



What you need to build the future

Guidance
2010
1999
Strategy
96.
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Experience
Success
2000

The franchise boom

began in the early 1960's and gradually extended across the world. With no introduction to technology at that period of time and broken far-distant communication, franchise failed to sustain impression among entrepreneurs. As a result, investing in franchising was considered speculative investment.

THINGS HAVE CHANGED

With the commencement of businesses in numerous sectors, the global market burgeoned largely. The vigorous expansion of these businesses had no boundaries, kindling an urge of entrepreneurship in every mind. Alongside, the environment of competition has also arisen, resulting in impulsive desire to grow with full access to technology. To hold up this urge, Franchise Zing works with the companies which wish to grow with new strategies and technologies. It promotes the method franchising which limits the risk factors and promises instant growth with less amount of operating capital in business. Franchise Zing utilizes today's technology and communication tools and provides its proficient experience and consultancy to help businesses progress in modernized franchise industry. It doesn't matter that the business is already franchising or looking forward to expand business through franchising, the goal is ultimately success, which we strive to offer.



VISION

Our vision is to inspire, to empower and to motivate franpreneurs so that they can maximize their potential and simply get more out of business.

MISSION

Our mission is to be the source of all franpreneurs looking ahead to franchise their businesses, investors seeking right opportunity to start own business, helping them both achieve their dreams through our network.

Why franchise ?

Though the time has moved forward, franchising continues to be a highly regulated industry in an effort to promote the healthy growth of the economy.

FRANCHISING PROVIDES THE CAPITAL FOR GROWTH.

In franchising, franchisee adopts the business model of the company to replicate by pouring in capital to grow at unit level. Hence, lowering the risk of debt or investments for the owner, allowing expansion with minimal capital.

FRANCHISING REDUCES THE RISK.

In all kinds of franchise agreement, it is majorly franchisee that signs leases and commits to various services contracts. Franchisor bears less or no contingent liabilities for expansion.

FRANCHISING MOTIVATES MANAGEMENT.

The additional outlets launched through franchise are mostly handled by qualified "managers", who are no employees but the owner of that unit. The ownership and the amount of investment motives franchisees to outperform competition.

FRANCHISING ENABLES INSTANT PENETRATION.

Franchising allows businesses to open window to opportunities at a fast pace, encouraging new concept in the market for leveraging growth.

The possibility of generating multiple presences simultaneously is high via franchising.

FRANCHISING PROVIDES THE LAUNCHING PAD FOR GLOBAL EXPANSION

Many franchisors find that process of developing and refining their domestic franchise program later provides them with a strong foundation for international expansion. As the global market becomes increasingly important, so does the ability to expand through franchising.



Strategy

Leverage

Growth

Time

informa

Capital

People

DOMA

Franchise Zing

works in order to serve the multiple interests of entrepreneurs connected with franchise industry. We augment the brand quality with well-organized business model, to formulate the business into a perfect choice for investors, who are seeking to buy a franchise. Our foremost responsibility towards franchise industry is to create a secure platform for franchisors to connect them with franchisees. Making it much convenient to explore, we put forward several services that are convincing enough to attract opportunities, helps in connecting dots for brands which are interested to franchise.

OUR FOREMOST RESPONSIBILITY

As we have progressively offered our consultancy and assistance to various brands to establish themselves well in franchise arena, we have earned proficiency over dealing with the franchise needs of diverse businesses. So, Franchise zing believes in no- nonsense approach by offering real-world of experience of its team members.

NO NONSENSE APPROACH

Starting from the level of structuring a comprehensive franchise strategy, we furnish the objectives of yours by offering accurate research over industry, financial model, territorial mapping, franchisee recruitment methods, their training and support etc.

PRESSING THE STRONG BOND

Our attempt is not to exaggerate the counting of clients we work with. We look forward is to work with limited number of genuine clients dedicatedly. We look forward to nurture longterm relationship with high-potential clients.

STRATEGIC ADVICE

Amid high competition, what a franchisor needs is clear vision of the road to follow. It is necessary to have advance level of strategy to get retained easily in franchise arena.

INDIVIDUAL APPROACHES

We understand that every business is unique in its own way and comprise different pros and cons, so keeping that in mind we offer tailor-made strategies and special attention to each of our clients, accordance with the needs of their brand, to help magnify their cons into market within available resources to magnetize success.



Legal

Operations

Planning

Expertise

Sales

Training

Marketing

Reaching your goals.

We help you settle your drive to franchise expansion, whether the journey to expansion has just begun or it embarked long time back, we offer our excellence in reaching your goals.

ASSESSMENT AND STRATEGY DEVELOPMENT

Each new engagement begins with an overall assessment of goals, resources, opportunities and obstacles. This assessment is the key to developing a winning franchise strategy. For some clients, this assessment can be relatively quick. For others, in-depth feasibility analysis is required. For every client, Franchise Zing will outline strategic options, a recommended path of action, and estimated costs.

FRANCHISE DEVELOPMENT

If you decide to pursue franchise expansion of your business, Franchise Zing will help you develop all the necessary components—business planning, legal documentation, operations manuals, and marketing and sales materials.

ONGOING SUPPORT AND TRAINING

Once you have embarked on your franchise expansion, Franchise Zing will be there, as a valuable resource in every functional area, to help guide your expansion. We will train you and your staff in all aspects of being a franchisor.

IMPLEMENTATION ASSISTANCE

Beyond support, Franchise Zing can, in many instances, act as an outsourced department of your organization. For some franchisors, initial franchise sales efforts do not cost-justify the hiring of every needed professional from day one. Franchise Zing can place your franchise recruitment ads, manage your consumer ad fund and promotions, screen and follow-up on initial franchise sales inquiries, generate publicity, organize annual conventions, and even visit units to maintain quality control.

Development

Outsourcing

Implementation

Guidance

Assessment

International



A bold new future.

The next level franchising success stories will be scripted by those who are keen to embrace the future of franchising, with willingness to be an example.

FRANCHISING IN THE INFORMATION AGE

Franchising carries enormous potential in the informative age, beholding changing business environment and diverse population of India. It enables business owners to equip innovative ideas to introduce new products and services at a rapid pace. To all the growth- oriented companies, franchising is a spot to take off your dreams at unlimited destinations.

Franchise Zing

assists you to manage prior requirements for your business to make franchising successful. We provide best strategies in accord with changing era for you business; help you equip the advantages of technology in order to develop a substantial relationship with your franchisees. We let you dig out maximum advantages from our services to let your growth fly towards right direction.

To accustom yourself more with Franchise Zing and its services, or looking ahead to unfold better future in franchising, you are heartily invited to get in touch with right consultant at :

+91-9810344704

CONNECTED

Success

Growth

Results

Opportunity



Franchise Services

Website (www.franchisezing.com)

Franchisezing.com utilizes the power of internet and through its website services provides a platform to interface and allow franchisors and franchisees to have a convenient search and access lucrative business opportunities. We provide a complete portfolio of services that help franchises increase their presence online. Besides, we inform and educate our visitors with daily updates of franchise industry.

Get Right Association & Business (GRAB)

Growth of business can't be bordered inside a particular location. As franchising allows companies to expand exuberantly at different locations simultaneously, we help them to expand and reach various potential investors. With the help of our wide prospective list, we organize monthly events (GRAB), at different cities in India, to bring franchisors and franchisees at the same platform specifically to generate business. Hence, enabling you grab 'more output, less input' opportunity.

Consultancy for strategic focus

In franchising, the primary need of any business is to have accurate strategic focus, which supports the current business environment. Whether the company is new to franchising or having established position in franchise industry, both need to move forward efficiently with the ever changing requirements of their industry. So for that, we help our clients to acquire best possible guidance and support from our expertise, in terms of making decisive step for progress.

Franchise Brokerage

We play the role of 'matchmakers' and help franchisors recruit appropriate franchisees in desired locations as per their expansion plans.

Franchising provides substantial depth in all the key areas of franchising

Franchise Strategy Development

- Franchise Readiness Assessment
- Franchise Feasibility
- Competitive Benchmarking
- Franchise Structure
- Territory Analysis and Determination
- Strategic Implementation Plans
- Financial Analysis And Fee Optimization

Franchise Marketing Assistance

- Franchise Marketing Plans
- Primary Research on Targeted Franchisees
- Franchise Brochures and Flyers
- Franchise Promotional Videos
- Franchise Ad Design
- Website Development
- Website Optimization
- Franchise Marketing Audits
- Franchisee Validation

Quality Control, Documentation and Training

- Operations Manuals
- Systems and Forms
- Quality Control Procedures
- Training Programs and Training Aids
- Operational Audits and Best Practices
- Learning Management Systems

Franchise Implementations Services

- Franchise Sales Training
- Implementation Consulting and Coaching
- Franchise Brokerage Services
- Management Recruiting
- Compliance and Sales Force Audits
- International Expansion Assistance
- Franchise Organizational Audits, Competitive Positioning And Best Practices Benchmarking



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