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

**FRANCHISE INDIA**  
Your growth is our business



Presents

# FRO 2012

46TH NATIONAL FRANCHISE, RETAIL & SME SHOW

MARCH 24 -25, 2012, HOTEL RAMADA, JAIPUR

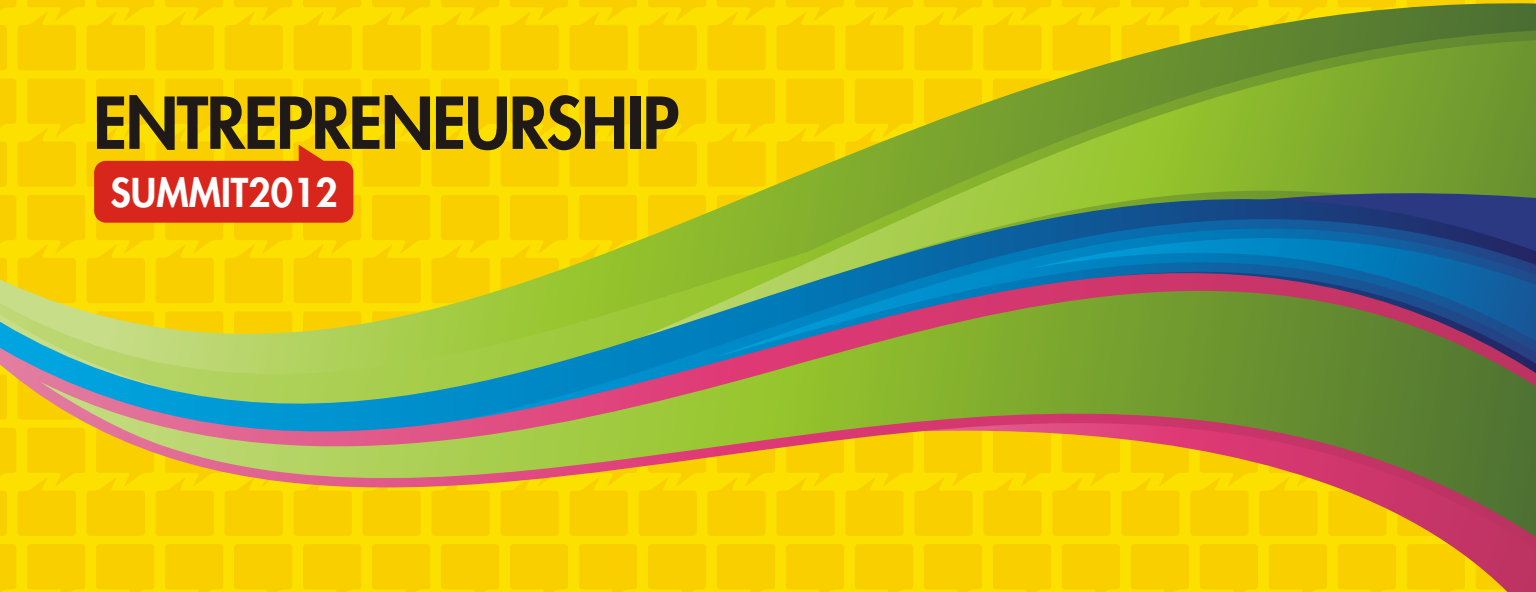
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**TIE**  
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RAJASTHAN

**SMALL BUSINESS.**

**BIG IDEAS**

**ENTREPRENEURSHIP**  
**SUMMIT2012**



# DISCOVERING THE RIGHT OPPORTUNITY IS THE BEGINNING OF THE ENTREPRENEURIAL PROCESS.

What differentiates an opportunity from an idea, no matter how interesting the idea?

Today, as both retail and consumer services sectors are being buoyed by consumption demographics, for enthusiastic investors, franchising is no longer just a good idea. It is an opportunity. Whether a business owner might want to operate a single store or look at operating 10, 20, or 100 stores, as an approach franchising analyses emerging growth in a sector/industry followed by execution and shaping of the opportunity in context to maximum benefit.

Franchising allows people to look inward and understand the nature and scope of their entrepreneurial ambitions. Different options are available to suit each individual's appetite and capabilities. All can work towards their personal success and wealth creation goals. The FRO show provides a wide breadth of business options for individuals looking to meet their financial goals and business visions, whether conservative or grandiose.

The Entrepreneurship Summit will also feature a self-discovery workshop structured on my latest book *Take Charge!: Building An Entrepreneur Mindset*. The workshop has been designed to allow each participant to reconnect with his or her unique entrepreneur DNA and build their own mindset that would guide them to their personal business success.

There will also be sessions on writing business plans, finding funding and marketing your company. A panel of experienced educators, startup founders and business leaders will be offering hands-on advice.

I welcome you to the conference and look forward to seeing you there.

Business Advisor, Entrepreneur & Author  
**Gaurav Marya,**  
President, Franchise India

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## 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





## CONFERENCE PROGRAM

# 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

## Start up accelerator {Think big! Start smart!}

Startup track could be your key to a successful startup. Whether you are getting launch-ready, getting a closer look at the competition will Get a look at what's out there & will prepare you for your big venture as it is designed to unite those interested in what it takes to succeed in building a startup while Focusing on helping entrepreneurs to advance their knowledge, network, and skills to advance forward towards their goals & dreams for starting their own businesses.

## Creating a business plan

Ideas are a Dime in a Dozen .The session clarifies How viable is your Killer business idea, what it will achieve and, crucially, mapping, in a clear, succinct document, how it will get there.

- Push your Limits! Follow your Passion!
- Buying a Business Vs Starting up

## Teaming up @Startup

Business partner relationships are often compared to marriage - and not without reason. Entering into a business partnership is no small commitment.

**Co-Founders:** Where to Find Them, How to Pay Them

- How to start a family business and get it right
- Is buying a franchise for me?

## Your first structures- Legal, Organizational and Funding

A business' legal structure determines who makes the management decisions, how much tax you'll pay, what records you need to keep, who has financial liability for the business and how you raise money.

- Company formats & business structures
- How to register your company and protect its IP

**takecharge!**  
building an entrepreneur mindset  
**THE SELF-DISCOVERY WORKSHOP**



(Based on Gaurav Marya's best-selling book *takecharge: building an entrepreneur mindset*)

Starting and running an enterprise is a common fantasy, but in reality dynamic businesses are a rarity. A successful enterprise calls for an entrepreneur mindset. The path to this mindset starts with self-discovery by the prospective entrepreneur.

*takecharge the self-discovery workshop* gives you a comprehensive understanding and a deep insight on what it takes to build a successful enterprise. You will leave the workshop with a rootedness in your unique self. This will give you the confidence to choose the path that best suits you in a business context where change is the only constant. The workshop will invite you to discover your strengths and deal with your weaknesses by studying 5 key Entrepreneur Mindset Strategies.

## KEY TAKEAWAYS

- An entrepreneur mindset
- 5 key Entrepreneur Mindset Strategies
- A range of business ideas
- The approach to drawing a business plan



- Food and Beverage (F&B) franchises is the first choice of over 45% potential business investors
- Specialization will become a primary factor fueling restaurant industry growth
- The New Age Food industry leaders will be determined by business and marketing strategies, entrepreneurial spirit, and innovation in cuisine, service & technology



- Self-care, DIY healthcare trends, back-to-basics fitness & Lifestyle Change 2.0 trends make health & wellness businesses new health information curators
- Consumers don't want to buy 'exercise' or 'nutrition' or 'diets.' They want to buy solutions for problems.
- Medical Spa most upcoming Business opportunity as Indian health care progresses from treatment to wellness



- Single-category retail chains are scoring over multi category retail
- Speciality retail can break-even in 12 to 18 months
- Specialty retail can provide value-added services to customers
- Size of a speciality retail store is real estate friendly

## CONFERENCE PROGRAM

# BUSINESS MANAGEMENT & GROWTH TRACK

### *There is no Walking! Running a business is like running a marathon*

From venturing alternative finance to tapping into new markets, there is a growth strategy for every business phase. As Business increases it is important to tighten up operations and get everything smarter, cleaner and more efficient.

#### **Raising a ton: the Hard Truth of Raising Finance**

Business profits may not be enough to cope with the financial commitments of growing a business & that's where growth finance will figure in your "To Do" List

- Inside the Minds of Investors & Lenders
- Angel Loans vs. Preferred Shares
- Debt finance: Why it works

#### **Marketing 101: Getting your business message out**

- Localize. Socialize. Mobilize
- Start-Up PR: How to Get It, How to Capitalize On It

- The Social Media Revolution: What Every Busy Business Owner Needs to Know

#### **Talent Recruitment**

- How & where to find and identify excellent startup staff
- Supercharging Engagement: Investing in your brand ambassadors

#### **Handling a fast moving Business: Slow Down & Speed up**

When your business is performing well, it's all too easy to ignore the underlying issues that can create difficulties in the years to come.

- Measuring your Business performance
- Why focusing on core business helps
- Managing your finances & Risks: Juggling Growth with consolidation
- Right Sizing Your Expenses, Free Up Your Cash Flow & Improve Your Bottom Line

## THE BEST BUSINESS OPPORTUNITIES & START-UPS IN 2012

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.



### FASHION RETAIL BIG RETAIL



- Young Indian consumers motivated by value-driven on-trend fashion
- Fast Fashion is the new retail model. Attraction for high-end designer logos fading
- The combination of in-store and online shopping, presents number of new opportunities for retailers

### EDUCATION EXTENDED: OPPORTUNITIES GALORE



- Of 1200 franchisors in India, approximately, 32 per cent are in the education sector.
- Education is the second largest household expenditure after food.
- Non-traditional model for elementary and secondary level education becoming extremely popular autonomously & in blend with traditional education
- India's education policy has missed on taking advantage of technological revolution in 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.

## ABOUT US

Franchise India Holdings Ltd is Asia's largest integrated franchise solution company since 1999, and an absolute authority on franchising and licensing. FIHL has helped hundreds of investors in selecting the right franchise and in turn, assisted numerous organizations in international and domestic franchise expansion. Knowledge, Opportunity, Network and Success are FIHL's key ingredients.

**KNOWLEDGE:** FIHL is backed by global experts and professionals associated with us over the years;

**OPPORTUNITY:** FIHL creates opportunities for investors through projects and companies it proudly represents;

**NETWORK:** FIHL, through its extension of offices across India, assists local investors with global opportunities;

**SUCCESS:** FIHL works towards the success of its investors and clients. We help companies leverage their intellectual capital through franchising and licensing to Indian entrepreneurs.

### OTHER GROUP

#### COMPANIES:

##### MEDIA SERVICES

- ↳ The Franchising World
- ↳ Retailer
- ↳ Brand Licensing
- ↳ www.franchiseindia.com

##### FRANCHISE INDIA

#### CONSULTING

- ↳ Consulting
- ↳ Francorp
- ↳ Knowledge Series
- ↳ International

#### LICENSE INDIA

- ↳ Advisory
- ↳ Publication
- ↳ Events

##### FRANCHISE INDIA

#### BRANDS LTD

- ↳ Spa Siam
- ↳ Change
- ↳ Lolita

#### FRANCHISE

#### MANAGEMENT

#### COMPANY PVT LTD

- ↳ Club City
- ↳ Dosa Plaza
- ↳ Shanghai Post
- ↳ Masala Country

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**YES!** I would like to

- Exhibit at the show
- Attend the conference
- Participate in awards
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- Become a sponsor
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## CALL TODAY!

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