



We try to reach out and touch someone...

Franchise Partner Program

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1. Types of Franchise Business

- Product Franchise
- Manufacturing Franchise
- Business Opportunity Ventures
- Business Format Franchising

By and large Business format Franchising is the most common type. Here along with the right to use the trade name and sell the products or services of the Franchisor.

The complete kit may include Franchisor's documentation on operating procedures, technical assistance, marketing setups, training systems, management policies and all other relevant information, to the franchise. The Franchisor will also train the franchise before he start the franchise operations and then on an ongoing basis. This has been proved to be the most successful method of distributing goods and services in the economic functioning of franchise business

2. Advantages of Franchising

- a) **Minimized Risk:** Starting up a new business is very risky. Most studies show that over 80% to 90% businesses fail within three years. The prime reason for this is that the owners have to go through the learning curve of operating that specific type of business unless they have some prior experience in the same. Since the Franchisor has already gone through the learning curve and has gained experience and the secrets of success for that specific business, the same is passed on to the franchise.
- b) **Combined Growth:** Another reason to buy a franchise is due to its basic nature of togetherness. There are many franchises in network and every franchise brings in the capital. The trade name begins to become well-known because people see it everywhere. A huge network also projects a look of a successful network.
- c) **Financing:** A Franchisor also assist the franchise in obtaining financing for setting up of the business. The Franchisors also introduces the franchise to a potential lender or other financing source. Site selection & Furnishing.
- d) **Operating Support:** Usually enough training and consultancy is given to the franchise by the Franchisor to start and operate the business. That way the franchise can benefit from Franchisor's marketing experience and expertise

- e) **Advertising:** Advertising costs are greatly reduced because the advertisement cost is shared by the franchises. So the franchise enjoys national exposure at an affordable price.

Benefits of Franchising: One of the main benefits of franchising is lower risk. Most business experts agree that a franchise operation has a lower risk of failure than an independent business. A reason for this is that the product or service is already established. A Franchisor offers a product or service that has sold successfully. An independent business is based on both an untried idea and operation.

Success of Franchise Business: Two factors will help you to predict the potential success of a franchise.

- (i) The first is the number of franchises that are in operation.
- (ii) The second predictor is how long the franchiser and its franchises have been in operation.

The four 'R's of Franchising:

1. Realism
2. Resources
3. Research
4. Resolve

Types of Franchise

- a) Master Franchise
- b) Regional Master Franchise
- c) Area Developer

3. Why is Franchising growing?

Franchising is one of the world's fastest growing and most lucrative industries. Franchise businesses will be turning over an estimated \$1 trillion (which is roughly equal to ten times the size of India's current GDP).

Franchising permits businesses to grow more rapidly than any other method. By increasing the efficiency by which goods and services are distributed, it brings impressive gains to any economy.

4. Growth of Spoken English Business In India

The total English language proficiency market of India is more than Rs.2000 Cr. and shall continue to be the demanding stream in the near future. The Indian economy is on the boom and all the sectors – IT hospitality, tourism, export, BPO, import, pharmaceuticals, Retail etc. need trained professionals who must speak fluent English, but it's unfortunate that more than 180 million Indians can only read and write English and cannot speak English fluently.

5. Did You Know!!!

- Did you know that English is the most widespread language in the world and is more widely spoken and written than any other language?
- Did you know that over 700 million people speak English, as a foreign language?
- Did you know that three-quarters of the world's mail, telexes and cables are in English?
- Did you know that the main language used throughout the world on the internet is English?
- Did you know that more than half of the world's technical and scientific periodicals are in English?
- Did you know that English is the medium for 80% of the information stored in the world's computers?
- Did you know that 5 of the largest broadcasting companies in the world (CBS, NBC, ABC, BBC and CBC) transmit in English, reaching millions and millions of people all over the world?

6. Overview of the Indian Education Industry

The first separate department for education was created in 1910 to look after the education in India. But it was after India achieved its Independence on 15th August 1947. A fully fledged Ministry of Education was established on 29th August 1947. The nomenclature and responsibilities of the Education Department has undergone some changes since Independence. The present Department of Education is one of the four constituent departments of the Ministry of Human Resource Development which was created on 26th September, 1985.

Education has been in prime focus throughout India's development plans. Its importance can be gauged from the fact that it is included as a part of the Directive Principles of State Policy in the Constitution, which states that " the State shall endeavor to provide within a period of ten years from the commencement of this Constitution, for free and compulsory education for all children until they complete the age of fourteen years".

Educational policy and progress are reviewed in the light of the goal of national development and priorities set from time to time. The National Policy on Education was formulated in 1982, and was later updated in 1992, where specific responsibilities for organizing, implementing and financing its proposals were assigned. The total budgetary expenditure on Education by the Education Departments of the Centre and States has increased from Rs.644.6 million in 1951-52 to Rs.300, 000 million in 1995-96. There are, at present 130 plan schemes in the Department with a total Eighth Plan outlay of Rs.74430 Million.

Today the system which was decided by the international conference party is revolved. It has 10-2-3 system and in some states it has 5-3-2 system or 4-3-3 system. The elementary education is divided into the first term and the latter term. The secondary education is divided to the first term and the latter term, and the first term is for studying the extension of elementary education and the latter term is divided into the college entering course and vocational education course to study. It is the characteristic that scientific education and talent education are done. The rate of the students to enter the first term is 24.6%. For the higher education, 137 higher educational systems aim at the improvement of the qualities of education and research in scientific technology.

Year 2016 has many movements for the education development all over. Let's be a part of this.

Training at Corporate office



Classroom



Training



Part 2 – ENGLISH HOUSE FRANCHISE

7. Company Introduction

Thank you for your interest in commencing a franchise Centre of **ENGLISH HOUSE**- the fastest growing educational institute of Ahmedabad.

Recognizing the importance of English Language we have customized our programs to enhance English language skills to help working professionals, school and college students & House wives'. Our employees are committed to give you a prodigious and different learning experience with ensured results.

We have group of qualified and experienced trainers who are committed to help you with all your training needs, from curriculum modification to giving extra attention individually.

English house has been founded two year now; however we are backed by the experience of 18 rich years dedicatedly and unstoppably providing quality services. Our team consists of well-qualified and trained professionals that hold excessive experience. We render unmatched quality to individuals of any age group in order to enhance their skills and knowledge. We impart modern communicative methods through various types of interactive sessions like group discussions, debate and we bring all-round development in the students.

Moreover, our organization has received acclamation for educating & mentoring the professionals, youth and students and creating a foundation for success.

To assist you in your decision making, we have put together relevant information.

These guidelines are aimed at providing you with a bird's eyeview of this exciting business opportunity. Establishing a successful coaching institute depends upon multiple factors. Please do make your own project plan and discuss it with us in detail.

Once you decide to set up an ENGLISH HOUSE center, we will be happy to assist at each step to realize our mutual goals of a highly successful venture.

8. Need of English in India

We are living in a competitive global environment. English is an all-time preferred language all over the world. It's the only international language accepted worldwide. This only language can provide you a taste of wisdom in today's globalization. Communication is an important quality in a person which enhances his personality and ability to soar high in professional front. Good communication needs a thorough knowledge of the language & grammar.

English has acquired an independent identity across the country. In coming years all the updated knowledge and wisdom will only be available in English only. This is a caution to all non-English speaking people not only in India but worldwide.

In India English language is inherited from British who colonized the country and their language permeated through some of the most important parts of society: the government, the media, the education system, the legal system, and gradually the social sphere as well.

India is a vast nation and in terms of number of English speakers, it ranks third in the world after USA and the UK. Around 4 percent of the population use English covering a small number of about 40 million people which controls domains that have professional and social prestige.

People are very emotional and sentimental regarding their regional language in India. They feel comfort and satisfy their ego by talking in their regional languages wherever they go. They cannot believe the fact that it can ever extinct easily. But they have to accept the fact that their regional language knowledge is not enough to set their position in the global world. Whatever be the knowledge level and their local position in their respective domain, they have to accept this global language to be a successful in life. People that lack English knowledge found they were inferior in the run of life.

Though it is not classified as one of the 15 languages of India, English remains the associate official language along with Hindi, which is mother tongue of our country. In fact English is proffered for speeches and in official letters over Hindi. The reason for this is the large number of languages and that several people are unfamiliar with Hindi. There are several English news channels and many English newspapers are published from almost every state. Old traditions, ethos and even languages cannot help the society to develop in the world of outsourcing and globalization.

Hence there is a great need of knowledge of English for present and coming generations of India. Still racial discrimination can be seen in education which makes the people deprive of knowledge of this language.

Only nine of the 28 states and three Union territories in India have introduced English as compulsory subject from Class I.

9. The Franchising Opportunity

Why Consider a Franchise - A franchise is based on a proven formula and as a result the franchise format tends to reduce the risk of operating one's own small business. The franchise system offers you an opportunity to be a self-employed owner operator. You are running your own business but you are not alone. In the ENGLISH HOUSE franchise you will have a long term partner in the business backed by rich experience and knowhow of the industry.

An Overview

English House has set up an education and training centre focusing on quality education throughout the country. Considerable investment has been made in R&D leading to development of high quality courses, training methodologies and marketing system. These are largely based on individual feedback.

Under the franchise scheme, English House helps entrepreneurs build up a sound, high quality educational venture through grant of franchise rights to offer brand as per norms laid down from time to time. The objective of our relationship is to have a win-win situation which enables proliferation of ENGLISH HOUSE offering with the local initiative and acumen of our business partner for mutual benefit. In setting up a centre, our business partner makes necessary investments, hires the required manpower and delivers our courses under the ENGLISH HOUSE brand name with our continued support.

10. Locating your Centre

Since we are providing an educational service in a competitive environment the centre should be located in a place where student will find it convenient to attend. ENGLISH HOUSE has learned over a year of opening centre, that location is the most critical decision for the long term success of the centre.

In deciding the locations please bear the following factors in mind:

- Highly visible frontage
- High student flow area
- Commercial Premises
- Preferable ground floor or first floor
- Adequate electricity/water provision with RO plant/ parking facilities for students and enquiries.
- Long lease period of premises(if not owned)

Centre Layout

The working environment has to be congenial and conducive to motivate creative work. For this, suitable interior partition work to blend with environment will have to be made. Unlike normal office, the classroom area will have specially designed furniture like tables with adequate space for positioning chairs and reading and operating space. All classrooms should be air conditioned. The window should have venetian blinds/curtain to regulate light.

- Reception / front office
- Counseling cabin/cubicle
- Classrooms – grammar + speaking
- Library cum interaction room [if possible]
- Pantry & utility area

While creating your interiors, special emphasis should be placed on the following

- Air-conditioned/Cleanliness/Hygienic environment
- Drinking water with RO plant
- Separate conveniences for ladies and gents if possible
- Isolated from traffic noise

11. Training & Recruitment

Training will be provided in every single aspect of the business: product knowledge, marketing, selling, recruitment, training, and motivating staff, cleanliness and hygiene, planning and management, management and statutory financial reporting. The franchise will learn by the experience of working in the ENGLISH HOUSE corporate office in Ahmedabad. ENGLISH HOUSE has learned that the best way to learn the business is “On the job training”.

A few weeks prior to the centre opening date, ENGLISH HOUSE franchise training team will assist the franchise in recruiting and training the initial staff at the new centre. Likewise ENGLISH HOUSE training team will work with the franchise to plan an exciting series of launch promotion activities to create awareness of the centre in the target market.

- English House - Franchiser / corporate office will help the franchise for employee training and recruitment and a pre-consent has to be taken from the corporate office before hiring.
- English House will provide/extend technical training, staff training etc. whenever English House decides or requires.

- Two grammar teachers [initial period only 1 to be recruited] one for theory and one for practical – 13 hours presence is required in both the classes
- Spoken & Personality Development faculty – 1
- Receptionist cum counselor – 1 – can be Centre head
- Business Development Executive – 1
- Recruitment, if the person is not fluent in English you shall not hire the person/staff, except maid and office boy.
- EVERY three months there is a competition in the class for giving presentation, which is a speech competition.
- Franchise has to attend training for 15 full days at the corporate office, after executing the franchise agreement.

12. Eligibility Criteria:-

- Franchise owner should be minimum 21 years of age.
- Franchise should be minimum graduate in any stream.
- Franchise should have at least 3 years of working experience in any domain (preferably in training or management).
- Franchise should be able to offer at least 8 to 10 hours of physical presence at the centre.
- Franchise should be well versed with English and regional vernacular.
- Franchise will have to present/produce 2 guarantors and documents in support of their financial capacity.

13. Marketing strategy

Marketing expenses & Sales [shall be borne by us from the share of Corporate Office which includes:

- Presence on Web portals
- Cycle for branding & promotion
- Hand bills
- Leaflets
- SMS marketing
- Facebook
- Blogs
- Newspaper advertisements
- Whatsapp marketing
- Event sponsorships

14. KRA's of the Franchisor

- Training
- System – application website etc.
- Technically & technology
- Study Material and design for all printing stationary.
- Audits
- Recruitment assistance
- Technical support
- Training the trainer support
- Accounting software
- Mobile application – student and staff app

15. KRA's of the Franchise

- Franchise will be fully responsible for extending all required services to the students.
- Whenever English House organizes any cultural activity, meetings, seminar, it is compulsory for the franchise to attend the same.
- Corporate office will be conducting annual meetings when it is compulsory for franchise to participate, and take part in discussion.
- Marketing
- Advertisements
- Branding and Marketing elements

16. The Auspicious Day - Opening the New Franchise Centre

ENGLISH HOUSE franchise training team will work in the new centre with the franchise for an initial period to help with the final training at the new location. Once the franchise feels ready, the training team will hand over full management but always be on hand to help with any query. All this forms a part of ENGLISH HOUSE commitment to service and support to help ensure that the franchise develops and grows a very successful centre. ENGLISH HOUSE team will be in constant contact with the franchise throughout the year.

What it takes to be a Successful ENGLISH HOUSE Franchise

The prospective franchise stands to benefit with the following attributes:

- Strong service ethics
- Burning desire to succeed
- Excellent communication skills
- Good administrative skills
- Enthusiasm & energy
- Willingness to learn and accept change
- Ability to lead by example
- Readiness to be working in the Centre everyday

ENGLISH HOUSE has learned that the most successful franchises are not just investors. They are owner-operators who work right in the Centre every day to ensure that their centre is going smoothly and giving the best training courses and programs. Successful working and running an ENGLISH HOUSE Centre calls for the following: The presence of the owner is required in the Centre all the time. This time management you can share with your partner (if you have.)

Corporate, colleges, schools tie ups is an important source of revenue. Access to business enterprise in your city would be an important winning attribute. Small workshops are the key factor, which pushes up volumes towards profitability.

Our selection process is designed to ensure that only those that are most likely to succeed get to become Franchise. The filling in of this format would help up assess your chances of success as a Franchise and decide on the right support required from ENGLISH HOUSE. Therefore please fill in the form with due care and also feel free to give additional information about yourself, your city or the location for which you have access which would help us assess the chances of your success.

CORPORATE TRAINING



PART 3 – OPERATIONAL DETAILS

17. Execution Strategy

- Franchise or anyone cannot put any notice without prior permission of the Corporate office
- Franchise cannot transfer, divert or handover, sublease the franchise services to any other party.
- Franchise cannot change the name of academy /center at any time.
- Franchise will not add any other activities or merge any other business like computer classes, tuition classes etc.
- Feedback form should be submitted to English House once every student completes his first month.
- If you conduct/organize any special activity in your center/classroom, corporate office should be duly intimated.
- All staff members of franchise should follow/wear/dress code as decided by corporate office. Formals or scarf or something / batches.
- Corporate office will provide phone/email-id to the franchise for official use
- Franchise will have cameras installed in their premise, and access rights to which shall also be there with corporate office. (CCTV)
- Computers two / two ac / cameras / biometric machine / LED or TV / furniture is 40 chairs , two tables, podium stand, library stand, two executive chairs, printers, one cupboard, stock cupboard,
- Counseling cabin & reception area –
- If franchise for any reason decides to wind up the franchise, English House will need NOC or last 3 month collection from all the students, admitted in last 6 months, in such an event franchise will have to pay sum of rupee 3 lakh towards meeting, any pending dues. After clearing such dues balance if any will be refunded by corporate office.

18. Accounting & Audits

- Corporate office will conduct audits and accounts verification monthly basis, franchise will extend all co-operation and facilities to English House personnel.

19. Teaching System

- If any student migrates to any other center the franchise will complete the training of the student. (inter-exchange program at all centres will ensure this. (Inter exchange program), THERE IS NO BATCH SYSTEM, WE HAVE SPEAKING AND THEORY CLASSROOM
- Every Saturday franchise will organize and conduct some special activity for students like interview techniques, personality development etc.

20. Legal Agreement

- All disputes are subject to Ahmedabad court jurisdiction only.
- The agreement between English House and franchise will be registered with proper authority and not notarized copy, expenses for such registration will be borne by both the parties.
- Franchise will have to submit their permanent and current id and address proof, which will have to be updated from time to time when changed. (change of address/ location/ subject to availability of the location being shifted) residence address proof.

21. Profit sharing & Royalty

- Rent, bills, staff salary, marketing expenses, stationary etc. all expenses should be beared by franchise.

22. Our Digital Presence :-

<http://www.justdial.com/Ahmedabad/English-House->

<http://yellowpages.sulekha.com/ahmedabad/english-house-satellite->

<https://www.askme.com/ahmedabad/outlets/english-house-u2097317340I50887764>

<http://ahmedabad.quikr.com/English-Speaking-Courses-In-Satellite-Ahmedabad-W0QQAdIdZ251747207>

<http://www.amnekaho.com/default.aspx>

<http://www.kahiyeyellowpages.com/index.php?p=detail&id=147742>

http://ahmedabad.infoline.in/d_u760565_english-house

<https://www.linkedin.com/nhome/?trk=>

<http://www.indiamart.com/englishhouse/>

<http://trade.indiamart.com/>

<http://www.englishhouseharpal.com/admin>

<http://www.hi360.in/Ahmedabad/94961/English-house-harpal-english>

<https://www.urbanpro.com/ahmedabad/english-house-satellite/3479360#67>

<http://www.datadiary.com/search/product/ahmedabad/spoken-english#>

http://www.indiacom.com/ahmedabad/english-house_ahmedabad_ahd_1189621.html

<http://www.asklaila.com/listing/Ahmedabad/Satellite/English%20House/1z6iCctJ/>

<http://helloindia.co/Ahmedabad/English-House/Satellite>

SOCIAL MEDIA

Facebook: - <https://www.facebook.com/englishhouseharpal1/>

Twitter: - <https://twitter.com/englishhouse111>

YouTube: - <https://www.youtube.com/watch?v=nnu5I9B0OW8>

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Glad to be associated!

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