

अब हमारे हवाले वतन → → → The Nation Depends On Us

to inspire youth to take up **enterprise and growth challenge** as a mean of building the nation

(1) Why we Franchise ?

Answer is Simple- To make Money

(2) Making Money is not a BIG thing

(3) Anyone can make Money

(4) Even PaanWala & Lawyer of Delhi Gang Rapers make Money

अब हमारे हवाले वतन → → → The Nation Depends On Us

to inspire youth to take up **enterprise and growth challenge** as a mean of building the nation

- (5) We have Franchise in Food Chain & Sweets & Cakes, Footwear, Manufacturing, Education, Taxi & Transportation, Retailing, TV Programs, etc. In Branded as well as Unbranded Products & Services;
- (6) Meaning- we are not new to Franchising,

अब हमारे हवाले वतन → → → The Nation Depends On Us

to inspire youth to take up **enterprise and growth challenge** as a mean of building the nation

- (7) Is Franchise a Marketing OR a Sales Criteria ?
- (8) Consider Franchising as a Distinct Philosophy for Business;
- (9) Ancillary,
- (10) Subsidiary,
- (11) Partner,
- (12) Branch-Local-Zonal-Regional-Central-etc.
- (13) Plant-1-2-3-etc.
- (14) LLP,

अब हमारे हवाले वतन → → → The Nation Depends On Us

to inspire youth to take up **enterprise and growth challenge** as a mean of building the nation

- (15) At times it also should be compared whether or not Franchising is better than LLP ?
- (16) In LLP one Partner can not be Sales Agent for any Other,

अब हमारे हवाले वतन → → → The Nation Depends On Us

to inspire youth to take up **enterprise and growth challenge** as a mean of building the nation

- (17) In any business today "Marketing & Sales" are very inefficient
- (18) Advertisement & Promotional efforts are going out of bounds and their percentage in Sale Price does not rhythm with percentage of Market Yields;
- (19) IPL & Comedy Show & Soaps on TV Channel does not impress viewers and make them buy our products;
- (20) And so also Music & News Channels & their Exit Polls;

Key Notes at Franchise India
18th May, 2014 @ Nehru Center, Worli

अब हमारे हवाले वतन → → → The Nation Depends On Us

to inspire youth to take up **enterprise and growth challenge** as a mean of building the nation

(21) So, What is NEW that we all are discussing here ?

अब हमारे हवाले वतन

Page 6 of 14

अब हमारे हवाले वतन → → → The Nation Depends On Us

to inspire youth to take up **enterprise and growth challenge** as a mean of building the nation

- (22) Sorry that I could not come yesterday, since I was occupied with Shree Jagdish Prasad Jabharmal Tibrewala University (JJTU) at Jhunjhunu, Rajasthan;
- (23) And I wonder, when such fame would be achieved by “Shree Bankim Dhansukhlal Mistry Memorial Lecture on Franchise” ?
- (24) So, there is some “Juice” in JJTU Name, right ?
- (25) That juice is EXTRA & Above to Roti-Kapdaa-Makaan & Money & Livelihood ;

अब हमारे हवाले वतन → → → The Nation Depends On Us

to inspire youth to take up **enterprise and growth challenge** as a mean of building the nation

- (26) I am among group of Scientists, Engineers & Technocrats that are always on move to ease Pain Area of rest of this world;
- (27) My group does not laugh when someone faces problem;
- (28) My group does not laugh like Comedy Show & earn Livelihood;
- (29) My group develops things like Blade Feet for people to walk and even climb Everest;
- (30) My group develops Accounting & Book Keeping Software; & so also ERP & CRM;

अब हमारे हवाले वतन → → → The Nation Depends On Us

to inspire youth to take up **enterprise and growth challenge** as a mean of building the nation

- (31) Franchise is a Matured Business System and have no place for New Entrepreneurs;
- (32) Enterprise- New, 1 Year maturity, First generation, Second Generation;
- (33) I understand that before Franchising one should study its Marketing, Sales, Product specs & Apps, Customer Service, etc.
- (34) BUT, one should also have thorough knowledge of Licenses, Permits, Contracts, Taxation, Credit Ratings, ISO 9000, CIBIL, CGTMSE, Various Schemes from Governments re. Subsidies & Refinancing; concessional Rate of Bank Interest

अब हमारे हवाले वतन → → → The Nation Depends On Us

to inspire youth to take up **enterprise and growth challenge** as a mean of building the nation

- (35) How many of us know EM-I & EM-II ?
- (36) What are salient features of EM-I & EM-II ?
- (37) If Enterprise with EM-II faces problem than- What provisions our Governments have as Protection ?

- (38) So I say: Franchise is for Matured Players- Franchisor as well as Franchisee;

अब हमारे हवाले वतन → → → The Nation Depends On Us

to inspire youth to take up **enterprise and growth challenge** as a mean of building the nation

- (39) Like any business, Franchising also requires deep matured knowledge on: Forecasting, Envisage Marketing, Creating New Opportunities, Tools for Penetration, "Cross Pollinating" as well as Synergies,

अब हमारे हवाले वतन → → → The Nation Depends On Us

to inspire youth to take up **enterprise and growth challenge** as a mean of building the nation

- (40) I don't know- Why Casting Vote is covered under Franchise Philosophy ?

अब हमारे हवाले वतन → → → The Nation Depends On Us

to inspire youth to take up **enterprise and growth challenge** as a mean of building the nation

- (41) Language Teacher can teach you Language & techniques of Poetry Writing, but the contents of your poetry would be your apt;

अब हमारे हवाले वतन → → → The Nation Depends On Us

to inspire youth to take up **enterprise and growth challenge** as a mean of building the nation

Correspondence Address:

Bombay Small Scale Industries Association, [Twit @Bssia];

Mr. Bankim D. Mistry- President, [Twit @BankiMistry];

C/o M/s Bharat Traders, B-20 Giriraj Industrial Estate,

Mahakali Caves Road, Andheri East, MUMBAI INDIA PIN: 400 093;

TEL: (00 91 22) 2687 0184, 2687 0245 ; FAX: (00 91 22) 6692 0957;

Cell & SMS: 98334 13142;

E-mail: president@bssia.org.in ;

E-mail: bankim@bom7.vsnl.net.in ;

Web Site: www.bssia.org.in ;

Office Timings: 8:30 to 5:00, Lunch Hours- 12:30 to 1:00;

Sunday is Weekly Holiday;

Meeting by appointments Only between 10:00 and 4:00;

Preferred Mode of Communication: E-mail

Visit: [Http://www.DatabaseOfIndianAssociations.co.in/](http://www.DatabaseOfIndianAssociations.co.in/) ;