

The Franchisee Business Proposal



A proven aviation institute
brand since **2003**

WHY AVIATION & TOURISM

India is on a flyway of growth. The liberalization of aviation industry has opened several job profiles up for job-seekers as fresher or experienced.

It is a highly aspirational and glamorous sector attracting the youth.

The Aviation, Hospitality & Tourism industry is the world's largest foreign exchange earner among all the industries and it generates millions of job opportunities worldwide. More than any other. It provides direct employment to more than 190 lac people and generates indirect employment to more than 380 lac persons.

World Tourism Organisation estimates that more than 1,80,000 vacancies are expected to be filled within next decade in India alone. This industry offers one of the highest pay packages to the performers.

You can envisage the scenario where we help our students make a mark for themselves and they help us grow.

THE DAY IS NOT FAR
WHEN THE INDIAN AVIATION
BECOMES AS LARGE AS USA.

TRAINING MAKES
ALL THE DIFFERENCE



& FOCUSED TRAINING
IS A DOUBLE BONANZA

Get *Above & Ahead*



The Journey






IGIA is brainchild of Ms Neeta Yadav who founded it in 2003 at Jaipur. Her diligent efforts and commitment to quality has grown it to become India's leading aviation institute with a high reputation earned in the student community as well as in the industry.

IGIA management successfully runs educational institutes in the Country. IGIA is now running successfully since the year 2003 with a Pan-India presence. We are a professional team excelling and meeting the world's best standards in education & training.

We provide industry oriented professional and autonomous courses in Aviation, Hospitality & Tourism to help students make a high flying career in this industry.

Current Network of IGIA centers



-  New Delhi
-  Chandigarh
-  Kotdwar
-  Indore
-  Rohtak

CONFIRM YOUR CHANCE TO SUCCEED



**WE HAVE
A MULTIPLE
REVENUE MODEL**



**JOIN OUR
FRANCHISEE NETWORK
AND GROW WITH US**

A bright business opportunity awaits you at IGIA. If you can play an active role in shaping careers & training the students, a highly lucrative business is all yours to grab.

As a Franchisee, you should be a motivated entrepreneur who can actively implement the strategies to grow the business in a professional manner. We will help you start from the scratch through our expertise developed over the time.

Support provided to you as our Franchisee:

Centre start-up

- Site selection
- Centre layout planning
- Recruitment support (of staff, faculty, etc.)
- Support in marketing launch of the centre

Marketing support

- Marketing & advertising campaigns for press, Internet, outdoor & radio are developed by IGIA
- We provide designs for promotional material like banners, posters, signboards, etc. to effectively promote the centres in its area.
- IGIA has a central team to generate leads and handle escalated enquiries working in coordination with the franchisee centres.
- Regular performance reviews & training

The PROPOSAL



OUR BUSINESS IS
ABOUT HELPING WIN
**WE HELP STUDENTS WIN,
THEY HELP US WIN**



**BECOME OUR
BUSINESS ASSOCIATE
AND WE'LL
ALL WIN**

“More than 97% new businesses succeed in the franchisee model compared to only 38% otherwise.”

US Chamber of Commerce Report



sessions are conducted for staff of the Franchisee.

- Student scholarships & other attractive schemes are occasionally run to attract a bigger no. of students.
- Regular strategic meetings with the franchisee are conducted to device better marketing plans and take inputs from the centres.

Course delivery

We have well laid out processes and methods for an effective course delivery. The company has most appropriate partnerships with the world renowned publishing houses for the study material as well as specialist authors with whom we work in tandem to design the best possible course material.

IGIA conducts **Train the Trainer** programmes round the year to help train the franchisees' faculty and keep improving the training Standards.

Academic & technical support

- Faculty evaluations at appropriate times help in identifying faculties who need training.
- Conduct of examination & issuing certificates to students.

Logistics support

Course materials for students & faculty which are printed/ published by IGIA or our associated publishing partners are delivered to Franchisee centres as per requirements.



“Our success depends on how we can help you succeed.”

An advertisement for IGIA's aviation courses. The background is a solid olive green. In the top right corner, there is a small black square icon with a white airplane. Below it, the text "WE OFFER THE MOST FOCUSED COURSES IN AVIATION" is written in bold, yellow, uppercase letters. The central part of the ad features a close-up of a woman's eyes, which are a striking green color. Below the eyes, the text "BE SURE TO HIT THE TARGET AND ACHIEVE YOUR GOALS" is written in bold, black, uppercase letters. Underneath this text is a target icon with an arrow hitting the bullseye. At the bottom, the slogan "Get Above & Ahead" is written in a cursive font. The IGIA logo is at the very bottom, consisting of the letters "i", "G", "i", "A" in a stylized font, with "INDIRA GANDHI INSTITUTE of AERONAUTICS" written in small letters below it.

...Support Provided

Various brochures, direct mailers, promotional Email templates and presentations are provided as and when required.

Marketing & promotional material is also provided if required as per the requisition requests.

Various forms & templates are also printed and dispatched as per requisition requests.

Business development

IGIA conducts various workshops & seminars across the places where we target our possible enrollments and leads. All the enquiries as well as leads generated from the internet activities are passed on to the Centre.

Placement support

A dedicated central placements team Hansa Hire coordinates with prospective employers across the country as well as to find appropriate job openings for trained students across all centres.

The Center Managers & the staff are also trained to manage placements at local level and is provided with the necessary tools to be able to handle it effectively.

The Hansa Hire:

Conducts aptitude tests and awareness programs across schools, colleges and other places for students, increasing visibility of brand & credibility of the centre.

Organizes industry visits to familiarize students with job roles & opportunities & to build their industry contacts.

Invites HR managers & executives from prospective employers to share their thoughts with the students in coordination with the respective branch managers. This also makes them identify internship opportunities for students in those companies.

The Role of a franchisee:

1. Infrastructure

The franchisee should own/ lease a centrally located and easily accessible minimum space of 1000 square feet to 1500 sq.ft. for the centre. The interiors should be reasonably done with preferably 2 classrooms and 1 computer lab.

2. Recruitment

Selecting & appointing counsellors, administrative staff & faculty. IGIA will assist you with this process as well and train you if required.

3. Marketing

The franchisee will also invest in promoting & marketing the centre & its courses in the city/ area near the centre. Like advertising in various media, conducting local promotions and so on apart from the activities conducted by the central marketing team of IGIA.

4. Operations

You will be responsible for the day-to-day operations of the centre e.g. branch administration, counseling, course administration, facility Management, students' complaints handling, scheduling etc.

COURSES OFFERED BY IGIA

Apart from the DY Patil University's Bachelor's courses affiliated with the City & Guilds UK, IGIA offers its autonomous courses attracting the highly aspirational youth.

DATHM
Diploma in
Airline, Tourism &
Hospitality
Management

DATHM

DATHM is a Certificate diploma provided by IGIA in optional affiliation with few national & international Aviation training organisations. This is a course aimed at fresher who wants the career options as Air hostess, Ground Staff, and in Hospitality & Tourism industry.

The Course duration of DATHM is 1 year. One Diploma is awarded by IGIA and its associates through IGIA.

Eligibility: 10+2 in any subjects

DCHM
Diploma in Cabin Crew
& Hospitality
Management

DCHM

Diploma in Basic Cabin & Hospitality Management is IGIA's autonomous diploma awarded to the students desirous of making a career as Airhostess/ Flight Purser in an airline as well as opening the career options in the Hospitality industry. This is a 1 year diploma offered to undergraduates having a pleasing personalities & good communication skills.

Eligibility: 10+2 in any subjects

ATTM
Air Ticketing & Tourism
Management

ATTM

The Course is appropriate for:

- Candidates looking for entry level positions in Travel & Tourism or Airlines as well as BPOs for travel processes.
- Anyone wishing to gain a broad understanding of Travel & Tourism industry.
- Industry employees without another professional qualification having aspiration to Hold greater responsibility.

The Course can be completed in six months.

Eligibility: 10+2 in any subjects

COURSES OFFERED BY IGIA

PILOT TRAINING (Commercial Pilot Licence)

PILOT TRAINING

Airline pilots are among the highest paid professionals with Airlines offering starting salaries of more than Rupees 1.5 lacs per month. It goes up to Rupees 8-10 lacs per month as the career progresses.

Duration

It takes around 18 months to complete the commercial Pilot Licence Training which consists of Theory and 200 hours of flying training.

An additional revenue is also generated from our tie-ups with Internationally renowned flying clubs in USA/Canada/Spain/New Zealand/Australia along to complete the flying training.

Eligibility:

10+2 Or its equivalent with a minimum of 50% marks in Maths and Physics. (The students not having Physics & Maths in 10+2 can pass these two subjects from any Open School like NIOS simultaneously with their Pilot training).

Age: 17 years to start Pilot Training course.



AGS Airport Ground Services

Airport Ground Services (Airport Ground Staff)

Millions of passengers travel by air every year in the world. Airlines have people working round the clock handling flights at the airports known as Ground Staff. IGIA's 6 month's Airport Ground Services course is designed for those candidates who have a zest to work in sophisticated environments of airports and who like meeting and assisting people from all over the world.

After successful completion of this course, the candidates can work in various departments at airports with various domestic & international airlines as well as ground handling agencies. They can also aspire for in-flight career after gaining some ground experience.

Eligibility: Graduate in any subjects

THE INVESTMENT & PROJECTED RETURNS



A. PROJECT COST			21,00,000
1. Franchisee Licence Fee (Non-Refundable)	6,00,000		6,00,000
2. Infrastructure Investments:			
' Interior & Furniture	7,00,000		
' Air Conditioning	1,50,000		
' Others Miscellaneous Expenses	1,00,000		9,50,000
3. Computers/Projectors/Other Peripherals	3,00,000		3,00,000
4. Security Deposit (Refundable)	1,00,000		1,00,000
5. Signboard/Branding for centre (Acrylic & ACP)	50,000		50,000
6. Start-up kit (Marketing Material, Stationary, Brochures etc.)	1,00,000		1,00,000
B. MONTHLY OPERATING COST			2,81,000
1. Staff Salary			
' Center Head	25,000		
' Counselor	20,000		
' Tele Caller	12,000		
' Digital Marketing Executive	20,000		
' Office Boy	8,000		
' Faculty	75,000		1,60,000
2. Administration Expenses			
' Rent	50,000		
' Electricity	10,000		
' Telephone/Internet	2,000		
' Printing & Stationary	2,000		64,000
3. Incentives Cost	30,000		30,000
4. Local Marketing	25,000		25,000
5. Miscellaneous Expenses	2,000		2,000
C. PROJECTED EXPENDITURE (YEARLY)			63,72,000
' Yearly Expenditure (Including Monthly Cost & Royalty)	63,72,000		
D. PROJECTED REVENUE (50 Nos. of Students)			51,95,000
' Course	Admissions/Month	Average Fee	
' DATHM	10	1,50,000	15,00,000
' Cabin Crew	10	1,30,000	13,00,000
' ATTM	15	70,000	10,50,000
' AGS	15	73,000	10,95,000
' Pilot Training (Share)	05	50,000	2,50,000
			51,95,000
E. PROJECTED REVENUE (YEARLY)			1,18,76,250
' Yearly Revenue after RD (For 150 Nos. of Students)	1,18,76,250		
F. PROJECTED ANNUAL PROFIT			55,04,250
' Total Annual Revenue - Annual Expenditure (E less C)	55,04,250		

* Please mind that these are mere projections are in no way means a guarantee or promise. These may vary according to various circumstances.



INDIRA GANDHI INSTITUTE of AERONAUTICS

Proposed Franchisee's Information

1. Your contact details

Name

Email ID

Phone

Address

City State

2. Your Franchise Plans

Preferred Location(s) for Franchise Centre:

City

State/ U.T.

How do you propose to set up the Franchise? Please

Proprietorship Partnership Pvt. Ltd. Other

Available/ Proposed Floor Space (square feet) Please

1,100-1,500 1,501- 2,000 2,001-3,000 Greater than 3,000

Proposed capital investment (Indian Rupees) Please

15 Lac - 20 Lac 20 Lac - 25 Lac Greater than 25 Lacs

How soon would you be able to invest?(months) Please

Immediately 0-3 Months 3-6 Months 6 Months +

3. Your Profile

Your Academic background. Please

Post Graduate Graduate Senior Secondary

What are you currently doing? Please

Employed Business Other Years of experience

Do you have any experience in Education industry? Yes No

Please send this information sheet duly filled to:

IGIA
304, Suneja Tower-1
Janakpuri District Center
New Delhi-110058

Or Mail a scanned copy to:

franchisee@igaiindia.in

Your Name:

(Signature)



**Your
Guiding
Lights**

info@igiaindia.in
You can fly
www.igiaindia.in

i G i A
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An ISO 9001:2000 institute