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15th Year of
Success in
Franchising

FRANCHISE INDIA

Your growth is our business

&



**Indian Franchise
Association**

Presents

FRO 2013

57TH NATIONAL FRANCHISE, RETAIL & SME SHOW

FEBRUARY 02 - 03, 2013, HOTEL GREEN PARK, CHENNAI

SMALL
BUSINESS.

BIG IDEAS

ENTREPRENEURSHIP

SUMMIT2013



DISCOVERING THE RIGHT OPPORTUNITY IS THE BEGINNING OF THE ENTREPRENEURIAL PROCESS.

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What separates an opportunity from an interesting idea? Anticipating customers' needs is important in any industry and often the difference between simply surviving and thriving. As an entrepreneur one's goal is not to own resources but rather to use resources to exploit the opportunity to the fullest and to embark on it starting up with Minimum resources is often a competitive requirement for any new venture.

Today as Retail & consumer services sectors are being buoyed both by consumption demographics and also by enthusiastic investors, Franchising is a thoughtful approach to opportunity recognition followed by execution and shaping of the opportunity. The Long & the short of the opportunity suggests that Whether a franchisee might want to operate a single store or another franchisee might want 10, 20, or 100 stores, Franchising helps one to fulfill his or her entrepreneurial ambition according to his appetite and capabilities towards expectations for success and wealth creation.

The FRO show will provide a wide breadth of options for individuals looking to find an opportunity to meet their financial goals and business visions, however conservative or grandiose. The Startup Conference at FRO is about getting people the knowledge that they need to take their ideas to create a successful business. There are going to be sessions on writing business plans, finding funding, marketing your company and a panel of experienced startup founders & Business Leaders offering hands on advice.

I Look forward to welcoming you at the conference.

Business Advisor, Entrepreneur & Author
Gaurav Marya,
Chairman, Franchise India



ABOUT THE CONFERENCE

There is more to successful startup entrepreneurship than merely having the right product for the right need. Many Different Things need to Go Right for a Successful Start? The Startup Conference is an information - rich convention and a must attend for new business owner and startups. This experience will allow hopeful entrepreneurs to establish important contacts and to learn about the newest trends in their industry as you can expect to see the latest and greatest startups, network with Business Leaders as well as industry insiders and interested investors. The conference is designed as a step-by-step guide to getting your new venture off the ground and making money and will address issues pertaining to available resources, tax implications, business structure, registration, licensing and permits, low-cost market research strategies and executable ideas for managing day-to-day operations and improving your profit potential.

WHO SHOULD ATTEND

This Event is a perfect platform for entrepreneurs looking to jumpstart their Business ideas and can be attended by:

- Local business owners & aspiring entrepreneurs
- Entrepreneurs leading start-ups, fast growing ventures and spinouts
- Potential Franchisees investing in franchise/ retail system
- Business consultants & licensing agents
- Founders, CEOs, COOs, Presidents & other key seniors
- Emerging franchisors
- Entrepreneurs & brands looking to franchise their business
- Product manufacturer foraying or already in retailing
- Chain store operators seeking alternative distribution & re-organization methods
- Franchise consultants or suppliers
- Retail business owners who need new ideas & want to streamline their operations
- Professional firms, architects & urban designers
- Future & recent graduate students
- Banks and alternative sources of development funding
- Manufacturers looking for licenses or franchise systems to enhance their products
- Retail suppliers from real estate & technology





CONFERENCE PROGRAM

START UP ACCELERATOR

How to start smart and scale hard!

Insights into the Indian eco-system: Business ideas, vision, opportunities, challenges, markets and growth, competition, entrepreneurial mindset, investment scenario

Creating an entrepreneurial scene in India

A panel of experts comprising officials from the Ministry of MSME and government associations gather on one platform to talk with each other and the audience on what it takes to create a great entrepreneurial scene in India.

- Maximizing the economic power of SMEs
- Entrepreneurship as a Strategic Driver for Change: Incubating Entrepreneurship
- Enterprise Strategy & Policy Developments: Government's role in fostering entrepreneurship
- Making India an easier place to do business :What changes will it take
- Boosting trade ties: Bringing International best Practices to Indian Business
- Enabling environment and policy reforms for women

The New Age Franchise Entrepreneur

- Should Franchise Entrepreneurs be generalists or specialists- Balancing Skills & entrepreneurship as a franchisee
- The Professional Franchise Entrepreneur A Thoughtful, Systemic Approach
- The Operational Superhouse: India's new multi-unit franchisee

Preparing Women Entrepreneurs to grow

- Mompreneurs in Business- The time is now!
- Case study of successful women entrepreneurs
- Access to finance for business growth: Is it easy for women?
- Franchise opportunities for women entrepreneurs

Tax & Legal Know -How for SME Business

- Competition Laws in relation to the retail sector
- Small businesses are the most likely suffer from Legal Issues.
- Managing legal agreements for small-medium enterprises

CONFERENCE PROGRAM

BUSINESS MANAGEMENT & GROWTH TRACK

From start-up to enterprise

- Transform from jugaad to systematic execution
- Fostering a culture of innovation in companies
- How to maintain start-up fast-growth ethos in a big business
- Expand globally target countries
- Expand to the Internet

Raising a ton: the hard Truth of Hard Core Finance

- Are collateral free loans actually free?
- Accessing angel Investment
- Funds the VC way why we funded / why we passed
- The PE stage Getting ready
- The IPO route SME exchange or main exchange

Technology Reducing cost and complexity in business

- Transforming from the traditional 'pen & paper' business culture
- Why Modern SMEs are investing heavily in IT & ITES to compete in domestic markets.
- Providing affordable ICT infrastructure
- How to choose a cloud computing service
- Potential for server, desktop virtualization
- Golden rules of Personnel Management
- How do you hire, fire & figure out what to pay the employees in startup firm
- Aligning people with processes
- Getting your people to Let go & Upgrading them to larger roles
- What value does a co-founder add to a business
- Bring a partner(s) into your business

Building Brands, Building Businesses: Marketing 101

- Mastering the art of marketing
- Spreading message on a tight budget
- Marketing through social media



THE BEST BUSINESS OPPORTUNITIES & START-UPS IN 2013

What kind of products and services are bucking the current business climate? Do they have a common thread or is it a totally random phenomenon? Choosing the right business opportunity can be a daunting task due to the range and number of options available. The Industry sessions focussed on Retail & Consumer services will give outlines on various business opportunities that can be evaluated for viability considering the industry, potential customers, and the competition, Design, operational, and marketing plans.



F&B BUSINESS – RECIPE FOR SUCCESS

- Building a food empire via franchising
- Food business opportunities ling in the cold storage- avenues for food processing
- Bringing volume and scalability through the QSR business model
- Building a food brand from kiosks to fine dining

INDIA INC HIGH ON HEALTHCARE BUSINESS

- Rs 49,000 crore wellness market with 40% dominated by services
- 20-25 % growth trajectory to continue in re4sponse of heavy consumer demand for wellness services
- Wellness chains looking at inorganic expansion for increasing national footprint
- How to scale-up business and maintaining profitability in the long term

SPECIALTY RETAIL WINNERS

- Retail growing at a pheno-menal pace owing to increased spending power of Indians
- Play of eRetail as online opportunities tackle retail business entry barriers
- Science of opening new stores- design & supply dynamics
- Understanding the soft stand on FDI in retail and building effective backend businesses
- Is retail a complex business?

FASHION RETAIL APPEALS ALL

- Young Indian consumers motivated by value-driven on-trend fashion
- Fast Fashion is the new retail model. Attraction for high-end designer logos fading
- The combination of in-store and online shopping, presents number of new opportunities for retailers

EDUCATION EXTENDED: OPPORTUNITIES GALORE

- \$80 billion Indian education industry, growing at 13%, is largely unorganised segments
- Extending Pre-K to Day Care - After Hours Activities
- Extending Business in Edutainment: Toys, Books, CDs, and more
- How to entering and capitalize the K-12 Business
- Addressing skill gap through vocational education

SERVICE SECTOR SERVES UP STRONG GROWTH

- India's growth being led by the services sector contributing approx 52.7% to National Income
- Dominant services witnessing double digit growth in last decade: Social and personal services, community, insurance, financing, business services, and real estate.
- Indians are shifting consumption pattern to comforts, luxuries and better services rather than sticking to necessities.

WHAT'S
NEW
WHAT'S
NEXT

2013 SUMMIT ENTREPRENEURSHIP

Fresh Ideas! New Opportunities!

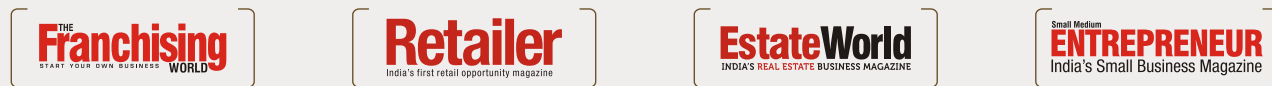
Important Event: FRO2013
Important Place: Hotel Green Park, Chennai
Important Dates: February 2 - 3, 2013
Important Day: Saturday & Sunday

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our events and shows



our magazines



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