

Franchising Nation



e-Newsletter of Team India Managers Ltd.



FROM THE PRESIDENT & CEO'S DESK

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How to Prepare a Franchise Business Plan

What is franchise? A franchise business is a system a company uses to share out its products or services through retail outlets owned by independent individuals or group, third party operators. The independent operator does business using the marketing methods, trademarked goods and services and the "goodwill" and name recognition developed by the company.

If you buy any franchisee then you have certain advantage over new ones. But think that in this you have the right to use company goodwill but they do not tell you how to run and manage your venture. Yes they have some techniques but you have to make your own techniques. That is why you need a unique franchise business plan.

A business Plan is a success blueprint of any business not a financial plan. First of all you need to gather following information for your plan:

- Work experience in franchisee market.
- Complete information about Franchisor, franchisor history, literature, network, support system, financial status and their plans.
- Latest franchisee related business information from industry.
- Market information of business and other business.
- Legal information like permission, licenses etc.
- Your business location according to your business like Visibility, access, parking, competition etc.

Now you can move on to your plan. Firstly, an introduction to your business plan should create. It is not an executive summary. It talks about some key points of the business. Whereby the summary is extra detail oriented about the company and the business.

Management and human resource section of a business plan is important for franchisee business. In this section education and training of staff that will run the employ work together as a team.

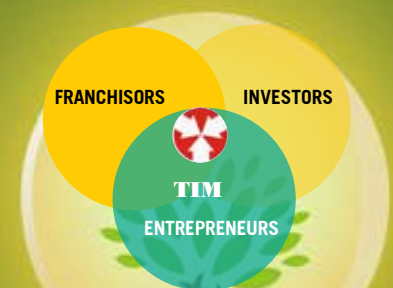
Another section is marketing section where you can look to rival franchisee competitors. Marketing analysis, competitor analysis discuss in marketing plan. Main focus of this section is how you will advertise and market the business

The main function of your franchisee business plan is to observe that you catch through this critical start-up era successfully. Your franchisor can help, but in the last analysis you must do it.



Has Juice Bar - Aundh,Pune

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 ?



Apple Computers got their name?

It was the favourite fruit of founder Steve Jobs. He was three months late in filing a name for the business, and he threatened to call his company Apple Computers if the other colleagues didn't suggest a better name by 5 O'clock.



BUSINESS IDEA OF THE MONTH- Crepes (Fast Food Industry)



WHAT?

Yea.. you saw it right. Crepes.

Crêpes are thin, round, soft, easy to cook and filled with either sweet or savory ingredients. The exclusive egg less batter is poured onto a round griddle and spread thin using a smooth wooden rake. Crepes are cooked quickly, in front of the customer, creating a theatrical effect in a pristine clean environment.

Crêpes are popular in markets like Europe, Japan, Australia, US and now INDIA. With their popularity on the rise, crepes are becoming as well known as burgers, burritos, wraps,

pizzas and hot dogs. Especially in today's fast-paced, health-conscious world, crepes are a convenient fast food, low in fat, made with healthy ingredients, and ready to eat even when you're on the go.

The success of fast food industry in the advanced countries has greatly influence the food industry in the developing world and India is no exception.

Our Suggestion (Visit www.crepeteria.in)

Investment level:

Rs. 5 – 20 Lakhs (depending upon the model)

Area Required: 60 – 300 Sq ft Carpet area

Contact: Adith Podar - 9833346462

E-Mail: contactus@crepeteria.in



FRANCHISE TERMS OF THE MONTH

Conversion Franchise

A franchise that is sold to an existing business to allow that business to convert to a franchised business.

Development Agreement

An agreement between a franchisor and a developer in which the developer is given the right to open more than one franchised location in a specified territory.

Initial Training

The initial instruction the franchisor offers to franchisees about how to set up and run the franchised unit.



● **Event Management Institute**
Vashi



● **R City Mall, Ghatkopar**



● **Vashi, Navi Mumbai**



Aundh
Pune



● **Aundh, Pune**



● **Aundh, Pune**



● **CREPETERIA - Crepes**

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



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



● **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



● **AVALON Aviation Academy**

• Mumbai (Dadar)
• Vashi

Our Presence



KEYNOTE

● **Indore, Madhya Pradesh Metro, Mumbai**



● **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**



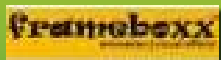
● **IIHT - Hardware & Networking**
Vashi



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



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

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