

FORGING

The Right Partnership

Delivering success through a franchising business model



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The success of any business lies in its ability to create a demand for itself and multiply its presence, capture the markets in areas where there is demand, and create demand in areas with the right potential. A franchising business model offers the perfect blend of these aspects in a country like India, which is so diversely spread. A brand has to have the stealth to simultaneously deliver both the business and functional aspect of it to fulfill the key ingredients for making a franchise model successful when emulated by others.

Trustable Relationship

With a futuristic vision, a franchisor has to orient the franchise holder with the core values of their ecosystem and consistently guide, support and train them to deliver. As a franchisor, the important role is to enable trust in the mind of the franchise holder by ensuring that it just does not stop at only letting out franchises but also goes beyond to guiding and assisting the budding entrepreneurs.

Women-Run Franchises

The education sector is poised for further growth. There is a huge untapped market in Tier 2 and Tier 3 cities and towns along with metros and Tier 1 cities which are yet to be explored. In the education realm, the identity of the franchisor and the vision they propagate is at the forefront since it's directly linked to the future foundation of this country. In context to this, it would not be wrong to state that the degree of sensitivity, comfort and nurturing offered to children by a preschool franchising business run by a women entrepreneur helps fuel a natural growth in this sector.

Multi-Pronged Approach

However, there are some important factors that are critical in influencing growth. First, a partner who can emulate and understand the philosophy and core business objective of the franchisor and secondly, a multi-pronged approach inclusive of all functional and structural strategies to sustain new advancements. The master franchisor has to regularly aim at helping the franchisees by guiding them and providing them support from time to time, whether with key operational aspects or with the development of its infrastructure which is suited to the needs and conveniences of its end consumer. ●●

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