

Franchise Plus

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Our business partners have a huge sense of emotional pride, loyalty and ownership and many of them have been with us for the last 15-20 years.

are business partners in truest sense. Compared to franchise outlets, it is a time consuming job to set up hundred of company owned centres across the country. Moreover, sitting in our corporate office, it is difficult to devise marketing strategy for far off towns. On the other hand, we can successfully tap the native knowledge of our education partners to grow our business. Also we can bring in fresh ideas and fresh energy into the business by tapping the huge entrepreneurial talent available in the market. Our mission is to build young entrepreneurs.

The success of our business is a derivative of the success of our business partners. When we take business partners, the idea behind this is to co-own their success. Therefore, we just don't give initial support but participate in every critical initiative they take.

Q Tell us something about your franchise model and selection process for your business partners?

We have 12-seater to 30-seater franchise centres. The franchise fees would vary from metros to tier 2 and 3 cities. The minimum investment at the time of signing up is Rs. 15-20 Lakh. The break-even period is 1- to 2 years.

Each of our business partners is carefully selected based on the pre-defined stringent norms and parameters. We go for graduates with 2-3 years of experience in corporate environment or self business. We look for candidates who have vision, understand what academics is all about and feel responsible for building students careers and are not there just for money. We avoid those who dabble in multiple businesses. On the other hand we go for a candidate who can devote 50-60 percent of his time to NIIT education business. We have a system of strong reference check and select our partners after 3-4 tier interview. How stringent is the selection process can be judged from the fact that our selection ratio is 1:10.

Q What kind of norms NIIT prescribes for its partners to run the business?

We have very strict norms. Right from the time of induction, our business partners have to undergo a series of training programmes-technology to marketing to leadership. All trainees go through faculty assessment and certification.

We provide guidelines and norms for establishing the education centre. The education delivery at the NIIT Centre (Whether owned by NIIT directly or owned and managed by a franchisee) is based on the Quality Management System which lays down the systems and processes in detail to ensure consistency of delivery to students.

There are separate norms laid out for space, furniture, lighting, equipment and other facilities in the education centres and it is ensured that these norms and systems and processes are complied with. The quality level of teaching and learning effectiveness is maintained through periodic assessment and continuing education of the faculty and most important of all, feedback from the students. The uniform quality of education is achieved in the NIIT centres across India and abroad by standardizing the teaching method designed to be delivered across different cultures and audiences.

Q What kind of support you offer to franchise partners?

We provide huge support in terms of technology, marketing, business operations, faculty skills and business development.

Through our contact centres, we are assisting franchisees in enquiry generation and business development. Every quarter, we have strategy planning workshop involving business partners in which we formulate townwise / statewise strategies. Every year we hold a 2-day workshop