

1

Franchise Proposal

ISO 9001:2009 CERTIFIED

Franchise Proposal Page 2

2

Franchise Proposal

Page | 2

©SMV Edification Private Limited 2013

All Rights Reserved-Privileged And Confidential

FRANCHISE PROPOSAL FOR STUDY CENTRE

A D M I S S I O N & I N F O R M A T I O N C E N T E R S I N I N D I A

:: About SMV College ::

SMV College is a Higher Education Solutions company which is catering to the ever growing niche segment of working professional in the country. As an Education Institutional Franchise Specialist, we understand you and your investment desires and hence offer you customized & category specific franchising solutions suiting your investment appetite. It gives us an immense pleasure to introduce an exciting College Franchise with robust business model that will help you grow higher.

Our mission: is to create path and offer system of spreading education and wisdom to the seekers of information.

:: What does SMV College Offer? ::

- SMV College offers a bouquet of courses in different domains ranging from all type of courses.

- SMV College ensures that the target segment is made aware of the suitability of such programs and ensures conversion.

- SMV College ensures the entire lifecycle of the program from sourcing as per the guideline to execution of such a program.

“SMV College aims to become one of the largest education providers in the Indian Subcontinent”

:: Education Space ::

An Ever Expanding Market

- About 540 million people are under the age of 26.
- Current private-education market is worth \$50 billion a year which shall triple to \$150-160 billion in ten years' time.
- Those seeking higher education in India is likely to grow from the present 12 million by around 50 million in another few years.
- Indian education industry requires an increase in the 18-54 age groups to be educated to university level from 8% to 16%.

:: Demand & Supply mismatch ::

- The supply of qualified and employable peoples is woefully short. Only 25% of all peoples from Tier 2 and Tier 3 institutes are employable
- “Hardly 2% of our students get quality education.”
- 59 % of organizations in India saying that they experience difficulties in recruiting graduate with the right skills.
- Robust growth of the economy has spelled numerous vacancies, severe shortage of the talented workforce and high demand of management professionals in the country in the present.
- “Though 2.5 million graduates pass out every year, India is starved of talent”

:: Business Partner Program ::

SMV College taking a place in India with a unique joint venture opportunity to help your business grows and

superfluities. We believe that growth can be successfully achieved through Network of partnerships and associations.

If you are paying attention in charting out a successful and profitable opportunity for yourself, as well as contribute to making a positive difference to the lives of thousands of individuals, then SMV College offers you a great opportunity.

If this sounds like you, moreover if you want delicate independence, superior earning potential, and the chance to provide a valuable and respected service to the nation by shaping the career and

future of many young and aspiring individuals, then owning and operating a SMV College may be right for you. Page 3

3

Franchise Proposal

Page | 3

©SMV Edification Private Limited 2013

All Rights Reserved-Privileged And Confidential

SMV College finds a huge gap to be filled in the higher education space. SMV College plans to come up with a

chain of branded institutes in different parts of the country and will cater specifically to this higher education

segment.

:: Course Snapshots ::

SMV College Service sources these programs from world renowned institutes & National

Universities.

✓ All traditional streams

✓ All IT/Management streams

✓ All paramedical streams

- ✓ All Fashion Technology streams
- ✓ All Biotechnology streams
- ✓ All Engineering streams
- ✓ All Vocational courses
- ✓ All Research Programmes
- ✓ Fire & Safety management courses
- ✓ All media & communication streams
- ✓ All Gemmology & Jewellery Streams
- ✓ Mass communication, Media & Journalism
- ✓ All insurance & Risk Management studies
- ✓ All Architecture & Design technology streams
- ✓ All hospitality, hotel & tourism management streams
- ✓ All computing & Applied Software Engineering streams

B.Tech, M.Tech, BBA, MBA, BCA, MCA, B.ED, M.ED, LLB, BA, B.COM, B.SC, MA, M.COM, M.SC, all type,

Certificate Courses, Post Graduate Courses, Ph.D and Research, Environment Courses, Banking and Financial

Courses, Foundation Courses, Lateral Entry & Many More.

* All Rights Reserved, Terms and Conditions Apply. Page 4

4

Franchise Proposal

Page | 4

©SMV Edification Private Limited 2013

All Rights Reserved-Privileged And Confidential

:: SMV Franchise Fees & Sharing ::

Grab the opportunity to become a Franchise of SMV Edification Pvt. Ltd. Complete all formalities mentioned

in the attachment of Application form. The sharing between SMV College and Franchise will be as follows:-

S.NO

UNIVERSITY NAME

SHARING ON

COURSE FEES

APPROVED BY

1

LOVELY PROFESSIONAL UNIVERSITY (LPU)

40%

UGC/DEC/BCI/NCTE/PCI

2

SWAMI VIVEKANAND UNIVERSITY (SVNU)

35%

UGC/AICTE/BCI/CTE/PCI

3

MAHATMA GANDHI UNIVERSITY (MGU)

40%

UGC / AICTE/DEC

4

KARNATAKA STATE OPEN UNIVERSITY (KSOU)

40%

UGC / DEC

5

SHOBHIT UNIVERSITY

40%

UGC / DEC/AICTE

6

MANAV BHARTI UNIVERSITY (MBU)

40%

UGC

7

MANONMANIAM SUNDARANAR UNIVERSITY (MSU)

40%

UGC / DEC

8

BUNDELKHAND UNIVERSITY

40%

UGC/AICTE

9

SRIDHAR UNIVERSITY

40%

UGC / BCI

10

THE GLOBAL OPEN UNIVERSITY

40%

UGC / DEC

11

NIILM UNIVERSITY

40%

UGC

12

SRI SAI NATH UNIVERSITY

40%

UGC

13

JAIPUR NATIONAL UNIVERSITY

40%

UGC

15

MONARD UNIVERSITY

40%

UGC

16

MEENAKSHI UNIVERTSITY

40%

UGC/AICTE

17

VINAYAKA MISSIONS UNIVERSITY (VMU)

40%

UGC/AICTE

18

ST.PETER UNIVERSITY

30%

UGC/AICTE

19

EIILM UNIVERSITY

50%

UGC/AICTE

20

NIMS UNIVERSITY

40%

UGC/DEC/PCI

21

PACIFIC UNIVERSITY

40%

DCI/AICTE/NCTE/UGC

22

JODHPUR NATIONAL UNIVERSITY

40%

UGC

23

PERIYAR UNIVERSITY

40%

UGC/AICTE

24

DAKSHIN BHARAT HINDI PRACHAR SABHA

40%

UGC/AICTE

25

UNIVERSITY OF ATLANTA

Admission bases

INTERNATIONAL Page 5

5

Franchise Proposal

Page | 5

©SMV Edification Private Limited 2013

All Rights Reserved-Privileged And Confidential

:: Why SMV College::

Competitive Advantage

- Competitive pricing of SMV College's Offering
- SMV College's Franchisee offers the bouquet of courses.
- New institutes/Universities will be continuously added in the bouquet.
- Early entry advantage: Booming industry, huge opportunity to tap.

Is Partnering Right: Yes,

Becoming Partners is a surest way to success

- It reduces risk.
- It is a proven profitable business.
- Franchisor offers management expertise.
- System shows how to operate the business successfully.
- Brand recall value and recognition reduce business startup time.

Franchisee Proposal: Outlook

You can be our Partner and become a part of an Exciting high returns Business, TODAY!

- Our Franchise Proposal aims to create Franchisee Centers all over India to offer our bouquet of courses from renowned institutes.
- We have the requisite industry experience of marketing/selling all universities program to working professionals.
- We believe in innovation through offering a wide range of Branded programs at one stop in the education space.
- We have more than 25 university, all are under one roof. We have the advantage of offering the best and the widest range of programs at competitive prices, while ensuring top-quality service, good value for money.
- We are equipped with an ambitious, workable plan to provide higher education to the youth of the country and all working professionals.
- Our products offer excellent growth and profit potential for Franchisee.

:: Franchise: In nutshell ::

- Franchisee will be given a specific area/location, in which they are operating and are comfortable to do business and offer SMV College's programs.
- Franchisee will have the freedom and opportunity to market the programs in various innovative ways.
- Franchisee will be given required support, promotional support to sell University programs.

:: SMV College' Highlights ::

- Leading Education Group of Every Region of India
- Partnered with more than 25* Universities
- Study Centre Franchise with Up-To 60% Profit Sharing
- Business Proposal for Regular Educational Study Centre & Distance Education Study Centre

:: Desired Franchise's Profile (Eligibility) ::

- Office Space/ Counselling Center space least 200 Sqft – 500 Sqft. Carpet area.
- Computer with internet facility, printer & scanner.
- Counsellor with good communication skills & convincing ability
- Marketing through Print media & other media
- The Franchisee has the capability to personally invest in total project cost is Rs 2 to 5 lakhs.
- Commitment to devote full time attention to the venture
- Experience of selling Education programs would be preferred, but not compulsory Fresh Centres also can come to proven team leadership experience. Page 6

6

Franchise Proposal

Page | 6

©SMV Edification Private Limited 2013

All Rights Reserved-Privileged And Confidential

:: Initial Investment ::

Each new centre shall pay a "Signing amount of Rs. 29,999 only" to SMV Edification Pvt. Ltd. The said fees is

non refundable. In particular we are keen to hear from working professionals planning to setup own venture,

owners of existing training centers wishing to expand their business, enterprising women and retired executives with strong people skills.

What Our Franchisee Will Get?

We offer the following to our Franchisee:

SMV College Offers new business partners an initial Support for promoting business in marketing and advertising on a national level.

Approval Letter to operate under the Brand Name of SMV Edification Pvt. Ltd.

Memorandum of Understanding (MOU).

Franchise Certification of SMV College (With Legal Formalities).

Prospectus/ Brochures & Forms of All University (Soft Copy).

Marketing & Advertising Support with Designing Matter (Soft Copy).

Know-how to run the Franchise including updates on New Products

Study Material to All Students Given By University*

ID card Available for All Students Given by University*

Product Training Manual & Counselling support Online & On Voice Call Support

Any other on business Requirement.

Become a franchisee of "SMV College" and build an all new success story for you

Area

Investment

Royalty/Commission

200 Sqft – 500 Sqft

Rs 29,999 /- Only

Up-to 60%

A fantastic high profit business opportunity! Page 7

7

Franchise Proposal

Page | 7

©SMV Edification Private Limited 2013

All Rights Reserved-Privileged And Confidential

Make sure you're drawing the right conclusions. Know what

matters to you and to the people that matter to you. Then,
as you're looking at ways to get or do what matters, consider
a franchise as one possible way to gain extra leverage.

By Richard Branson

:: Administrative Office ::

107, B-3 Prerna Complex, Subhash Chowk,

Laxmi Nagar, New Delhi: 110092

Phone: 09250073500, 011-22462318

Website: www.smvcollege.in

Email ID: info@smvcollege.in