



CERTIFIED
franchise
PROFESSIONAL

In Association With



**Jaipuria Institute
of Management, Indore**

Francorp[®]
The Franchising Leader



**Indian Franchise
Association**

Franchising in India is growing at the rate of 38% per annum with a market size of US\$7.2 billion and is expected to reach US\$20 billion by 2013

GEAR UP FOR growth

"While 2009 saw other industries constrained to lay-off, franchisers in India were having a busy time, hiring more people for recruiting & servicing new and existing franchisees"
- Food Franchising Report: FICCI – CIFT & FIHL, 2009

Globally franchising is the most preferred growth strategy for expanding the business to new market. In India, considering restrictions on FDI and geographical diversity, franchising is only viable solution for enterprise growth and diversification. It offers a unique opportunity for global and domestic companies to penetrate and grow fast in the local market.

The franchise sector in India is expected to drive the country's current US\$ 330 million retail sector. In 2009, more than 1000 national and international franchisors operated in India, employing millions of people.

Today, the power of franchising as a vehicle for growth is being practiced in more than 85 different industries and leading this league are food & beverages, education, apparel, entertainment, courier services, stationery & gift shops, health & beauty and fitness & nutrition. Many of the world's largest and well known companies, such as UPS India, McDonald's, Tommy Hilfigure, Baskin Robbins and Subway, already have a visible presence in India through franchising.



if you are

- ▶ **an aspiring entrepreneur**
with a desire to own franchise
- ▶ **a management graduate**
seeking careers in Franchising Industry
- ▶ **an entrepreneur**
looking to expand your brand through Franchising
- ▶ **an existing franchisors or franchisees**
looking to improve professionally
- ▶ **a management consultant**
willing to extend your services to Franchising Businesses

this program is for you.

franchising

A PROMISING CAREER

Over 2 Million franchise professionals and executives will be required in the next two years across various industries. Franchising not only offers a promising opportunity to kick start your career, but also expands with specific business and management expertise in different industrial sector. It facilitates opportunities with chain stores not just in India but across the globe and also motivates entrepreneurs to launch their own business endeavors.

The trend of franchising is pacing in a big way generating a huge demand for expert advice, consulting service in legal, branding, marketing communications, business management, HR and so on.



THE learning

FRAMEWORK

It is a week long extensive programme offering exhaustive study to create an in depth knowledge on franchising, as a form of entrepreneurship, branding and marketing, and people management.

Leveraging on the practical examples, participants learn essentials of franchising and run through multiple case studies based on companies operating through exclusive or master franchise models. They would also gain an insight of the basic legal concepts involved in running a franchise.

The intensive program will be supplemented with course modules that are enriched by discussions of emerging best practices and case studies co-delivered by a team of leading instructors and practitioners with in-depth, extremely informative and highly interactive classes and sessions.

Be Work Ready! Upon successful completion of this program, aspirants would be able to

- **Appreciate the process of entrepreneurship within the franchising chain Develop a business plan for a franchise receiving or creating company**
- **Comprehend the legal aspects of a franchise and make an informed decision on investments**
- **Apply branding strategies for expanding into different marketing avenues**
- **Adopt professional Business and Management practices in the franchise context**

PROGRAMME snapshots

Franchising Overview

- History and Evolution of Franchise Industry
- Concepts of Franchise Management, Forms and Modes of Franchising
- National and Global Perspective
- Potential for Franchising in Different Industries

Business Planning; Pre – Investment Analysis

- Feasibility Analysis and Evaluation of Business Model
- Market Assessment for Franchisors and Franchisees

Documenting the Franchise Business Plan

- Analyzing how Franchisable is the Business Model
- Essentials while Selecting a Franchisee
- Roll Out an Expansion Strategy
- Key Planning Areas as per Franchise Life Cycle

Execution of Franchise Business Plan – I

- Legal Documentation including IPR Issues as per the level
- Franchise Contract
- Site Selection, Real Estate and Lease Issues
- Legal and Operational Aspects, Pre and Post Launch Audit
- Training & Systems
- Information Sharing System amongst Franchisors and Franchisees
- Post Launch Daily Execution of Procedures

Execution of Franchise Business Plan – II

- Financial Modeling, Execution and Documentation
- Marketing, Promotion and Branding

Managing Franchise Business

- Maintenance and Strategic Growth Planning
- Post Franchising Analysis
- The Economic and Social Impact of Franchising

programme SCHEDULE

Dates : May 16 to 21, 2011

Fee : INR 15,000 per participant (Non Residential)

INR 21,000 per participant (Residential)

Venue : JIM Indore Campus
Dakachya, Indore - Dewas Highway, Indore

unique ADVANTAGES

- ▶ JIM is India's only management Institute offering a course module that gives you expertise and knowledge necessary for a career in Franchising in any industry sector
- ▶ The course is jointly supported by Francorp and Indian Franchise Association
- ▶ India's only franchise course for working executives to enhance their skills and move ahead in their career ladder
- ▶ Entrepreneurial guidance for the potential candidates to start their own franchisee
- ▶ A joint certification award "Certified Franchise Professional : CFP" from JIM Indore, Francorp and Indian Franchise Association

PROGRAMME faculty



Gautam Raj Jain
(OD, Entrepreneurship
and Innovation)

Dr. Jain possess over 28 years of work experience in academics and consulting in the areas of Organisation Behaviour, HRD, Communications, and Entrepreneurship. He has held various academic positions in premier management schools of the country like Mudra Institute of Communications, Ahmedabad (MICA), Indian Institute of Management, Ahmedabad (IIMA); Goa Institute of Management, Goa (GIM); Entrepreneurship Development Institute of India, Ahmedabad (EDI) and Academy of Human Resource Development, Ahmedabad, and SP Jain Institute of Management and Research, (SPIJMR) Mumbai. He had also worked as an international consultant to UNIDO, ILO, UNDP, EU, and PWC.



Megha Jain
(Business Policy
and Strategy)

She possesses over seven years of work experience in academics and research in the areas of International Marketing, International Business Environment and Special Economic Zones. She has held various academic positions in premier management institutes and well known business organizations like IPS Academy, Thomas Cook India Ltd. She has conducted various MDPs on Marketing Management and Export Management. She has been certified trainer by MCX Exchange, Mumbai on Commodity Derivatives. She has six research papers, published and presented in her credit.



Venus Barak
(Vice President,
Francorp)

Venus has worked and travelled in over 30 countries across the world in the span of her career over past 10 years, she has worked in areas of Project Management, Fund Raising, Operations, Relationship Management with corporate and government bodies. Venus has spent past 3 years exclusively to franchising in India. In her current capacity as vice-president Francorp India, Venus interacts and works with start-ups as well as established franchisors for various franchise development series. Franchising is her passion and she is a firm believer that India is going to be one of the biggest markets in franchising. She regularly writes articles in leading franchise publications and speaks at franchise forums in India and internationally.

ABOUT US



**Jaipuria Institute
of Management**

Transforming and Leading
Management Education in Digital Age

Jaipuria Institutes of Management (JIM) is led by doyens of exceptional vision who have always remained concerned about developing the next generation thought leaders. With a rich and diverse experience of 15 years, the family of JIM has grown to be one of the largest B - Schools in India and has widely experienced academic council members, educational resources and industry linkages with campuses at Lucknow, Noida, Jaipur and Indore.

JIM Indore has an excellent faculty resource with adequate national and international exposure, thereby promising a vibrant and dynamic learning eco system. The organization is an utter response to the needs of the changing times and offers specialized management short and long term courses with inclusion and integration of Digital Business Practices into conventional management theories and practices. The institute offers a no. of short term career development programmes in the areas of Social Entrepreneurship, Franchising, E – Governance and many more.



Associated with Franchise India Holdings Ltd in India, Francorp has coalesced with an experience of 42 years. Since its inception in 1976, Francorp has been the unsurpassed leader of the Franchise Consulting Industry globally.

Over the years, Francorp based out of Chicago, has assisted companies in virtually every market segment with its patented processes and unmatched expertise. The clients include companies like Bridgestone, XEROX, Shell Oil, Hallmark Cards, Encyclopedia Britannica, Mad Science Group, Pollo Camperio, Ace Hardware, BP, Fruehauf, and Gant, to name a few.



Indian Franchise Association (IFA) is India's premier, non-political, not-for-profit body representing the Franchise Sector in India. Their endeavor is to promote, promulgate and popularize the concept of franchising as mode of doing business across the industry verticals to implant entrepreneurship philosophy in every Indian.

The association has been actively engaged with Franchise India (Asia's largest franchise and retail solution company) in its various projects throughout the globe to sensitize masses and giving the much needed fillip to entrepreneurial spirit. Their programs are designed to help students build the business of their dreams, as they believe that franchising is a viable and profitable career option and are geared to foster them with advanced business skills and equip them to outshine in the dynamic & competitive world.

ENROLL YOURSELF TODAY! CALL US TO KNOW MORE:

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Near Shipra Naka, Indore - 453 771 | Phone: +91 731 306 9300
Prof. Megha Jain @ 9425054934 or write to us at cfp@jimindore.ac.in
Visit www.jimindore.ac.in for more information

Application form can also be downloaded and duly filled form can be sent along with a demand draft of the programme fee in favor of **"Jaipuria Institute of Management"** payable at Indore.

