

Top Careers & You™

Yes! You Can.

TCY

FRANCHISE PROGRAM

TCY Franchise Program

Being aligned with our vision, we have planned to provide our services to a larger customer base through our Franchise Program. Leveraging on the need of students to have quality classroom coaching, we seek partners who are willing to share our vision.

TCY's Franchise Program is unique as it goes beyond the prevalent notions of Franchising. What we are looking for is not a franchisee but a partner. And our relationship with the partners would be that of equals. We realise that in the growth of the partner lies our own growth. With this in mind, we would endeavour to provide as much assistance as possible to our partner in establishing, running and enhancing his/her business.

In short, we intend to enter into a symbiotic relationship with the individual(s) who can adopt our philosophy and replicate our business.

“The vision must be followed by the venture. It is not enough to stare up the steps - we must step up the stairs”

COMMITTED SUPPORT

TCY provides a high level of on-going support to the franchisee to ensure that the business is up and running quickly and efficiently so that any problems or queries are resolved immediately and satisfactorily.

Consistent Product Innovation

TCY has a 'Think Outside the Box' approach to services. We are armed with powerful advertising campaigns and an unmatched academic experience that has resulted in a significant and growing market presence. Passion, commitment, innovation, and ultimately success, are the foundations on which the culture of TCY is based. Commitment to product innovation, customized applications and students' satisfaction sees TCY set the benchmark for others in the industry to follow.

As a franchisee you have the opportunity to be part of the TCY revolution and to contribute to our growing reputation.

Extremely Pertinent Marketing

Having the advantage of our recognizable brand, we will assist you with PR, local campaigns, national advertising and presence on the website. We can also provide a library of marketing material for your use which is constantly updated. The head office will design brochures, leaflets and other promotional materials and also assist with other brand building & recruitment activities.

COMMITTED SUPPORT

Training, Development & Audit

Franchisee Support will enhance your business skills and help you run business as per the guidelines. Our team will conduct training and development programmes as a part of the induction process and as an ongoing activity. We transfer the experience gained since 1998, on the first day itself, so you already start many years ahead. The training primarily focuses on the following areas:

- ◆ Introduction to franchising
- ◆ Principles of franchising
- ◆ Role and responsibility of a Business Partner
- ◆ Industry and business overview
- ◆ Services and product training
- ◆ Target marketing
- ◆ Soft skills communication and inter personal skills
- ◆ Role of PR in our sector
- ◆ Technical Skills
- ◆ Business Management Skills
- ◆ New Products & Services

Seamless Management Capability Through IT

Center Management Software increases the level of productivity, efficiency & effectiveness of the authorized center. Designed to be highly flexible, CMS enables you to tailor nearly any type of center management functions to meet specific requirements. It includes complete reporting for managing your Service Tax, Installment reports, Collection report, and enquiry database. CMS helps you quickly increase end-user satisfaction and productivity. You will also get systems for efficient handling of all your operations like enquiry, registration, fee collection, accounting, advertising and publicity, materials ordering and management procedures and systems for all these. Also TCY MIS systems will give you enhanced HR capability.

COMMITTED SUPPORT

Chance To Cater To Growing And Sustainable Market

It was in the year 1998. Students in Punjab were looking for professional organizations in education other than computer education. The demand & supply gap for organized test preparation was consistently increasing. To meet this demand TCY was born in Ludhiana giving impetus to an industry that grows consistently despite the economic downswings, and will do so for years to come.

TCY has witnessed a cumulative growth of more than 200% since its inception in 1998. Though, the test preparation sector has witnessed a radical transformation, rich content and teaching methodology are the key factors critical to success. With TCY you will become a part of this revolution and share the growth.

A Highly Spirited Business Philosophy

Our business is our way of life. TCY's philosophy is to;

- ◆ Live and breathe the industry . . .
- ◆ Never say it can't be done . . .
- ◆ Stay at the forefront of emerging trends . . .
- ◆ Ensure the student has an unmatched academic experience

This is reinforced by giving attention to detail, TCY places on franchise management, academic knowledge, promotions and customer interaction during training and launch of your franchise. And, as a franchisee, you can share in the wealth of experience that TCY has developed without doing so many hard yards up front.

COMMITTED SUPPORT

So, if you have thirst for knowledge and a willingness to follow the proven TCY way, you'll be in a winning position from the start.

The Road Where Success Is The Only Milestone

The benefits of TCY franchise package means you will minimize the potential pitfalls of going into business completely on your own. As part of the TCY network you will have an access to everything that has made TCY a proven performer.

You get to utilize the advantage of outstanding relationships that TCY has developed. Also you will go through rigorous & comprehensive training on both academic & administrative front that will equip you with all you need to achieve success

Benefits Of Becoming A TCY franchisee Also Include;

- ◆ Establishing your TCY franchise
- ◆ Product support
- ◆ Marketing Support
- ◆ Ongoing Support
- ◆ Absolute commitment to innovation!
- ◆ Comprehensive and Intensive Training Before You Start.
- ◆ Guidance and help in Advertising and Promotions.
- ◆ Continuous Support and Guidance.
- ◆ Massive & Well-designed Study Material

AM FRANCHISE PROGRAM

FRANCHISE PROGRAM

Financial Details

Earning Potential

As a potential franchisee, you will be provided with income projections and other financial details when our representative meets you. There is a tremendous growth opportunity in the sector where you will have almost limitless earning capability. Much will depend on how ambitious you are for growth.

Investments

We expect that anyone applying to our franchisee programme should have the willingness and ability to make reasonable investments in the same. The investments are in the form of following heads:

1. A One time Licensing Fee, as may be stipulated by us for you.
2. Rolling Security for the time period of the contract. This amount is refundable after the expiry of the contract.
3. At least 800/1000 sq ft of owned or rented premises in a conveniently accessible locality comprising Office, counseling area and classrooms, furnished with required furniture and accessories is recommended.
4. Office equipped with a telephone and a computer with broadband connectivity.

Other infrastructure requirements are mentioned in details in our infrastructure plan. Operational costs include the royalty, salaries of the faculty and team members, advertisement and sales expenses, electricity and telephone bills etc.

Infrastructure Plan

TCY authorized center must be designed in a way that reflects the image of **TCY**. It should be creating a positive impact in minds of the customers.

In planning the center, certain basic principles of an education center have to be kept in mind. First, the counselor/receptionist should be visible while entering the center. Secondly, the basic infrastructural equipment (computers, electronic devices etc.) should also be visible to promote a high-tech image and a sense of reassurance. Glass should be used, wherever possible to create a spacious environment.

TCY expects its franchisees to offer maximum level of comfort in terms of design to the customers.

How is the Space Divided

S. No.	AREAS	CAPACITY
1	TCY Classrooms	To seat minimum 20 students
2.	Counseling	1 counselor + 3 Visitors
3.	Reception & Waiting	3-4 Visitors
4.	Center Head Room	1 + 2 Visitors
5.	Library & Reading	Room Book Shelves + Place to seat 4-5 students
6.	Computer Based Testing Lab	With minimum 5 multimedia ready computers
7.	Washroom (1)	

The detailed information of the above would be given after we sign the contract.

TCY'S Ideal Business Partner

A partner is a unique person. As a partner you will be running your own business, yet within the parameters of the TCY's brand and business format. In operating a TCY Authorized Center, you will have a number of responsibilities including:

- ◆ Excellence in service levels;
- ◆ Creating a personalized, friendly and educational environment;
- ◆ Marketing of the brand & programmes;
- ◆ Business management;
- ◆ Customer orientation and community relations; and
- ◆ People management;

You will not only have to have the required financial resources and track record, but you will also have to possess the attributes of a business owner to successfully fulfill your role as a TCY partner.

The Ideal Partner - Background Requirements

- ◆ The partner should be credit worthy and have available financial resources;
- ◆ The partner should be financially sound;
- ◆ The partner should be well-qualified preferably with a Masters degree.

TCY'S Ideal Business Partner

Personal Attributes

- ◆ The partner needs to be an energetic self-starter with a professional approach to business.
- ◆ The partner must be people-oriented with excellent interpersonal and communication skills.
- ◆ The partner must have a love for working with people and must be capable of developing and maintaining rapport with his customer base through being friendly, patient and tolerant, yet firm.
- ◆ The partner needs to share an alignment with the TCY's values. He must be able to model the characteristics of a true TCYian.
- ◆ The partner must demonstrate entrepreneurial skills; yet also show the ability and willingness to be a team player.
- ◆ The partner should be enthusiastic, dynamic and self-motivator. He must be a "go-getter" with a strong will to succeed.
- ◆ The partner must consider his business as a long-term investment. He must show commitment and should have a loyal and consistent character.
- ◆ By the nature of our business and the sector, the partner needs to have stamina and strength to commit to the hard work and long hours needed when operating a TCY franchise.

TCY'S Ideal Business Partner

Some typical franchisee profiles:

- ◆ If you have been already running franchisee / your own business in a service based industry.
- ◆ If you have been associated with education and enjoy a strong rapport in the fraternity.
- ◆ If you have voluntarily (or otherwise) retired and have mettle & zeal to prove yourself independently.
- ◆ If you have entrepreneurial spirit to make a dent in the sector, and clarity of growth.

Future Opportunities

However, when you are able to demonstrate that you have successfully operated several Points of Presence, we see it as a natural progression that you are considered for the role of a Regional Area Development Agent.

In an exclusive area agreement, following an agreed development programme, you are assigned a regional geographical area in which you will open and operate a certain amount of TCY centers within a given time.

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TCYonline.com

Largest teacher-student platform

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