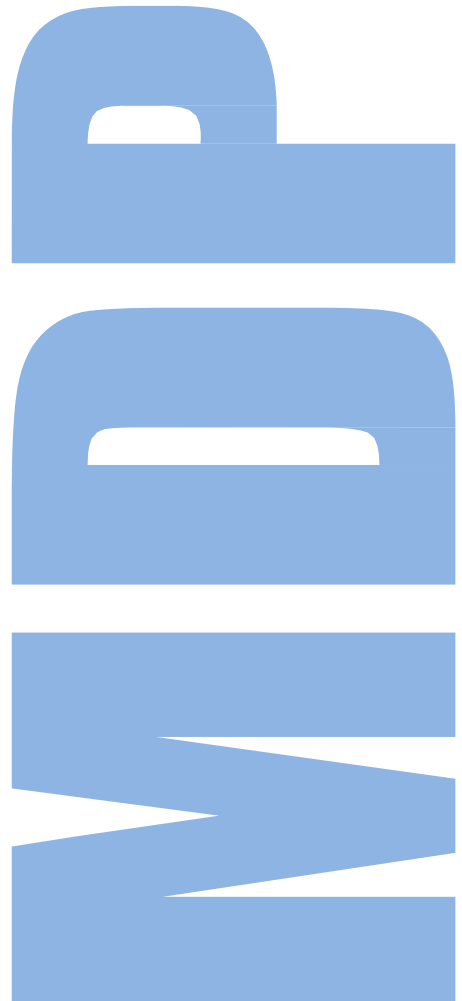




Management Development Program
On
“Franchising for Business Growth”

22-24 November 2024

Programme Director
Dr. Sandeep S
Dr. Santanu Bhadra



Introduction

Franchising is an excellent way to grow any business rapidly with less capital investments. However, successful franchising requires not only a vision for business growth but also a meticulous planning with a deeper understanding of the business model and the right steps for execution. Many top brands in today's world have established their businesses following the franchising model for business growth. India as one of the fastest growing economies provides tremendous opportunity to entrepreneurs and business owners for growing the footprint of their brands by adopting a franchising model in the right way.

In this program, the participants would learn the right way of franchising for business growth. This will help not only a business owner who wishes to grow his/her business, but also an individual entrepreneur who wishes to run a business as a franchisee. The program has been meticulously designed and would be delivered by faculties experienced in both theories as well as practices of franchising led business growth.

Objectives

The main purpose of the program is to help the business owners and entrepreneurs in growing their businesses by following the franchising model in the right way. As franchising requires specific steps to be followed along with systematic execution plan, this program would provide the necessary knowledge and understanding in that regard. As Indian start-ups are up for creating interesting brands, one of the key strategies for their growth can be the model of franchising. This is a unique program to cater to that need.

For Whom

This program is primarily design for the following participants:

- a) A business owner/manager who wants to grow the brand-footprint by franchising
- b) An entrepreneur who wants to run a franchisee business
- c) Owner/manager of an already franchised business that is not working as desired
- d) Owner/manager who wishes to learn the process of franchising for future prospects

Pedagogy

The program pedagogy will include various training methods such as lectures, discussions, exercises, assessment instruments, and role plays. Indian case studies would be demonstrated as a learning tool, and group exercises would be conducted for peer learning.

Topics

The following topics would be covered during the program:

- ✓ Understanding business model
- ✓ Strategies for business growth
- ✓ Building a brand to be franchised
- ✓ Structure of the franchising business
- ✓ Numbers that matters – ROI
- ✓ Marketing & selling the franchising business
- ✓ Branding
- ✓ Building a team
- ✓ Exercises around building a franchise

Faculty

All sessions in this program will be co-facilitated by the Program Directors along with the subject matter experts. Industry expert who has implemented successful franchises would be present as part of the faculty.

Duration and Venue

The Programme is scheduled during November 2024 for 3 days (22-24) at IIM Raipur, Atal Nagar, New Raipur.

Registration Fee

The registration fee per participant is **Rs. 8,500/- per day plus taxes as applicable (on twin sharing basis)**. Registration fees per participant will be **Rs. 10,500/- per day plus taxes as applicable on Single sharing basis**.

This includes academic fee, programme kit for participants, boarding and lodging.

Payment can be made online by registering through the website.

Upon remitting the fees online, kindly intimate the EL& D Office with the UTR No /Relevant transaction details through email, so that we can connect your remittance to your nomination(s).

Last date

The last date for receipt of nominations for the Programme is **Two week before the commencement of program** and the last date of withdrawal is **one week before the commencement of program**. Any withdrawal request received after this duration will be subject to deductions as per the Institute's rules. In case of subsequent withdrawal or cancellation of nomination(s), no refund of fee will be allowed. However, substitutes may be permitted with prior intimation.

Enquiry

For any information regarding this programme, you may contact as below:

EL&D Office: eldc_office@iimraipur.ac.in Ph: 0771-2474669, 697

About Programme Directors

Dr. Sandeep S



Dr. Sandeep S serves as an Assistant Professor in Strategic Management at the Indian Institute of Management Raipur. His research expertise lies in Corporate and Global Business Strategy, with a keen focus on the internationalization of Emerging Market Multinationals (EMNEs), particularly Indian MNEs. He explores diverse theories and examines the roles of boards and top management teams in MNE strategies. His work encompasses competition in emerging markets, institutional environment heterogeneity, and the impact of clusters. Dr. Sandeep's research has been featured in prestigious journals such as the Journal of Business Research and the Journal of Organizational Change Management.

Dr. Santanu Bhadra

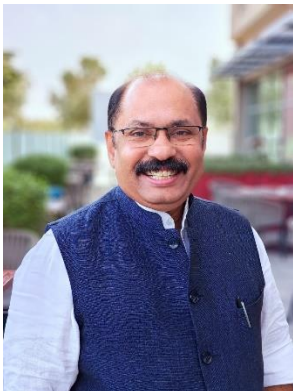


Family Business.

Dr. Santanu Bhadra is currently appointed as an Assistant Professor in the area of Strategic Management at Indian Institute of Management Raipur, India. He completed his Ph.D. in Strategic Management from Indian Institute of Management Calcutta and has also worked as a Research Associate at the Thomas Schmidheiny Centre for Family Enterprise, Indian School of Business. He has around nine years of industry experience working as IT consultant in India and US. His research and teaching interests are in the area of Strategic Management, Corporate Sustainability, Corporate Governance, and

Industry Expert

Dr. Chackochen M



A seasoned franchise expert with over 35+ years of experience, holding a doctorate in franchise management and a background in psychology. As a renowned business and franchising coach, he's mentored over 1700+ successful entrepreneurs, shaping the franchising landscape in India. His career spans from teaching computer basics to strategic roles in brands like DSRC, SSI, Aptech, NIIT, CADD Centre and CavinKare group's Green Trends Salon. Noteworthy for signing up 300+ stores in just 2.6 years, he's consulted for brands such as PhotoExpress, Dream Zone, and Blossom Kochhar. He played a key role in launching India's top Salon brand Naturals from national to international markets in his last assignment. A regular speaker in FICCI, RAI, FIHL, FAI and various franchising forums in the country, writer for Franchising India Magazine, SME Enterprises, Dhanam Kerala's leading business magazine & speaker and in various management institutes and Universities across the country.

Indian Institute of Management Raipur

The Indian Institute of Management (IIM) brand has now become synonymous with innovation, talent, and zeal for success and contribution to management. The Government of India set up IIM Raipur in 2010 to meet the growing demand for top-quality professionals. It is situated at Raipur in the state of Chhattisgarh-one of the fastest growing states of India, with its rich mineral, forest, natural and local resources. The Post-Graduate Programme in Management (PGP) was started in 2010, whereas Fellow Programme in Management (FPM) & Executive Fellow Programme in Management (EFPM) was started in 2013. Executive Post-Graduate Programme (ePGP) was started in 2021.

IIM Raipur has grown and improved in quality, as evidenced by the NIRF ranking of management institutes, which moves up from 18th in 2016 to 11th in 2023.

IIM Raipur offers top-notch management education on its 200-acre, state-of-the-art well-equipped lecture rooms, a library, a simulation lab, and a pleasant lodging campus in Atal Nagar, Naya Raipur. With the goal of becoming a highly regarded business school worldwide, IIM Raipur has partnered with numerous business schools in Europe, South America, Australia, New Zealand, and the United States for faculty and student exchange Programmes.

LOCATION

The IIM Raipur campus is located about 20 minutes' drive from the Swami Vivekananda Airport, Raipur.

For any Correspondence / Administrative enquiries, please feel free to contact below:

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