



**Building Business Owners**

# Management Development Program On **Communicating with Franchisees**

**30 April – 02 May 2025**

Program Directors  
Dr. Mrunal Chavda

## Introduction (Program)

This program is designed to equip franchise owners, managers, and staff with the necessary communication skills to build strong, productive relationships with their franchisees. Over the span of three days, you will participate in twelve interactive sessions, each tailored to address different aspects of franchise communication. From understanding the role of communication in franchise management to addressing communication challenges in the franchise business, this program covers it all. Participants will learn how to use technology and tools to enhance communication with franchisees and even develop their communication style. Participants will also gain insights into legal and ethical considerations in franchise communication, strategies for franchise growth, and much more. The program will create a learning-centric environment from real-life case studies in franchise communication.

The program will cover the following key topics:

- The Role of Communication in Franchise Management
- Building Positive Relationships with Franchisees
- Effective Use of Communication Channels
- Addressing Communication Challenges
- Communicating Expectations and Standards
- Feedback Mechanisms in Franchise Communication
- Conflict Resolution and Problem-Solving
- Legal and Ethical Considerations in Franchise Communication
- Communication Strategies for Franchise Growth
- Case Studies in Franchise Communication
- Developing a Personal Communication Style in Franchise Management

## Objectives

By the end of this program, participants will be able to:

- Understand the importance of effective communication in franchise management.
- Implement various communication strategies to foster positive relationships with franchisees.
- Address communication challenges in the franchise business.
- Use technology and tools to enhance communication with franchisees.

## For Whom

This program is designed to benefit a wide range of individuals involved in the franchise business. Here are some groups who would find this program particularly beneficial:

- Franchise Owners: Those who own multiple franchises can learn how to communicate effectively with their franchisees to ensure smooth operations.
- Franchise Managers: Managers who oversee the operations of a franchise can gain insight into maintaining clear and open lines of communication with franchisees.
- Franchise Staff: Staff members who interact directly with franchisees can enhance their communication skills to build strong, productive relationships.
- Potential Franchise Owners: Individuals considering owning a franchise can gain valuable insights into the communication dynamics of the franchise business.

## Pedagogy

The program pedagogy will include various training methods such as lectures, discussions, exercises, assessment instruments, and role plays.

## Faculty

All sessions in this program will be co-facilitated by the Program Directors along with the subject matter experts.

## Duration and Venue

The program is scheduled from **30 April – 02 May 2025** at IIM Raipur, Atal Nagar, New Raipur.

## Registration Fee

The registration fee per participant is **Rs. 6,000/- + 2500/-** per day plus taxes as applicable (**on twin sharing basis**). Registration fees per participant will be **Rs. 6,000/- + 4500/-** per day plus taxes as applicable on **Single sharing basis**.

This includes academic fee, program kits 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 Program 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.

## About Program Director



**Dr. Mrunal Chavda** holds a Ph.D. in Drama from the University of Exeter. He was a Post-Doctoral Research Fellow at the University of Cape Town (South Africa). He has been teaching English and Business Communication Skills since 2006. Before joining IIM Raipur, his experience included working with the British Council, Planet Education, CVM University, and the Government of Gujarat. He is an Associate Fellow of the Higher Education Academy, London. His doctoral thesis was focused on the live production analysis of British South Asian theatre and Indian theatre in English by employing a method of analysis developed from Bharata's Natyashastra, an Indian treatise on performing arts. His postdoctoral research was centred on the documentation and critical analysis of South African Gujarati Literature. He has published research papers in top-rated international and national peer-reviewed journals. He has presented his research papers at several reputed national and international conferences, including the South Asian Literary Association, the International Federation for Theatre Research, and the International Congress of Linguistics. His publications include conference proceedings with the Association of Business Communication and Association of Indian Management Scholars and management teaching cases with Sage Business, The Case for Women, and Ivey Publishing. His research articles are published in Dance Chronicle, IIM K Society and Management Review, South Asian Popular Culture, and Quality Assurance in Education. His forthcoming edited book and book chapters are to be published by Edinburgh University Press, Palgrave MacMillan (Springer Nature, Singapore), and Vernon Press (USA).

## 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 Program in Management (PGP) was started in 2010, whereas Fellow Program in Management (FPM) & Executive Fellow Program in Management (EFPM) was started in 2013. Executive Post-Graduate Program (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 **14th** in 2024.

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 Programs.

### 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 us:

### EL&D Office:

Indian Institute of Management  
Raipur, Atal Nagar, P. O. - Kurru  
(Abhanpur) Raipur – 493 661,  
Chhattisgarh, India  
Phone: **771-247-4697** | Mobile: **+91-7880009845**  
E-mail: [eldc\\_office@iimraipur.ac.in](mailto:eldc_office@iimraipur.ac.in)