SRC FRANCHISE BLUE-PRINT

FRANCHISE - Business Opportunities - Check out Entrepreneur's low cost franchise opportunities.

 Ongoing advice to the centre on how to improve business as well as taking inputs on market & strategy from the centres.

## wHY BECOME AN src FRANCHISEE

* SRC is a premiere training institute pioneering in individual segments such as IT learning solutions, banking & finance and University coaching classes.
* With over 20+ years of strong experience in the skill training and non-formal academic curriculum-based training programs, SRC is a pioneer in the non-formal training business in the country with a significant global presence with its ONLINE course training program.

Be a SRC Franchisee - A profitable proposition

The concept of franchising is based and followed on a proven method of operating a business. A franchisor like SRC develops a business format over the years. In such an event the chances of success as a franchisee is many times higher than running an independent business. In fact the US Dept. of Commercial Services states that 90% of all independent business fail whereas 95% of all franchisees succeed. Just glance through the facts given below, and you'll know your chances of success with SRC are very high.

What SRC expects from its Franchisee

* Minimum 800 sq.ft. area in the commercial or semi-commercial centre of the town/city (own or rented), easily accessible by bus or local train.
* Applicant must be in the age group of 25-40 years.
* A well furnished front office and fully equipped classrooms and Computer Lab. Faculty and course counsellor.
* Commitment and good administrative skills.
* Dedication - The franchisee must spend at least 50% of his/her time at the SRC centre.

Marketing support

* Marketing & advertising campaigns are developed and run by SRC. The company also provides designs for advertising material such as banners, posters, signboards, etc. for use by the centres.
* Regular performance reviews & training sessions are conducted for staff of the business partner.
* Student scholarships & other schemes are run from time to time to give a boost to business.
* Advertising & brand development initiatives through various Internet-based & traditional press & outdoor advertising.

Academic & technical support

* Timely faculty evaluations help the centre identify those faculty members who need training.
* Faculty training & exams leading to certification are conducted, ensuring that the centre has faculty with the right skills to provide proper training to students.
* Day-to-day support on how to deliver i.e. conduct the courses.
* Conduct of online exams & issuing certificates to students.

Placement support

* Full-fledged placements team dedicated to finding appropriate job openings for trained students across all centres.
* The Placements Team: Conducts job oriented-training workshops for students, increasing visibility of brand & credibility of the centre.
* Organizes industry visits to familiarize students with job roles & opportunities & to build their industry contacts.
* Sources job opportunities for students.
* Identifies internship opportunities for students in IT companies.
* Conducts training programs for centre's own placement executives, if any.

Franchise Fee for 2 Years

* **IT:** 1 lakh.
* IT & UNIVERSITY CLASSES 1.5 Lakh.

+ 20% royalty per month income.