



FRANCHISE INDIA 2016 - SHOW REPORT

The crisp autumn morning at the Franchise India 2016 at Pragati Maidan - the biggest ever franchise networking and knowledge sharing platform in Asia, saw entrepreneurs in franchising space, who were on a lookout primarily to buy and sell business opportunities, as well as exchange ideas, knowledge, technologies and services to enhance their businesses potentials, prospects and profitability. Arguably India's biggest such platform, it has over 400 leading Indian and international business and consumer brands exhibiting their products for over 37000 business investors offering a vast range of franchise opportunities. Thousands of prospective business owners and entrepreneurs from throughout India and 11 countries across the globe got opportunity to meet top franchise brands. Read on...



SOME TRENDING BUSINESS IDEAS IN THE CONSUMER MARKET...

The retail and consumer goods in India have gone through a lot of euphoria. Around mid 2000s, everybody wanted to venture into retail and figure out the operations later on. Consumer industry in India had players who had been around for more than 50 years and several of them thought that they understood Indian consumer.

By Utpala Ghosh

The session on – ‘How to launch a fast growing consumer company: Opportunity identification and Business Planning’ moderated by Shubhendu Roy, Partner, AT Kearney along with panelists - Dhruva Chandrie, COO, Shop CJ; Mahendra Surekha, MACJ and Kuppulakshmi, evangelist, Zoho Corporations brought forth some of the fresh business ideas that are confident to pass the litmus test at the consumer market.

Ritu Marya, Editor-in-Chief, Entrepreneur India, Subhendu Roy, Partner, A T Kearney, India; Dhruva Chandrie, COO, Shop CJ; Mahendra Surekha, Director, MACJ Buyer's Choice; Kuppulakshmi, Evangelist, Zoho Corporation

What's the trend?

India is a huge market and consumerism is on an upward swing. When we want to take any idea forward there are some of the macro and micro trends that we need to be aware of. The session brought forth three extremely fresh and innovative business concepts that address some of the unmet necessities in the Indian market. While tele home shopping has been around for quite some time and happens to be a high growth driver, the concept of home inspection

is something that the consumer market needs to be educated about. Surekha shared about the gaps in the Indian real estate industry and the opportunity latent in the home inspection market which is a newbie in India and a thriving 3 billion dollar industry in the US. Same goes for cross functional products for small businesses and start-ups. Kuppulakshmi representing Zoho which caters to small businesses and start ups says, “We started with what we could offer to the customer and what could be the challenges face by someone who wants to set up a business which entails everything from the seed capital to operations, recruitment and employee management; and every aspect of a start-up enterprise through the various user-friendly applications.”

The Matrix of Success

The dynamic consumer market and the ever growing demands are creating room for fresh business concepts. However, what is the matrix of success still remains the million dollar question and each one has his own answer for the same. Roy emphasized on the unit economics. He explains, “Whenever you get into an opportunity, there is a fair amount of uncertainty. Hence, you need to have a very good sense of unit economics. One unit, one outlet, one box is making money. And money making also defines as how the investors defines his financial matrix. If we can justify the unit economics, we have the right to do scale up.” As we talk about the matrix of success, we cannot ignore the 3Ps – product, people and processes. While all the three elements are interlinked and crucial to the business, these can't be put in a linear fashion. An entrepreneur has to constantly juggle all the three elements to ensure smooth functioning and sustainability of a business. ●●



IS VALUE DINING THE NEXT BIG TREND IN FOOD BIZ

In the last few years food business has become one of the most loved interests of both investors and food business operators. With more than 30 per cent of franchising happening in the restaurant business alone, it has become an exciting sector to invest in.

By Nusra

The session on 'The Food Revolution' at the 14th International Franchise & Retail Show came alive with trending ideas and knowledge exchange by eminent panellists – Shikha Nath, Brand Director, Copper Chimney; Sanjay Coutinho, CEO, Baskin Robins; Anurag Katriar, Executive Director & CEO, deGustibus Hospitality; Karan Tanna, Founder & CEO, Yellow Tie Hospitality and Sharad Sachdeva, CEO, Lite Bite Foods.

Top biz to look out for

From just a mere eating out to a celebration, restaurant today has become the next go to place for

every individual in the country. Newer cuisines and innovations are heating the food biz scenario with acceptability from people making future more profitable for these restaurant operators.

"Standalone restaurants with exciting presence and appearance and the newer cuisines are the future of restaurants in India," shares Sharad Sachdeva, CEO, Lite Bite Foods. Today, people do not believe in going to a restaurant dressed in formal attire rather they look out for experiences that are casual, comfortable, affordable.

"High end fine dining is now gone, there is much more importance for value dining. Not only people in metro cities, but people in tier-II and tier II are eating out much more than they used to. People are more open to drinking and liquor is here to stay," adds Anurag Katriar, CEO deGustibus Hospitality which was one of the few restaurants to set up the trend of Fine dining standalone restaurants in India.

Franchising is the key

As everyone believes that franchising is the fastest medium

when it comes to expansion of the brand, there has been lots of opportunities in the segment. Not only local players who are ready to expand are looking for a franchise partner to spread its business but also brand who are entering India have joined hand with a local partner to spread their wings.

"Treat your franchisee as partner in your business and respect the franchisee and franchisor relations, it's where you excel," points Karan Tanna, CEO, Genuine Broaster Chicken which opened its first outlet in Mumbai few months back.

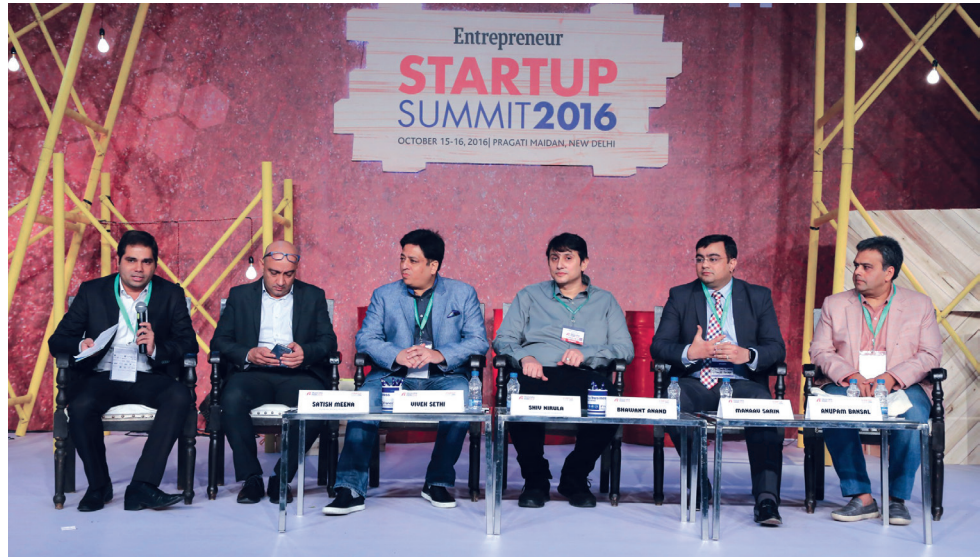
"We have 85 per cent of our franchisees profitable because of the support and backend that we have built in India," comments Sanjay Coutinho, CEO, Baskin Robbins which has 672 franchised outlets in India with only one company owned outlet. And, hence with lots of opportunity which are unfolding the food business scenario, we can see more and more exciting concepts heating up the restaurant space. ●●



Rajat Wahi, Partner, Management Consulting, & Head – Consumer, Retail and Agri Sector, KPMG India; Shikha Nath, Brand Director, Copper Chimney; Sanjay Coutinho, CEO, Baskin Robins; Anurag Katriar, ED & CEO, deGustibus Hospitality; Karan Tanna, Founder & CEO, Yellow Tie Hospitality; Sharad Sachdeva, CEO, Lite Bite Foods

WINNING OVER THE STORE-LESS GENERATION

In today's omni-channel retail environment, the relationship between consumers and retail brands is changing – which is demanding an innovative retail strategy to win over the new-age consumer. What it takes to succeed in this changing retail environment? Read on



Satish Meena, Forecast Analyst, Forrester Research India; Vivek Sethi, Director - Retail, LeEco; Shiv Nirula, MD, Futomic Group of Companies; Bhawant Anand, Chairman, Khazana Group; Manav Sarin, Sr. VP – Business Development, Gitanjali and Anupam Bansal, Executive Director, Liberty Shoes

The big debate of online versus offline is still on. How, when, where, and why is consumer buying - every brand is curious to know.

This was a hot topic at the Franchise India 2016 show – which provided a common platform to the retail biggies to brainstorm on how to succeed in this omni-channel retail environment.

Shiv Nirula, MD, Futomic Group of Companies, said, "The product lines, nowadays, are almost similar and even product quality and service are getting standardized. So, the only thing where you can win is by providing a different experience to the consumer."

While it is important to be present in both channels, but, there should be right synergy between online and offline space, agree the industry experts.

Manav Sarin, Sr. VP – Business

Development, Gitanjali, said, "A few years back we were not doing very well in retail chains, we came up with a marketplace by the name of Jewelsouk – which is doing so well."

Talking about the average ticket size, he added, "Earlier the average ticket size of a consumer was Rs 5,000-6,000 and it has grown to 22,000 now."

Bhawant Anand, Chairman, Khazana Group, added, "We have created two platforms where you can go online, see the products and place an order. We are also planning to open 50 stores in India where people would be able to experience it. If it is a high-ticket business, people would like to touch and feel. With these two platform consumers would be able to connect better."

Talking about the trend of online brands' big discounts,

Anupam Bansal, Executive Director, Liberty Shoes, said, "Heavy discounting is an ongoing trend in online space, which I think is temporary. It is important to keep the experience and brand emotion alive."

Highlighting the challenges in online space, Vivek Sethi, Director - Retail, LeEco, shared, "Internet penetration is still low in India. With the increased penetration, e-commerce will become big but it can't stay without offline."

Satish Meena, Forecast Analyst, Forrester Research India, said, "Only 2 percent of the total retail market is online and we still have a long way to go."

Clearly, online is an opportunity that no brand can ignore. But, the brands have to be cautious that it should not compete with the existing network. ●●

TEACHINGS FROM THE MASTERS OF INDIAN EDUCATION SECTOR

India has one of the largest education systems with 230 million children studying in 1.3 million schools, 18,000+ higher education institutes and 350+ universities. Yet India still lacks a strong educational backbone. Let's see what the major edu-preneurs have to say about it.

By: Jasleen Kaur Taneja



Suchindra Kumar, Director-advisor Services, EY LLP, Shreevats Jaipuria, Vice Chairman, Jaipuria Group; Amit Agarwal, Chairman, Times & Trends Academy, S.K.Rathor, MD, Sanfort Group of Schools; Narendra Shyamsukha, Chairperson, ICA Edu Skills; Atul Vohra, CEO, Reliance Education; J.P.Gaur, Director - Principal, MVN

At the Franchise India 2016, we witnessed many edupreneurs share insights at the education session: 'The rising tide of edupreneurs changing the future of education business.' We bring to you the key takeaways from the panel discussion...

The session moderated by Suchindra Kumar, Director-Advisory Services, EY LLP featured an eminent panel with Shreevats Jaipuria, Vice Chairman, Jaipuria Group; Amit Agrawal, Chairman, Times & Trends Academy; S.K.Rathor, Managing Director, Sanfort Group of Schools; Dr. Narendra Shyamsukha, Chairperson, ICA Edu Skills Pvt Ltd.; Atul Vohra,

CEO, Reliance Education; J.P.Gaur, Director-Principal, MVN Schools.

An evergreen sector for aspiring edupreneurs

Kumar initiated the discussion by giving an overview of the session. He presented a broader picture of India's education sector explaining that this is the only sector with positive working capital and immune to ups and downs in the economy. Almost all the education sectors in India ranging from pre-school to higher education run on fee-based model where the complete fee is paid in advance. So the positive working capital adds to the lucrativeness of this sector.

Quality education to make a difference

When expanding via franchising,

established brands strive to provide the franchisees a platform to deliver quality education making sure it is cost effective and investor friendly. The big brands are also planning to enter Tier 2 and 3 cities.

Teacher training a must

To set and maintain an educational brand image, its human resource should be up-skilled continuously. Proper training and necessary skills should be provided to teachers to keep them updated with the current trends prevailing in the education market.

Content matters

As education industry is all about content, good quality curriculum should be formed by schools in order to provide students with high quality learning.

Out of comfort zone

Edupreneurs need to form a well planned strategy to start their educational venture. It is required for them to step out of their comfort zones to make it big in the industry.

Forming legacy

Building a school does not imply running a business for 2-3 years but a legacy for 25 or more years. Thus, an edupreneur should keep in mind that he'll/she'll be teaching generations to come. This factor also helps with marketing of the brand through word-of-mouth from alumni, parents and many more.

Learnings from China

Narendra Shyamsukha explained that to catch up with China's fast pace of growth in education; we need to dedicatedly work on our curriculum and maintain consistent quality.

Don't underestimate technology

With changing times we need to make proper use of technology for teaching purposes. As the younger generation is tech-savvy, neglecting technology in education would hamper the education brand. ●●

STAY FIT IN BEAUTY & WELLNESS SECTOR

Franchise India 2016 was an insight into some of the top performing sectors in India. During the session 'Venturing Into Healthcare, Beauty and Wellness', the much experienced as well as the newer stars from this trillion dollar industry came together to share how their experiences have been starting up as well as growing in this sector.

By Pragati Ratti Sharma

We've got you the key takeaways from the insightful session featuring Dr Pradeep Jeothi, CMD, Vasudeva Vilasam group of Companies, Darpan Sanghvi, MD, Sanghvi Brands and CEO, My Glamm, and Sarvesh Shashi, Founder & CEO, Zorba: A Renaissance Studio.

Ample opportunities in India's beauty and wellness sector

Dr Jeothi took us through beauty and wellness industry that is growing at a CAGR of over 18% annually, presenting a broader picture of India's health, beauty and wellness industry which has demands for as well as offers a promising landscape for medical colleges, health-tech ventures, beauty ventures and Ayurveda brands.

Being a franchisee gives you experience

Sanghvi elaborated on how his experience of being L'Occitane master franchisee helped him to wake up to the market demands for at home beauty services which led to the birth of his at-home service brand MyGlamm.

Essential to go hyper local to be visible

Sanghvi explained how being at one central place in Mumbai was challenging as professionals had to travel hours to deliver services. It



Dr. Pradeep Jeothi, CMD, Vasudeva Vilasam Group of Companies; Darpan Sanghvi, MD, Sanghvi Brands & CEO My Glamm; Sarvesh Shashi, Founder & CEO, Zorba: A Renaissance Studio

was this challenge that made him realise the need to go hyper local and hence, start franchising MyGlamm.

Understand the needs of different businesses of your organization

While Sanghvi never sub-franchised the brands he's taking care of under Sanghvi brands, he felt the need to franchise MyGlamm. This implies how two different businesses under one label can differ in nature and the leader needs to differentiate the needs of the different businesses to make sure each one of them remains profitable.

Technology helps execute disruption

While Dr Jeothi spoke on the scope of healthcare technology, Sanghvi spoke about how technology helped his brand disrupt the beauty market. Clearly, there is no underestimating technology.

Train service professionals to organise the industry

The beauty and wellness industry of India is an unorganized one. Shashi and Sanghvi, both spoke on the need for training service professionals to make

this more organized. "It's important to maintain the quality of service professionals to maintain your brand's as well as the industry's credibility," Shashi said.

Credibility, durability and innovation

Founded in 1884, Vasudeva Vilasam epitomises credibility and show by its own example how it essential it is for brands to remain relevant to the contemporary market scenario. Started with three products, the brand has over 500 products, ayurveda centres, spa centres under its belt and is also venturing into franchising. All the panelists unanimously agreed that fresh and innovative ideas have lead the brand ahead. ●●



Franchisor-Franchisee relationship

'Building the right franchisor-franchisee rapport' was a significant session by Kenneth Wong, CEO & Founder, H2O Life Source Group. He spoke about the franchisor-franchisee relationship matrix and the different stages of a franchisee's life and the different types of support needed during each stage.

Terry Watts, International Director, Active Learning, City of Oxford College, USA shares nuggets of wisdom on franchising

The audience also got knowledge from N Mathivanan, Principal Partner & Country Head,

Lakshmikumaran & Sridharan about How to build, transfer and maintain the support from headquarters to the field, building strong team coherence and preparing performing franchisee for next level of growth and how to coach franchisees to modify behaviour, implement change and achieve success.

OF PASSION, PROFITS & PRODUCTIVITY IN FRANCHISING

Anatomy of a power-packed agenda on franchising - Franchise Knowledge Series 2016 (FKS) does it again at the 14th International Franchise & Retail Show held on 16th October at Pragati Maidan, New Delhi.

By Beny Sachdeva

The 2016 FKS Conference was a stellar success and feedback from attendees was off the charts!! The entire agenda was drafted based on the assessment of the current franchise landscape. The leading franchise experts from across the globe explored the current franchise scenario in India with delegates who comprised of franchisors & franchisees. All the speakers present across varied panels discussed in detail the opportunity in franchising & the challenges faced by the industry. The key reason to commemorate at this platform was to provide thought leadership to all the stakeholders within the franchise industry.

The Indian franchise industry is expected to reach \$35 billion by 2020. Talking about the potential Indian Franchise Industry offers, Terry Watts, International Director, Active Learning, City of Oxford College, USA spoke about that how International brands are more willing to create corporate structures that allow them a presence in the market & a step-through to a more controlled approach that Government regulations allow. He added, "Majority of US brands in India have grown tremendously & they are here to stay on road to further expansion. We have just made India foray & we are seeking master franchisees pan-India to fill the skill gap."

Young guns as preferred franchisees

Experience to run the business is of utmost preference for franchisors but the passion & dedication young blood has makes the franchise business going for all the brands. Explaining the same, Rupesh Bhagchandani, National Head - Franchise Operations, Bata India says "We prefer having young franchisees on board with a great capital support from their family as we believe that the entrepreneurial spark seen in the young blood can take the business to scaling heights."

Complementing on the same Monil Rambhia, Marketing Manager, Zee Learn says "Kidzee is one of the oldest franchise players in India & our business strategy regarding partnering with young & passionate franchisees has made us stand tall in the industry today." ●●



GLIMPSE OF AWARDS

Fashion Retailer of the Year	Max Retail Division-Lifestyle International Private Limited
Food Service Retailer of the Year	Yum! Restaurants Marketing Private limited
Health and Beauty Retailer of the Year	Dr. Batra's
Consumer Durables Retailer of the Year	RELIANCE DIGITAL
Home and Lifestyle Retailer of the Year	At Home by Nilkamal
Leisure and Travel Retailer of the Year	LITE BITE FOODS
Luggage Retailer of the year	DA MILANO
Forecourt retailer of the Year	Hindustan Petroleum Corporation Limited
Campaign of the Year	MANYAVAR
Book, Music Retailer of the Year	Crossword Bookstores Limited
Omni-Channel Retailer of the Year	Croma
Specialty Retailer of the Year	Amante
Department Store of the Year	Shoppers Stop
Footwear Retailer of the Year	Bata India Limited
Jewellery Retailer of the Year	Tanishq
Most Innovative Retailer of the Year	Raymond Ready to Wear
Retailer Supplier of the Year - SCM & Logistics	Safexpress
Retailer Supplier of the Year - Loyalty Services	Kaya
Ayurveda Retailer of the Year	ADARA
Debutant Retailer of the Year	RUBANS
Regional Mall of the Year - North	SELECT CITY WALK MALL
Regional Mall of the Year - South	UB CITY - THE COLLECTION
Regional Mall of the Year - East	Quest Mall

Regional Mall of the Year - West	High Street Phoenix
Emerging Omni-Channel Retailer of the Year	Wonderchef Home Appliances Private Limited
Franchisor of the year - Automotive	Mahindra First Choice Wheels Limited
Franchisor of the year - Beauty Aids & Services	VLCC HEALTCARE LIMITED
Franchisor of the year - Spa & Wellness	EDEN SPALICIOUS
Franchisor of the year - Business Services	JAN-PRO CLEANING SYSTEMS
Franchisor of the year - Financial Services	ICICI Securities
Franchisor of the year - Health Aids Services	DR. LAL PATHLABS LIMITED
Franchisor of the year - QSR	SBARRO
Franchisor of the year - Fast Casual Dining	Broaster Chicken
Franchisor of the year - Bakery & Café	M/s. MONGINIS FOODS PRIVATE LIMITED
Franchisor of the year - Small Format (Juice Parlour & Kiosks)	THE THICKSHAKE FACTORY
Franchisor of the year - Small Format (IceCream & yogurt Parlour)	Cream Stone Concepts
Franchisor of the year - After School Model & Activity Center	Sporty Beans
Franchisor of the year - K-12	SETH MR.JAIPURIA SCHOOLS
Franchisor of the year - Vocational & Skill Development Training Institute	Reliance Education
Franchisor of the year - Apparel	The Raymond Shop
Franchisor of the year - Home/ Home Products	TTK PRESTIGE LIMITED
franchisor of the year - Fitness	CHISEL
Franchisor of the year - Pre School/Play School	ZEE LEARN
Franchisor of the year - CDIT/ Mobile/Electronics	CELL PHONE REPAIR



Franchisor of the year - Gifts & Greetings	RED MOMENTS GIFTINGS PRIVATE LIMITED
Franchisor of the year - Fine Dine Restaurant	THE SAVERA INDUSTRIES LIMITED
Franchisor of the year - Car Detailing & Servicing	3M CAR CARE
Franchisor of the year - Coaching & Training Institute	MT EDUCARE LIMITED
Concept of the Year	Times and Trends Academy
Innovation & Technology	NIIT Limited
Regional Franchisor of the Year - North	Giani Ice Cream Private Limited
Regional Franchisor of the Year - South	TONI & GUY
Regional Franchisor of the Year - East	Dr Paul's Advanced Hair & Skin Solution
Regional Franchisor of the Year - West	Vidyalankar
Franchisor of the Year - E - Commerce	MyGlamm
Debutant Franchisor of the Year	MACJ - A Buyer's Choice Home Inspections Private Limited
Franchise Supplier	MOBIQUEST MOBILE TECHNOLOGIES PRIVATE LIMITED
Shopping Mall/ Developer of the Year	Inorbit Malls (India) Private Limited
Franchisor of the Year - Speciality Retail	BIKE STUDIO
Franchisable Concept of the Year	BODY BUILDING INDIA
Team Work	Essar Oil Limited
Regional Retailer of the Year - North	L'Opera
Regional Retailer of the Year - South	Ripple Fragrances Private Limited
Regional Retailer of the Year - West	Saks Hair & Beauty
Luxury Retailer of the Year	PN Gadgil Jeweller Private Limited
Emerging Concept of the Year	BLAU
Debutant eRetailer of the Year	Handtribe
Most Innovative eRetailer of the Year	The Entertainment Store
Retail Design of the Year	BoConcept - New Delhi
Licensee of the year - Apparel	Eteenz (Dhananjai Lifestyle)
Licensee of the year - Beauty & Wellness	Alkam Licence Products Private Limited

Licensee of the year - Back to School (including toys)	H.M.INTERNATIONAL
Licensee of the year - Home & Home Products	Clay Craft
Licensee of the year - Toys & Games	FUNSKOOL INDIA LIMITED
Licensee of the year - Fashion & Lifestyle	Myntra
Licensee of the year - Designer Category	MANISH ARORA
Licensee of the year - Gifts & Novelties	ARCHIES LIMITED
Licensee of the year - Footwear	G & D Incorporation
Licensee of the year - Gaming	Nazara Games
Licensor of the year - Entertainment & Animations	Green Gold Animations
Retail Launch of the Year	Kids Around
Emerging Franchisor of the Year	SANFORT
Franchisee of the Year	TIMELINKS(TANISHQ FRANCHISEE)
Master Franchisee of the Year	Chili's Grill & Bar
Customer Service Excellence Award	Travel Food Services
eRetail Professional of the Year	Mr. Sandeep Aggarwal - Founder, Droom Technology Private Limited
Franchise Professional of the Year	Mr. Sanjay Coutinho - CEO, Graviss Foods Private Limited
Retail Professional of the Year	Mr. Brian Bade - CEO, Reliance Digital
Business Leadership	Ferns n Petals Private Limited
Most Promising Franchise opportunity of the Year	CRICKET ACADEMY OF PATHANS
Women Entrepreneur of the Year	Ms. Aankanksha Bhargava - CEO, P. M. Relocations (PMR)
Entrepreneur of the Year	Mr.Prajodh Rajan - Co founder, EURO KIDZ
Hall of Fame	SURESH BHARWANI - Chairman & Managing Director, Jetking Infotrain Limited
Life time achievement Award	Ms. Meena Bindra - Founder & Chairperson, BIBA
eRetailer of the Year	Myntra
Retailer of the Year	D' decor
Franchisor of the Year	Mahindra First Choice Wheels Limited

GLOBAL BRANDS- TESTING INDIAN SOIL

India has always been an aspirational market for brands from all over the world. And now after FDI being allowed for single brand in retail has opened the floodgates for these brands to enter India. Franchise India 2016 witnessed the enthusiasm and energy at the International pavilion and also at the conference hall which showcased 75 global brands that are contemplating partnerships in India.

By Utpala Ghosh

The International Summit came alive with new global business concepts as well as franchise knowledge shared by the eminent panelists. The panel discussion revolved around three agendas - what kind of potential does Indian market hold for the global brands, what the global brands look for in a master franchisee and also what an aspiring master franchisee in India should look for in a global brand before investing.

The India Promise

Sharing their insight in the first session - 'The India market promise for global brands' were three international speakers - Stephine Sherlock, CEO, Avention Global, Australia, Troy Franklin, COO, World Franchise Associates - Southeast Asia and Gary Coley, Vended manager, Asia/Australia - Pacific, Alliance laundry Systems.

Stephine Sherlock from Architects of Skin - a health, wellness and anti-ageing brand presented

opportunity in the franchise as well as distributorship space. She explained, "We need a distributor to sell the technology for three different franchise models that we're working on." The fresh and young approach of the model which blends medical procedure with fun and youthfulness is the uniqueness of the brand that according to them will prove to be its winning edge."

Another uber fresh concept that came up was that of vended laundry business. Coley took the centre stage to speak about the opportunities that Alliance Laundry System present for Indian investors. He said, "Laundry is one of the basic necessities in life of every human being. Hence this business does not get impacted by the ups and downs of the economy. Self-serve laundries are one of the safest businesses with a global success rate of 94.5 percent."

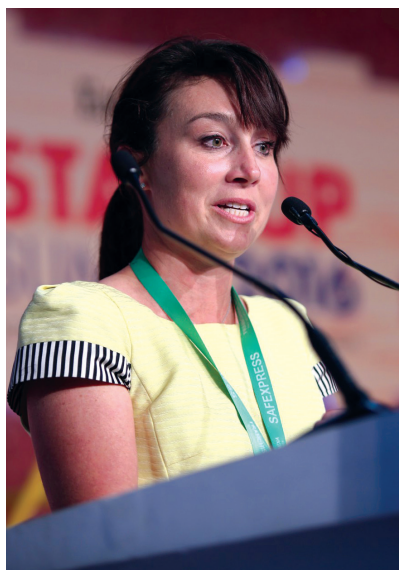
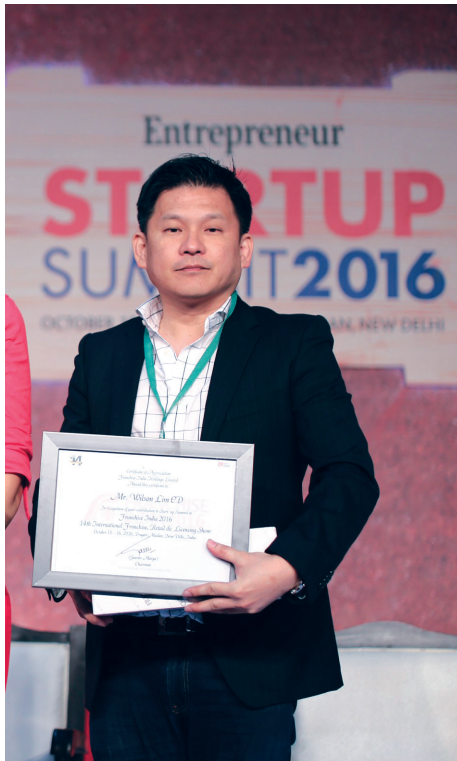
Global Trends in Franchising

At the end of the first session of the International Summit, Franklin took us through some of the major global trends in franchising. He stated, "Franchising started in

the US, but has now become a global phenomenon. As per the US market statistics, franchise business has grown faster than any other business in US economy in the 2015-16 fiscal with an exceptional record in GDP and employment generation."

He also spoke about how micro franchising has been instrumental in growth of small businesses globally. US, UK and Australia have become saturated in terms of franchising and brands are looking to expand in new markets like India. Technology





Left to Right: Terry Watts, International Director, Active Learning, City of Oxford College, UK, Ritu Marya, Editor-in-chief, Entrepreneur India, Wilson Lim, ED, Intl Business & China, Patamania, Singapore, Chan Huang Yee, Executive Director, I Can Read, Kenneth Wong, CEO & Founder, Mycropore Corporation Ltd & CTO & Founder, H2O Life Source Group, and Gary Coley, Vended manager, Asia/Australia – Pacific, Alliance laundry Systems, Troy Franklin, COO, World Franchise Associates – Southeast Asia and Stephine Sherlock, CEO, Avention Global, Australia



is playing a major role in business operations and growth. Another trend in franchising is that the franchising brands are trying to do their part in supporting people who are in need from different parts of the world. Health and wellness is the highest growing segment in franchising globally followed by early learning kid's oriented programs. Fast Casual is the fastest growing sector within the food industry globally. Direct selling and hotel franchising are some of the other emerging trends.

Bill Redfern, Global CEO, MACJ Buyer's Choice who vouched on master franchising as a credible and dependable expansion mode for new global markets, shares, "As per US statistics, 90 percent of the independent start ups do not survive but the equal number of franchise businesses do. They have a proper framework that helps them to make optimal use of their resources and knowledge."

Opportunities for Indian Investors

Terry Watts, International Director, Active Learning, City of Oxford College opined, "It is our first international foray in a structured

way and I think what we offer is relevant to the Indian market." He pointed out that skill training or vocational education is going to be reinvented in India as there is nothing worse than getting a degree without a purpose.

Also seen were some innovative global brands at the Start-up Summit. Chan Huang Yee, Executive Director, I Can Read presented a very fresh concept in early learning which encourages independent reading habits among kids from the two and a half years of age. Kenneth Wong, CEO & Founder, Mycropore Corporation Ltd & CTO & Founder, H2O Life Source Group put forth another unique business concept of water refill station which offers a low cost business opportunity that cost around \$7000 to \$17,000 and assures high returns. Such businesses are available in US between \$60,000 and \$100,000 in US. The brand is looking for area franchisee. ●●