

17<sup>th</sup> Year of  
Success in  
Franchising

WHAT'S  
NEW  
WHAT'S  
NEXT

# STARTUP SUMMIT 2014

Fresh Ideas! New Opportunities!

DECEMBER 6 - 7, 2014, HOTEL HILTON, CHENNAI



[www.franchiseindia.com](http://www.franchiseindia.com)

**FRANCHISE INDIA**  
Your growth is our business

 **Indian Franchise  
Association**

Presents

# FRO 2014

76TH NATIONAL FRANCHISE, RETAIL & SME SHOW

# FROM THE CHAIRMAN GAURAV MARYA



Realise The  
Great Indian  
Dream



## Understanding Tomorrow's Business Today!

Today it is important for Indian Entrepreneurs to show Leadership and build their Enterprises that are ready to stand strong in future. For this, we must be willing to confront old assumptions, embrace new processes, open up for change and, reform our Business practices. The Entrepreneurship Summit takes up some unusual ideas and new practices because Business, as usual, can only take us so far. With the objective of Empowering and connecting Entrepreneurs, it's a conference about future Business Ideas, Growth SMEs and Entrepreneurship. Together, these changes will help us capitalise on our greatest resource our youth who is also the Social Initiative of Franchise India for year 2014.

### Dream. Build. Grow.

With over 50+ business experts from India and abroad, the business dialogue will be across four business streams and focusing on starting up, better business management and business growth.:

- ✚ Building an Entrepreneurial Ecosystem for Starting up, building a sustainable business, Youth Empowerment and New Age Business Ideas to grow
- ✚ Emerging Trends across Retail & Consumer sectors including Health Beauty & Wellness, Food & Beverages, Retail, Education Distribution & Real estate Businesses.
- ✚ Connecting for Growth through Thought Leadership for Building growth-oriented businesses through Joint Ventures, Funding deals, Franchise Partnerships, etc.
- ✚ Creating Tomorrow's Game changing Businesses by Building a Brand, Leading Family Business through Design thinking and New Ideas for extending existing brands

# COLLABORATING FOR GROWTH

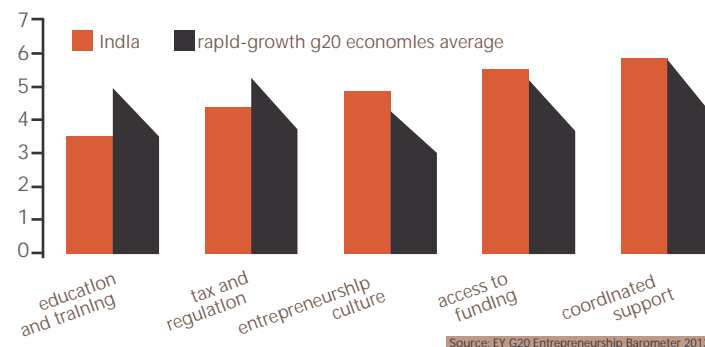
An unparalleled forum for discussion between Business Leaders, Entrepreneurs, Manufacturers and Exporters, Investors, Franchisees, Distributors and Dealers and Lenders to identify high potential Business Ideas, growth intensive opportunities and capitalise on the consumption opportunity through the development of Innovative products with high-value proposition. This is where India's Entrepreneurial community comes together to forge meaningful partnerships and create sustained growth through Capacity building, Funding, Mentoring and Networking to reach out to new markets.

## GROW YOUR BUSINESS

**The conference will be of great value to business investors, brands, entrepreneurs & corporates looking for a business dialogue & collaboration platform and should be attended by:**

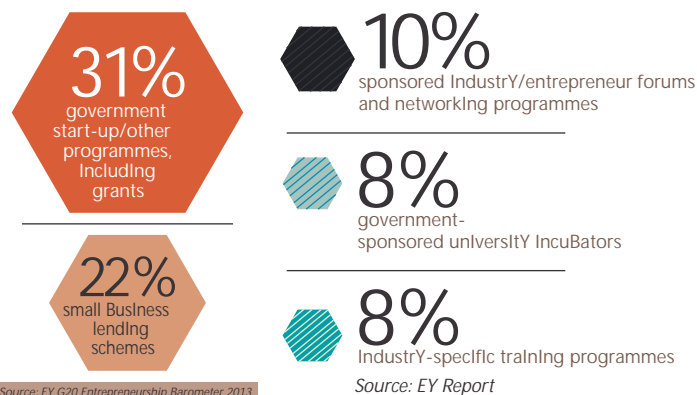
- Individuals looking to start a new business & Potential franchise buyers
- Entrepreneurs wanting to explore large franchise investments
- CEOs / Directors / SME Owners looking at strategic business growth
- Brands looking to franchise
- Property owners/real estate investors
- Consultants and Property Advisors
- Brand Owners: Licensors / Potential Licensees and agents
- Retailers looking at growth formats
- Product & brand development teams looking for new tie-ups
- Senior professionals heading Operations/Marketing/ Channel Development, operations
- Franchisors looking at new partners & funding opportunities
- Manufacturers/ Wholesalers/ Distributors across consumer and business sectors
- Consultants in retail, legal, tax and also property advisors

## India's pillar scores compared to rapid-growth g20 economies average



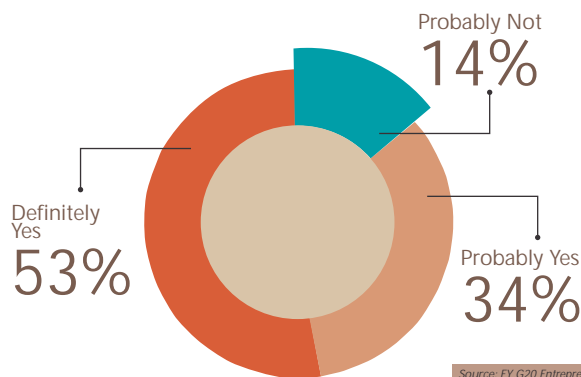
## top 5 factors of government-tailored support

Local entrepreneurs think that access to informal entrepreneurial networks has improved in India over the past three years and 44 per cent of local entrepreneurs intend to use teaming or mentoring programmes in the next three years.



## entrepreneurs' view on need access to specific training to Become entrepreneurs

seventy per cent of local entrepreneurs say that access to informal training networks has improved in India in the past three years. But India still needs to improve its educational standards to enable more aspiring entrepreneurs.



# ABOUT THE CONFERENCE

There is more to successful startup entrepreneurship than merely having the right product for the right need. Many Different Things need to Go Right for a Successful Start? The Startup Conference is an information - rich convention and a must attend for new business owner and startups. This experience will allow hopeful entrepreneurs to establish important contacts and to learn about the newest trends in their industry as you can expect to see the latest and greatest startups, network with Business Leaders as well as industry insiders and interested investors.

The conference is designed as a step-by-step guide to getting your new venture off the ground and making money and will address issues pertaining to available resources, tax implications, business structure, registration, licensing and permits, low-cost market research strategies and executable ideas for managing day-to-day operations and improving your profit potential.

## WHO SHOULD ATTEND?

**This Event is a perfect platform for entrepreneurs looking to jumpstart their Business ideas and can be attended by:**

- Local business owners & aspiring entrepreneurs
- Entrepreneurs leading start-ups, fast growing ventures and spinouts
  - Potential Franchisees investing in franchise/ retail system
  - Business consultants & licensing agents
- Founders, CEOs, COOs, Presidents & other key seniors
  - Emerging franchisors
- Entrepreneurs & brands looking to franchise their business
  - Product manufacturer foraying or already in retailing
- Chain store operators seeking alternative distribution & re-organization methods
  - Franchise consultants or suppliers
- Retail business owners who need new ideas & want to streamline their operations
  - Professional firms, architects & urban designers
  - Future & recent graduate students
- Banks and alternative sources of development funding
- Manufacturers looking for licenses or franchise systems to enhance their products
  - Retail suppliers from real estate & technology





## OUR PAST SPEAKERS



It's an opportunity for you to connect with the best and brightest minds to explore how to fuel the growth of your business. The conference brings together the speakers that are the best breed of entrepreneurs, innovators, venture capitalists, business model creators, consultants, policy-makers, academicians, support groups, business coaches and business practitioners to present and discuss innovation and success under the aegis of entrepreneurship for Small and Medium Businesses as they recount their learning and experiences, share their insights and practices that have enriched their ventures.

## BUILDING AN ENTREPRENEURIAL ECOSYSTEM (Inaugural session)

- Change on the horizon Economic trends that will benefit the Indian Business Environment
- Making India an easier place for foreign Businesses What changes will it take?
- Environment and reforms Enabling Environment and Policy reforms for Young Indians to start businesses.
- Follow the Money Maximising the Economic power of SME's by strengthening the Investment climate.
- Big Business and Start-ups supporting each other.

## THE NEW AGE FRANCHISE ENTREPRENEURSHIP

- Emerging trends in the Franchise Start-up scene High growth sectors and new Opportunities.
- Low-Capital, scalable and High Return Consumer Products and Service Franchise partnership Opportunities with Indian Corporate.
- Franchise Opportunities big and small for the Start-up, the Professional Entrepreneur and the Operational Super-house.
- Generation Y has the best potential to emerge as franchisees Balancing skills & Entrepreneurship in New India

## START UP ACCELERATOR

- How to start smart and scale hard!
- **Insights into the Indian eco-system:** Business ideas, vision, opportunities, challenges, markets and growth, competition, entrepreneurial mindset, investment scenario

## GROWING A FAMILY BUSINESS: TO INHERIT AND INITIATE

- Screening Opportunities Differentiating Start-up ideas vs. Corporate ideas.
- How Innovation factors into three generation family run Business?
- Progress with People and Processes to form Partnerships.
- Building Institutional Capabilities to Achieve Sustainable Organic Growth.
- Balancing governance and growth in family Business.
- Leadership succession planning In-house vs. Professional led.

## BUILDING BRANDS, BUILDING BUSINESSES: MARKETING 101

- Mastering the art of Marketing.
- Spreading the message on a tight budget.
- Marketing in the New Age.

# IDEAS FOR



# GROWTH FOR

## THE CAPITAL CONNECTION

- What do Investors Look for; What Sectors & Businesses are Hot Today?
- Debt vs. Equity What will come easy vs. what is right for each stage of Business?
- Key metrics early-stage Investors look for in a Business.
- How to raise, manage and utilise funding?
- Exit-thinking Build to Exit from day 1 of your Start-up.

## TECHNOLOGIES THAT MEAN BUSINESS

- Developing your Technology strategy.
- The Hidden lessons of Cloud Computing.
- Employing Technology as a seamless tool.
- Best Practices to reach enterprise efficiency.
- How IT can maximise the potential besides reducing cost?
- IT enabling productivity.

## TAX & LEGAL KNOW -HOW FOR SME BUSINESS

- Competition Laws in relation to the retail sector
- Small businesses are the most likely suffer from Legal Issues.
- Managing legal agreements for small-medium enterprises
- Marketing through social media

# R TODAY



# OR TOMORROW

## THE BEST BUSINESS OPPORTUNITIES & START-UPS IN 2014 - 2015

What kind of products and services are bucking the current business climate? Do they have a common thread or is it a totally random phenomenon? Choosing the right business opportunity can be a daunting task due to the range and number of options available. The Industry sessions focussed on Retail & Consumer services will give outlines on various business opportunities that can be evaluated for viability considering the industry, potential customers, and the competition, Design, operational, and marketing plans.

### THE RIGHT RECIPE FOR FOOD BUSINESS



- Food Business trends 2014 What's hot, What's next!
- What makes Western F&B brands successful in India?
- Been there-seen there! Making your Restaurant the place to be.
- What's in store for Financing Restaurants?
- How the modern day franchise owners' model is changing in Food Service Business?

### THE HEALTH, BEAUTY & WELLNESS BUSINESS MAKEOVER



- Business & Consumption Mega trends What drives Beauty & Personal Care Market in 2014?
- The Potential of combining the hair salon, nail salon, beauty salon and day spa business.
- Innovative Franchising strategies Multi-unit, Re-franchising and conversion franchise.
- The changing face of Distribution and Product Retailing
- The Beauty and the Capital Creating a scalable Business model.

### BUILDING A SCALABLE DISTRIBUTION BUSINESS



- Opportunities for building a scalable and Profitable Distribution engine.
- How to plan high returns in a low margin Distribution Business?
- Future in Multi-product, multi-sector Distribution.
- Business Innovation Ideas for a Distribution enterprise.
- Achieving Long term Sustainability in Distribution.

### RETAIL 2020: GROWTH & REVENUE IN RETAIL



- Driving Profits & Marketshare in New Retail landscape.
- Why Retail is now a consumer Experience approach?
- Building a Tier-II and Tier-III model Why a cookie cutter approach will not work?
- How Corporates are encouraging Entrepreneurship through retail franchise models?
- The latest Expansion, Localisation and Partnership strategies for retail models.
- Ecommerce - The new Retail Era.

### RETHINKING RETURN ON EDUCATION



- The Consumerisation of Education Consumer Attitudes & Buying Behaviour.
- Where to put your Ideas & Money Education categories that will grow and shrink.
- Franchising & Joint Ventures Where Education Business can infuse growth and consolidation of small institutes under a single corporate umbrella?
- Business models What fits best for faster growth in the Business of Education?

### SERVICE SECTOR SERVES UP STRONG GROWTH



- India's growth being led by the services sector contributing approx 52.7% to National Income
- Dominant services witnessing double digit growth in last decade: Social and personal services, community, insurance, financing, business services, and real estate.
- Indians are shifting consumption pattern to comforts, luxuries and better services rather than sticking to necessities.



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Important Event: FRO2014  
Important Place: Hotel Hilton, Chennai  
Important Dates: December 6 - 7, 2014  
Important Days: Saturday & Sunday  
Be There!

## our events and shows



## our magazines



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