

**FDD (Franchise
Development Document)**

&

FP (Franchise Proposal)



CF - 10, 11, 12 – Krishna Complex, Nr. Sarkhej-Sanand Circle, Sarkhej-Sanand Highway,
Okaf, Sarkhej, Ahmedabad – 322210 Gujarat, India

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1. INTRODUCTION:

ABOUT ICEEL

Since its inception in 2006-07 in education of Import Export course, ICEEL till 2017 has completed successfully 55+ batches with introduction of some other courses like Central Excise, Human Resource Management, Competitive Examination preparations, ICT and other vocational courses. We try to give our best to our students / participants / aspirants so that they can perform up to the mark at every stage of their life whether it may be their job, business or any other career.

Our efforts since 2006-07, stand a testimony to ICEEL's glorious performance in guiding students / participants in their respective fields out of which many have gained jobs on respectable post in many esteemed corporate and few have started their own ventures also.

We are working for the success of students and their success is our success.

**We always believe in setting the trail,
and not in following the path.**

MISSION & VISION STATEMENT

ICEEL was established in the year 2006-07, quite before its start up at CF - 10, 11, 12 - Krishna Complex, Nr. Sarkhej - Sanand Circle, Sarkhej - Sanand Highway, Okaf, Sarkhej, Ahmedabad – 382210, Gujarat, India. Since then ICEEL took the responsibility of educating the students, aspirants and business community continuously emphasizing on latest courses giving cutting edge to our students / participants to others. This is evident from some of our unique courses like EXPORT IMPORT LEGAL SUMMIT, LAWS GOVERNING INTERNATIONAL BUSINESS, LANDMARK JUDGEMENTS OF EXPORT IMPORT etc. Ever since the inception, the company wish to grow appointing franchises, developing Branches, administrative hubs, admission offices etc and so we invite applications from desirous partners to join with us shoulder to shoulder at pan India level with a dream to develop Indian as global export import business hub as it was in ancient times during Indus Valley Civilization.

Mission:

Our mission is to serve society, students and business community through excellence in education.

We always aim to define and continually refine, the absolute standard of excellence in the area of academics.

- ✓ To provide Quality Education in EXIM, Excise, ICT, HR etc all course that we offer.
- ✓ To use efficient of our methodologies and systems which is mix of theoretical and practical explanation of any subject to reach up to professionals and students.
- ✓ To be leading champion in education of such professional courses.



- ✓ To contribute to our mother nation by our squirrel effort try to make India a GLOBAL EXIM BUSINESS hub and bring back the old days glory to India what she had from Indus Valley Civilization till colonial rule in terms of prosperity and International Trade and try to establish our nation as a global leader and champion.

In our participants, we aspire to instill the knowledge, experience and vision for the subject with deep knowledge and understanding that will prepare them for lifetimes of continued learning and leadership in their chosen careers.

Vision:

To exemplify excellence and leadership in education, we believe in:

- ✓ Student Success
- ✓ Lifelong learning and lifetime support
- ✓ Develop respect, Integrity, Trust, Honesty and Ethical behavior in their respective profession
- ✓ Continuous Quality Improvement
- ✓ Excellence
- ✓ Prepare participants for the future career that they have chosen
- ✓ Impart knowledge on which participants can build bright career
- ✓ Treat in business / profession with respect and fairness
- ✓ Exemplify their success being a role models

OUR SALIENT FEATURES

ICEEL adopts a multi-dimensional methodology of teaching which includes practical and theoretical both one. The features that make us unique are:

- ✓ Best Faculties
- ✓ Practical PLUS theoretical dealing.
- ✓ Online & classroom Training Program
- ✓ Individual Attention to all by query solution in class, through website FAQs or personally
- ✓ Strategic Study Material
- ✓ Test and Evaluation
- ✓ Interview Guidance Program (IGP) for recruitment and Job placement support
- ✓ Proactive Education
- ✓ Right Methodology
- ✓ News & News Letter and any other updates to keep one abreast in market.
- ✓ Online blog feature in our website.

And many more

2. FRANCHISE OPPOURUNITY WITH ICEEL

Why Franchisee?:



- ✓ Franchisee is one of the fastest way to enter legally into other's established business using their goodwill / brand, resources, knowledge, experience
- ✓ Franchisee gains an immediate recognition and easily gains customers
- ✓ Franchisee gains from parent company immediate training / support, business know and all other needed things for starting efficient business and thus many disadvantages and problems associated with a conventional business are avoided ensuring smooth operation

Why ICEEL?:

ICEEL (International Centre for Education, Entrepreneurs & Leadership) is a leading franchisor company in the field of education for different professional courses with proven track record since 2006-07 intending, aiming to advance and disseminate the knowledge and maintain highest standard of learning through teaching.

If you are planning to start your own business in education sector by way of franchise in education, you are at right place. ICEEL offers a complete business format franchise in Management Education with wide range of professional courses. Our unique franchise concept provides an individual with complete know how to build and operate a successful franchisee educational centre for professional courses.

ICEEL offers its franchisees with some of distinct features:-

- ✓ We have some of unique courses some of which are started first time in India by ICEEL like EXPORT IMPORT RELATED LAWS, LANDMARK JUDGEMENTS OF IMPORT EXPORT BUSINESS etc.
- ✓ We have proven track record and expertise in education of such course since 2006-07.
- ✓ Goodwill of ICEEL brand.
- ✓ A proven, well researched curriculum for different professional courses. Continuing research and development and up-gradation in the courses.
- ✓ Training for the curriculum introduction, to staff and the business process.
- ✓ Marketing support.
- ✓ Low investment. Flexible investment models and in proportionate to that flexible revenue sharing modules.
- ✓ Flexible contract tenure. The initial franchisee agreement will be for tenure of **three (3)** years or as per the agreement between franchisee & the company. Option to renew for another term by mutual agreement by making / signing a new agreement.

COURSES OFFERED:

WE HAVE SOME OF BELOW COURSES RUNNING REGULARLY:

1. INTERNATIONAL BUSINESS (IMPORT EXPORT),
 - A. Certificate in International Business Management
 - B. Diploma in International Business Management

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- C. Masters in International Business Management
- D. International Business Laws & Export Import Business
- E. Landmark Judgments of Import Export Business
- 2. CENTRAL EXCISE / GST
- 3. HRM (HUMAN RESOURCE MANAGEMENT),
- 4. ICT, Digital Marketing etc

WE HAVE SOME OF UNIQUE COURSE IN INDIA:

ICEEL is the **pioneer and FIRST TIME TO START in India** some of the courses like:

- ✓ INTERNATIONAL LAWS GOVERNING EXPORT IMPORT BUSINESS
- ✓ INTERNATIONAL BUSINESS DISPUTES
- ✓ JUDGEMENTS OF DIFFERENT COURTS WITH REGARDS TO THE DISPUTES OF INTERNATIONAL BUSINESS

ELIGIBILITY CRITERIA:

A. PERSONAL ELIGIBILITY CRITERIA

We invite committed persons to be our partners as our franchisee who will help us to carry forward our ambition of making learning of professional course a fun experience and making vocational type learning available handy at affordable cost for students, professionals and experts with practical training.

Our franchise partner should have:

- ✓ At least a college graduate preferably with commerce, management etc background.
- ✓ At least 2-5 years of experience at the middle management level.
- ✓ Keenly interested into educational services and teaching as a profession.
- ✓ Must be polite, patient listener, with special emphasis on interpersonal skills, team leadership, financial management or compatible experience with high degree of professionalism with business integrity.
- ✓ Should possess the ability to mobilize resources, marketing skill, spoken skill.
- ✓ Should be able to work with wide spectrum of society from students to professionals to corporate.
- ✓ Must be with reasonable financial resources and able to personally invest in the total project cost. Financial strength is not an all in all criteria as our flexible model of revenue lets a person with medium financial investment also to enter into our business model.
- ✓ Commitment to devote full time attention and best efforts to the venture.
- ✓ Should be able to follow ICEEL standards, ethics and procedures.
- ✓ Ability to run, handle and adhere to business.
- ✓ Must be with an entrepreneurial spirit and a strong desire to succeed.

If you possess these qualities, you can be part of this nobly rewarding experience by becoming a



ICEEL franchisee. We bet you'll have as much fun earning, as these professionals, students or corporate will have learning!

B. SITE ELIGIBILITY CRITERIA

To conduct ICEEL courses one will require

A minimum between 500 – 1000 sq. feet carpet area office located in a commercial complex (less preferred in residential building) owned or hired with reasonable rental rates having below must and preferable accommodations.

MUST ACCOMODATIONS:

- ✓ Office must be situated in good location / locality in city with pleasant and clean ambience. Location preferably near to education colleges / institute / industrial hub and a bit away from busy traffic road which can crate disturbance in education activities.
- ✓ One classroom in the office at least with 20 - 30 student capacity with chairs of folding write up pad attached to chairs with white / black board, projector / LCD TV of at lest 32+ inch size.
- ✓ One office of 100 sq. feet.
- ✓ Open space for waiting / reception with one reception table with chair and suggestion box. Sofa and chairs at waiting.
- ✓ Washroom area.
- ✓ High-speed dedicated lease line internet connectivity of 0.5 to 1 MBPS or higher.
- ✓ Two computer system: One at reception (dual core type cheap model) and one in the classroom (of dual core, i3 or higher model). Reception computer having printer, scanner attached. Classroom computer having connected with net and with projector or LED TV.

All over look of office, colour code, stickers, paintings etc as per theme provided and decided by ICEEL.

PREFERABLE ACCOMODATIONS:

- ✓ Reading area.
- ✓ Library or book shelf area with cupboards / shelves / racks.
- ✓ Pantry.

ICEEL FRANCHISEE BENEFITS / ADVANTAGES:

Being ICEEL franchise is like sharing nobility with business as to educate someone for business / profession is a noble cause enabling him / her to earn.

- ✓ We will teach you how to **BE YOUR OWN BOSS**. It is an unique chance to own your own business in which you are in business for yourself, not by yourself.
- ✓ We add to your revenue, not to your cost as:
 - ❖ No exclusive premises, but your existing premises will do.



- ❖ No additional infrastructure, your existing infrastructure with a little modification / alteration / addition will be sufficient.
- ❖ No additional manpower, your existing team can handle it.
- ✓ You will never have to think about the technicalities or ABC of any course; but just will have to enjoy only business. No Technical Background or Expertise Mandatory. No educational, technical or practical expertise needed for any course, as we have all needed expertise and experience for all course. Our faculties are not academicians but they are working in the same field for last many years / decades and so they are competent to deliver practical and theoretical knowledge of any subject / course.
- ✓ Less marketing burden to franchisee. Burden to the franchisee is very less to the extent that they don't have to take care of digital marketing, inquiry handling / answering etc any issue, as all burden will be borne by us.
- ✓ No salaries to faculties: In most of educational franchise business major burden / pressure to the franchisee is the salary to be paid to faculties. Till any franchisee centre start functioning smoothly / full fledged, idle faculty cost will be much extra burden to any new franchisee centre making their break even tougher. In our case, faculty payouts will be zero and so from very first day any mental pressure to franchisee will be very less. They will be able to work stress free.
- ✓ No or very less training needed to staff to that extend.
- ✓ No big investment. In fact, we are the one of the cheapest and the best among the class.
- ✓ Immediate start of business joining hands with us.
- ✓ Our franchisee model is flexible in a way that sharing the proportionate share in working capital only, one can claim proportionate amount of revenue share in the total revenue earned.
- ✓ Scalable business model.
- ✓ We are getting affiliated with the different government bodies and organizations so that our students can get government approved certificates.
- ✓ Full support from ICEEL. Support for indoor / outdoor events including media coverage.
- ✓ Faster ROI.
- ✓ Continual income.
- ✓ Best education and curriculum design suitable to industries needs.
- ✓ Old, trusted and established brand.
- ✓ Job Placement Support.
- ✓ Undivided attention to franchisee through our company executives.
- ✓ Adequate media presence throughout including in all social media. ICEEL is active in all prominent Social Medias. So, we support our franchisee and students by use of web and all social media.

FRANCHISEE SUPPORT:

ICEEL understands that it takes more than a vision and dynamism to take challenge of INTERNATIONAL BUSINESS MANAGEMENT, HRM, ICT, EXCISE etc course and this extra bit is our support and so ICEEL has created Franchisee Support System (FSS) assisting aspirants to take our franchisee from starting stage till end (pre-start up support to post-start up support system). We will take full responsibility and support in providing assistance to our franchisee business partners from beginning like selection of location, training, marketing etc. Our FSS is a constant process of up gradation based on feedbacks received from existing franchisees and market.



1) PRE START UP SUPPORT:

Site Selection & Starting a Centre support will be provided. ICEEL will guide its franchisees in selection of site / location for Centre and also would assist in set up of lay out, architect, design, etc of the office set up.

2) POST START UP SUPPORT:

A. Training:

Irrespective of franchisee's background or experience, ICEEL will provide our franchisee partner all necessary training initially and periodically if needed to make sure that staff of our franchisee partner keep on increasing their working efficiency and skill.

✓ Franchise Orientation Program (FOP) & Training:

Franchisee orientation program will be held for training the franchisee and its key personnel at suitable place. The FOP aims at helping the franchisee understand the professional courses that they are going to conduct along with transferring the knowledge that was gathered by the company and thus facilitating the franchisee in development of orientation to the business that they are going to start joining with us and thus developing that apt mindset to be reflect to the students / aspirants / market.

✓ Counselor & Staff Training for Curriculum:

Curriculum training will be imparted to faculties / teachers if needed on an ongoing basis but generally ICEEL will appoint its own teachers / faculties and will not hire faculties at franchisee centres so that consistency and quality in education can be maintained.

✓ Marketing, Advertising etc Support:

There are two types of marketing, advertising; One Centralized and Second Local. We support our franchisee in both the ways. We accept all responsibilities and funding for centralized marketing through all medias including all social medias. For local marketing, promotion, advertising, we share the cost with franchisee partner. Above that we support our franchisee on management of their events, seminars, workshops, presentations, business fairs, local advertisements etc.

B. Operational Manuals:

Franchisee will be provided with Operational Manual - which will help franchisee to construct the ICEEL courses smoothly. Such manual will include:

✓ Standard Operating Procedures (SOPs)



- ✓ Rules & Regulations to follow by the franchisee including dos – don't
- ✓ Activities to DO & DON'Ts
- ✓ Measures & procedures to follow
- ✓ Guidelines to observe

Operational Manual is to ensure efficient running of franchisee centre and franchisee will have to abide by it, breach of which will be taken as violation of terms & conditions and will be considered as basis to cancel the franchisee centre / contract. Changes done in such manual will be advised to the franchisee centre.

C. Supply of Study Materials:

ICEEL will provide the required study material for those students who enroll in the course, cost of which if any is to be borne by the franchisee.

D. Curriculum:

The curriculum for all programs will be provided online on ICEEL website and if need be will be provided in the printed form on payment basis. To stay update with market, ICEEL will keep on updating it curriculum for different course. Audio visual if any will be available on ICEEL YouTube channels.

E. Marketing & Promotion Support:

ICEEL will provide requisite marketing support to promote various programs at franchisee centre through regional / national platforms, yellow pages etc. Sales & Marketing tools (brochures, leaflets, posters, audio visual aids) as and when developed will be sent to the franchisee. ICEEL will also share marketing cost with franchisees.

ICEEL encourages an open exchange of ideas between the Company and its franchisees. As an ICEEL's franchisee, you will experience an unique relationship with the Company - one that is unparalleled in the Education industry. ICEEL's leadership position continues to be built on a level of mutual respect and partnership between the Company and its franchisees.

3. COMMERCIALS:

- ✓ FRANCHISE APPLICATION FEES is nominal just Rs. 1000/- (non-refundable).
- ✓ Refundable SITE SELECTION / SUPERVISION FEES Rs. 2,000/- to 25,000/- (negotiable) depending upon the distance from H.Q. (It is refundable in terms that if the applicant takes our franchisee, this fees will be refundable otherwise not).
- ✓ Our Non-Refundable FRANCHISEE FEE is minimum. The franchisee fees is Rs. 50,000/- per annum or Rs. 1,50,000/- for the term of initial agreement of three (3) years.
- ✓ LEGAL FEES of agreement will be shared partly by us in proportion negotiated.
- ✓ REFUNDABLE SECURITY DEPOSIT is also low just INR 1,00,000/- to be paid while signing the agreement for the period of 3 (three) years and after that period, it will be paid back to the



franchisee subject to non-violation of any terms and conditions. In case or renewal, changes in this fees will be expected.

- ✓ ROYALTY is charged @ flexible% on revenue earned depending upon percentage of working capital shared by franchisee.
- ✓ Locking period Security Fees cheque of proportionate amount will be kept with company.

Partnerships of any kind and absentee investors are not allowed.

A. INITIAL INVESTMENT:

To start a ICEEL franchise, an estimated sum of Rs. 2,00,000 – 5,00,000/- will be required, which will cover expenses for:

- ✓ Ambience as per standardized design
- ✓ Chairs, Furniture and fittings
- ✓ Equipments and educational material
- ✓ Refundable and non-refundable fees.

However, this sum does not include operating expenses such as rental, staff payouts, marketing expenses or others working capital incurred on daily / monthly basis.

B. OPERATIONAL EXPENDITURE SHARING:

MODEL: 1	MODEL: 2	MODEL: 3	MODEL: 4
Start with minimum expenditure of Rs. 5000 to 10000 per month and start working as our partner.	Share 10% of working capital and get MORE THAN 10% share in the total revenue earned.	Share 30% of working capital and get MORE THAN 30% share in the total revenue earned.	Share 40% of working capital and get MORE THAN 40% share in the total revenue earned.

4. AGREEMENT:

Any person / company once decided to take ICEEL franchisee will have to fill Franchise Application Form (FAF) which will be followed by site supervision and Site Supervision Form (SSF) and Site Approval Form (SAF). Applicant if want he / she can work for couple of days in any of our franchisee center or HQ to get applicant's "On-the-Job-Evaluation" to get close look and to enable applicant to have self-evaluation of his / her hands-on suitability.

If all steps goes right till now, legal agreement on Rs. 500/- stamp paper will be signed.

Legal agreement will be signed only after full payment or just at the time of agreement, full payments will have to be submitted first.



When agreement will be signed, along with agreement other documents to be submitted are:

- ✓ Franchisee Application Form
- ✓ Rent agreement of premises for at least 3 years or if owner of premises then proof of the documents indicating owner
- ✓ ID Proof and resume of the franchise centre owner/s
- ✓ Six passport size photos
- ✓ DD / Chueque of Refundable security deposit, non-refundable payments or any others if any in favour of ICEEL, payable at Sanand, Ahmedabad

5. FRANCHISE PROCESS:

In within minimum time, one can start our franchisee centre.

SCHEDULE	DAYS	Date
Application / Proposal (with Non-Refundable Fees)	1	1.1.2018
↓		
Initial meeting, discussions & Interview of Applicant	1	
↓		
Identifying suitable site for Centre (Refundable Site Supervision Fees)	10	
↓		
Obtaining approval for site	1	
↓		
Agreement signing (Paying franchisee fees)	2	
↓		
Furnishing Centre	15	
↓		
Recruitment & Training	2	
↓		
Franchise Orientation Program (FOP)	2	
↓		
Inauguration	1	
↓		
Commencement of operation	35	

6. MISCELLANEOUS:

WELCOME KIT:

- ✓ Location survey report
- ✓ Franchise manual
- ✓ Franchise Agreement / MOU copy



- ✓ Operation Manual with Rule & regulations / Terms & Conditions
- ✓ Marketing tools explanation Handbook
- ✓ Rate card for material
- ✓ Student kit sample – 1+1
- ✓ Pens
- ✓ Card board files

Note :-

1. This welcome kit will be provided once to the franchise when agreement would be done.
2. Other material like - Admission forms, Receipt books, Admission kit etc will be purchased by franchisee from the company.

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