad  
Cognizant Hyderabad  
Computer Associates, Hyderabad  
Mumbai Domestic Airport



● **Ayaz's**  
Bandra - Pali Hill



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



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



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



● **Style Quotient**  
• Vashi



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



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



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



● **ICA - Valsad**



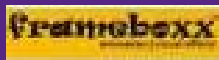
● **IIHT - Hardware & Networking**  
Vashi



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



● **MAAC - Animation Academy**  
Dubai - 2 centres, • Indore, Raipur, Bhilai, 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**

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