



www.franchiseindia.com

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

**FRANCHISE INDIA**  
Empowering **Change** Since 1999



Presents

# FRO 2012

**45TH NATIONAL FRANCHISE, RETAIL & SME SHOW**

FEBRUARY 25 -26, 2012, HYDERABAD INTERNATIONAL CONVENTION CENTRE, HYDERABAD

**SMALL  
BUSINESS.**

**BIG IDEAS**

**ENTREPRENEURSHIP**

**SUMMIT2012**

## 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 and business structures
- How to register your company and protect its IP

**F&B BUSINESS – RECIPE FOR SUCCESS**



- 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

**INDIA INC HIGH ON HEALTHCARE BUSINESS**



- 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

**SPECIALTY RETAIL WINNERS**



- Single-category retail chains are scoring over multi category retail
- Speciality retail can break-even in 12 to 18 months
- Speciality 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.

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

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

What separates an opportunity from an interesting idea? Anticipating customers' needs is important in any industry and often the difference between simply surviving and thriving. As an entrepreneur one's goal is not to own resources but rather to use resources to exploit the opportunity to the fullest and to embark on it starting up with Minimum resources is often a competitive requirement for any new venture.

Today as Retail & consumer services sectors are being buoyed both by consumption demographics and also by enthusiastic investors, Franchising is a thoughtful approach to opportunity recognition followed by execution and shaping of the opportunity. The Long & the short of the opportunity suggests that Whether a franchisee might want to operate a single store or another franchisee might want 10, 20, or 100 stores, Franchising helps one to fulfill his or her entrepreneurial ambition according to his appetite and capabilities towards expectations for success and wealth creation.

The FRO show will provide a wide breadth of options for individuals looking to find an opportunity to meet their financial goals and business visions, however conservative or grandiose. The Startup Conference at FRO is about getting people the knowledge that they need to take their ideas to create a successful business. There are going to be sessions on writing business plans, finding funding, marketing your company and a panel of experienced startup founders & Business Leaders offering hands on advice.

I Look forward to welcoming you at the conference.

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



## 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

### ORGANISED BY

# FRANCHISE INDIA

Empowering **Change** Since 1999

**Head Office:** 4th & 5th Floor, Charmwood Plaza, Eros Garden, Charmwood Village, Surajkund Road, Faridabad - 121 009, **Tel:** 0129 4098800, **Fax:** 0129 4098840

**Corporate Office:** F-89/11, 2nd Floor, Okhla Phase - I, New Delhi - 110 020 **Tel:** 011-40665555, **Fax:** 011-40665563

**Mumbai Office:** 414, D Wing, Crystal Plaza, New Link Road, Andheri (W), Mumbai - 400 053

**Bangalore Office:** Unit 314, Level 3, 2nd Floor, #7, Prestige Centre Point, Cunningham Road, Bangalore - 560 052, **Tel:** 080 - 49035510, **Fax:** 080 - 49035511

**Chandigarh Office:** S.C.F 145, Sector-17, Panchkula - 134 109, **Tel:** 0172 2571823

**Chandigarh Office:** S.C.F 144, Sector 5, MIDC, Panchkula 134 109

**Chennai Office:** 2nd Floor, Above Hotel Ashirwaad, 148/1, Habibulla Road, T. Nagar, Chennai - 600 017, **Tel:** 044 42124104, **Fax:** 044 42124103

**Hyderabad Office:** Regus Business Centre, Level 1, Midtown, Road No.-1, Banjara Hills, Hyderabad - 500 034, **Tel:** +91 40 4433 4001

**Kolkata Office:** Room No: 604, Regus Constantia, 11, U.N. Brahmachary Marg, Kolkata - 700 017

**Dubai Office:** 802, Business Village - B, Next to Clock Tower, Deira, Dubai - UAE, **Tel:** +971 4 2368568, **Fax:** +971 4 2368677

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

Show hotline: +91 9346689503, 09311908833

## YES! I would like to

- Exhibit at the show
- Attend the conference
- Participate in awards
- Visit the exhibition
- Become a sponsor
- Speak at the conference

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Mobile: \_\_\_\_\_ Tel.: \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

**Fax this coupon to 0129 4098840 or email [expo@franchiseindia.com](mailto:expo@franchiseindia.com)**

You can also mail this coupon to:

**Head Office:** 4th & 5th Floor, Charmwood Plaza, Eros Garden, Charmwood Village, Surajkund Road, Faridabad - 121 009, **Tel.:** 0129 4098800

## CALL TODAY!

For Conference Delegates:

**Shilpi +91 9346689503, 0931190883**

or email [conference@franchiseindia.com](mailto:conference@franchiseindia.com)

For Exhibition & Sponsorships –

**Delhi +91 9310185550**

**Chennai +91 9344009420**

**Mumbai +91 9323968158**

**Bangalore +91 9343930200**

or email [expo@franchiseindia.com](mailto:expo@franchiseindia.com)

Women Entrepreneur  
By



Knowledge Partner  
**Francorp**  
The Franchising Leader

Hospitality Partner  
**CLUB**  
CITY

Media Associates

**Franchising**  
START YOUR OWN BUSINESS WORLD

**Retailer**  
THEY'VE NEVER SEEN BEFORE

**franchiseindia.com**  
Entrepreneur's Daily Dose

# CONFERENCE REGISTRATION FORM FOR DELEGATES

# FRO2012

45TH NATIONAL FRANCHISE, RETAIL & SME SHOW

FEBRUARY 25 - 26, 2012, HICC, HYDERABAD

We are nominating the following:

S.No.	Name of the Delegate	Designation	Company	Date
1.	_____	_____	_____	_____
2.	_____	_____	_____	_____
3.	_____	_____	_____	_____
4.	_____	_____	_____	_____
5.	_____	_____	_____	_____

## CONTACT DETAILS

Mr/Mrs/Ms (surname): _____	First Name: _____	
Organisation: _____	Job Title: _____	
City: _____	State/Province: _____	
Country: _____	Pin Code: _____	
Telephone: _____	Fax: _____	
Email: _____	www: _____	
No. of employees: <input type="checkbox"/> Under 10	<input type="checkbox"/> 10-50	<input type="checkbox"/> 51-100
<input type="checkbox"/> 501-1000	<input type="checkbox"/> over 1000	

## PAYMENT MODE

Drawn in favour of **Franchise India Holdings Limited** payable at Delhi is enclosed.

Online: \_\_\_\_\_

Bank Draft: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Designation: \_\_\_\_\_

Date: \_\_\_\_\_

- Companies nominating 5 or more delegates are entitled to corporate discount.
- Delegation fee is non-refundable but change in nomination is acceptable.

Pre Registration Fee: Rs 5,200/- per delegate

20% Discounted Fee till February 15, 2012

To register, send DD/Cheque favouring Franchise India Holdings Limited payable at New Delhi at the given address.

On the spot Registration Rs. 6500/-

## Documentation

A limited number of documentation sets will be available to those who cannot attend this event. To avoid disappointment please order prior to the event date. Please send or fax this form to us confirming contact and payment details as above:

Please send me \_\_\_\_\_ set(s) at additional cost.

Contact Ashna G. Sharan - 09310185550

Please note: Documentation will not be dispatched until payment is received

## 4 EASY WAYS TO BOOK

1. Conference Hotline:  
**0 9346689503**
2. Fax this booking form to us on:  
**Fax: 0129 - 4098840**
3. E-mail to:  
conference@franchiseindia.com
4. Send this form to: 4th & 5th Floor, Charmwood Plaza, Eros Garden, Charmwood Village, Surajkund Road, Faridabad - 121 009

The fee for this event covers all written materials, lunch and refreshments. Joining instructions will be sent to you acknowledging your booking. Please contact us if you do not receive this within seven days of booking.

## SUBSTITUTIONS/ CANCELLATIONS

Upon receipt of your booking form, your place will be confirmed. Any cancellation must be received in writing, under no circumstances any payment made by the delegate would be refunded.

## ACCOMMODATION

Hotel assistance shall be provided on request.

## IMPORTANT NOTE

- This booking form constitutes a legally binding contract. It may be necessary for reasons beyond the control of **Franchise India Holdings Limited** to change the content and timing of the programme, the speakers, the date or the venue. In the unlikely event of the programme being cancelled **Franchise India Holdings Limited** will automatically make a full refund but disclaim any further liability.
- Are you looking for new ways to promote your company? For exhibiting in Franchise India Events discussing opportunities (which could include exhibiting space, display space or sponsorship of an event, networking night or lunch) please contact **Ashna G. Sharan on 09310185550**.