



## FRANCHISEE PROPOSAL

**A PERFORMANCE  
THAT WILL BE  
APPLAUDED  
WORLD-OVER**

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● COACHING ● ADMISSIONS ● VISAS



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Krishna Consultants Studies Abroad Counselors started its activity in 1998. Since inception, Krishna Consultants has come a long way in the field of Studies Abroad Consultancy and GRE/ GMAT/ SAT/ TOEFL/ IELTS coaching and more particularly in the promotion of UK, USA, Canadian, Australian, Singapore, New Zealand & Switzerland Universities. Since inception, more than 2000 Indian students have taken our services and there has been a steady growth potential in the activities of the company.

Krishna Consultants has realized many a dreams of Indian students who wish to study abroad. Besides the Head office in Nagpur, the company also maintains its offices in Raipur, Nashik, Bhopal in the west and central region, Ahmedabad, Vapi in Gujarat, Bangalore, Hyderabad, Pondicherry in south, Kurukshetra and Chandigarh in the north.

Krishna Consultants with its professional approach is one of the leading organizations sending good number of students to various universities in UK, USA, Canada, Australia, New Zealand, Singapore, Switzerland, and many other countries.

The key persons of Krishna Consultants have a consistent track record and experience to look after the needs of Indian students and to ensure their admissions in various Universities of different countries. Over the years we have build a solid reputation offering Quality service and support. Our accumulated expertise provides us the supremacy and strength to address the most complicated and critical needs of a large student fraternity.

We have tie-ups with leading Universities all over the world. These tie-ups enable us to get constant feed back about latest educational courses in the world and maintain our standards at par with the International standards.

Our website [www.studies-overseas.com](http://www.studies-overseas.com) has detailed information about us and the services that we offer. We request you to kindly go through our website to know in detail about us.

- We are the Authorized Testing Center for TOEFL iBT Exam in Nagpur and Nashik.

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“ An investment capacity of 6-10 lacs is all you need to get started. ”

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## FRANCHISEE OVERVIEW

### WHY IS AN FRANCHISEE ARRANGEMENT REQUIRED?

To have a national network and presence in the whole of the country is very difficult for big organisations and impossible for the middle and smaller ones. It makes it imperative for companies who intend to grow and have a national presence to form associations as a strategy for expansion. This is the only business format, which can enable a medium sized companies to go for a national expansion and reach customers in all parts of the country.

Studies Abroad has emerged as a leading alternative for the students. India happens to be a large and complex market. The complexities involved in starting a new business are far more than starting an affiliate office. Understanding of different languages, culture and mannerisms determine the success of the venture. The overseas education business is a booming market as students from all over the country are clamoring to pursue higher education abroad.

### WHO CAN BE ELIGIBLE FOR A FRANCHISEE ASSOCIATION?

Krishna Consultants makes its best effort to accommodate a potential Franchisee Partner in his or her first-choice area of business.

Individuals having experience in the field of education, as well as having basic idea about the geographical knowledge of the world and an investment capacity of Rs.6 Lacs to Rs. 10 Lacs would be considered eligible for a Franchisee association. The person being associated should have arrangements of basic facilities like office with complete set up having communication facilities like telephones, fax, email etc. A flair for counseling, sound understanding of business principles and a drive to succeed in the venture against competition also are some of the traits that we are looking out for. **Each person who joins Krishna Consultants as an franchisee needs to share our vision to make Krishna Consultants as a leading Studies Abroad Consultancy firm and make their contribution towards making this vision a reality.**

### A UNIQUE BUSINESS OPPORTUNITY!

Being one of the professionally managed Indian companies promoting Studies Abroad; it has a unique edge over other educational overseas consulting companies. Many of these companies could be grouped in the unorganized sector and are run by past students and persons with no real organized background. In contrast Krishna Consultants is a professionally managed organization led by a team of professional people including Chartered Accountants, MBAs and Engineers having a strong presence all over India with a large student base and stable growth.

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🗨️ Counseling → Coaching  
→ Application → Get Admission  
→ Get Visa → Get Enrolled  
→ Get your Commission. 🗨️

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## FRANCHISEE OVERVIEW

### FULL RANGE OF SERVICES

Krishna Consultants undertakes all the necessary services for the students seeking to go overseas for higher studies by enrolling them, which include the following

#### Coaching for examinations like: -

- GRE/ GMAT/ SAT/ TOEFL iBT/ IELTS.
- Counseling of individual student.
- Liaisoning with the University on behalf of the student for Admissions.
- Ensuring the admission of the student in the desired University.
- Assisting in obtaining Education Loans.
- Doing Visa Documentation.

### WHAT WOULD BE EXPECTED FROM AN FRANCHISEE ?

**Counseling:** The designate franchisee would be required to attend all calls and inquires that may be generated by him. This would include inviting the students and their parents to the office for personal counseling. The franchisee would suggest the students various universities being represented by Krishna Consultants for different countries and help him in making decision.

**Admission Process:** On successful enrollment of the student, the franchisee would ensure that entire documents that are specified are collected from the student. All such documents along with the Application Form for the respective University in the specific country for admissions has to be couriered by the franchisee to the central office at Nagpur for processing of the same with the university.

**Representing Krishna Consultants in the designated territory:** The franchisee is expected to be a representative of Krishna Consultants in the territory designated. He/ She would need to keep Krishna Consultants informed about all such information that is required for the success of the venture in the territory. The franchisee would be required to keep the central office updated on competitor activities so as to redefine marketing strategy. The franchisee would therefore work as an extension of the central office. The franchisee has to operate in the designated territory in the name of Krishna Consultants only.

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## FRANCHISEE OVERVIEW

### STAGES OF THE ADMISSION PROCESS

**Counseling:** Personal counseling to the prospective inquiries by the franchisee office, solving of any queries etc.

**Coaching:** The first step towards doing higher studies for the student is to pass the examinations i.e. GRE / GMAT/ SAT/ TOEFL iBT/ IELTS; the scores of which are needed compulsorily as one of the requirements for admission into the particular University of a country. The student, along with his Coaching can simultaneously do his admission process.

#### Admission Process:

- Receiving completed application forms and other documents from the students; forwarding the same to the Head office in Nagpur.
- Krishna Consultants will scrutinize the documents and if complete in all respect forward the same to the respective Universities.
- In case of UK, USA, Canada, Singapore, Australia, New Zealand, Switzerland, etc. on a generalized basis the University takes two to four weeks to process and send the offer letter to Krishna Consultants.
- On receipt of the offer letter the same will be couriered to the franchisee office.
- The franchisee on receipt of the offer letter should contact & handover the offer letter to student and guide him for the next stage i.e. Visa.
- The franchisee should do the Visa documentation of the student and submit to the respective high commission.
- Once the student secures the Visa the franchisee has to assist the student with Foreign Currency, Ticketing & Insurance.

On successful enrollment of the student with the University you have to raise an invoice to Krishna Consultants for your share of commission. On receipt of the commission from the University, Krishna Consultants will pay the commission or deposit the same in your account after deducting TDS and any charges payable by you to Krishna Consultants.

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Brochures & Leaflets



Newspaper Ads

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Operational support to  
help you succeed.”

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## FRANCHISEE OVERVIEW

### PROMOTIONAL EXERCISE

**Marketing:** All promotional activities such as advertisements in daily newspapers, putting up banners, setting up hoardings, distribution of pamphlets, seminars, participation in career fair etc. at various places of the city will have to be handled by the franchisee. Once you establish the fact that you provide quality services in your region, sales will start happening more through satisfied customers referring others to your center than through any other medium. We strongly believe that every student who walks out of our center should do marketing for us. Word of mouth sales are much more effective than any other mode of selling.

**Newspaper Advertising:** The franchisee has to undertake advertising in the leading newspapers so as to get the maximum inquiries generated.

**Seminars:** The franchisee would organize seminars from time to time depending on the size of the market and the potential, at its own discretion. The franchisee however would be responsible to ensure that all arrangements are made for the success of the same.

**Press Meets:** The franchisee would be required to arrange press meet after the seminars. Press meets have known to ensure a very good response for the franchisee.

**Exhibitions:** The franchisee should take part in educational exhibitions that may be held in their area for generating more business.

### WHAT WOULD OUR ASSOCIATION OFFER YOU ?

Krishna Consultants is an established brand and has an extensive wealth of experience and expertise in education field. An ultimate business opportunity with an initial investment of Rs. 6 Lacs to Rs. 10 Lacs for the office setup and working capital requirement for meeting out day to day running expenses. This association offers you reasonably high returns for the efforts made.

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## FRANCHISEE OVERVIEW

### HOW KRISHNA CONSULTANTS WILL ASSIST THE NEW FRANCHISEE

- ▶ We will offer you good top ranked universities in UK, USA, Canada, Australia, New Zealand, Singapore, Switzerland, and Poland for various undergraduate and postgraduate courses to be offered to the students in your market.
- ▶ We will provide you with Prospectuses, CD's, posters, classified details of the University and the courses, fee structure and all other information about the University to the extent available with us.
- ▶ We will provide you list of students who have already studied there or are studying and have gone through Krishna Consultants.
- ▶ We will guide you how to do Counseling to the individual students.
- ▶ We will keep you updated with all the latest rules and regulations for obtaining student visa to the extent possible.
- ▶ We will provide you with all technical support and soft copy of all material, like brochures, pamphlets, posters, banners, advert matter needed to run the studies abroad activity to the extent possible.
- ▶ In short we will make you to start your activity in short time.
- ▶ You will have to be in regular touch with Krishna Consultants Nagpur Office through emails for day to day correspondence and information.
- ▶ We will brief you about Admission Process, Visa Documentation and Bank Education Loans and all other formalities to run the activity during your training at Nagpur.

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“ Advertising and Marketing as engines of growth. ”

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## FRANCHISEE OVERVIEW

### REVENUE SHARING

- ▶ Krishna Consultants will immediately make all the payment towards commission share due to the franchisee on receipt of commission from the respective university, by at par cheque, or transferring the money on-line in the franchisee's bank account after deduction of TDS at the applicable rates.
- ▶ On successfully converting an enquiry into the student going abroad through the franchisee and studying with the University by enrolling & paying the fees then per student Krishna Consultants gets commission of 10% to 15% of the 1st year tuition fees. This commission of 10% or 15% as the case may be will be shared amongst the franchisee and Krishna Consultants as under.

### FOR UK

Number of Students recruited by the Franchisee in a year	Commission Sharing	
	Franchisee	Krishna Consultants
0 to 15	60%	40%
16 to 25	65%	35%
Above 25	70%	30%

To take an example if you are successful in recruiting 26 students for UK in your 1st year of inception then your commission will be 26\* Rs. 49,000/- = around Rs. 12,74,000/-.

### FOR OTHER COUNTRIES

Commission Sharing	
Franchisee	Krishna Consultants
60%	40%

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## FRANCHISEE OVERVIEW

### TERMS AND CONDITIONS TO BECOME AN ASSOCIATE / FRANCHISEE

- ▶ The franchisee should have his well-furnished office with communication facilities like telephone, fax, Internet etc.
- ▶ The franchisee will have to pay a sum of Rs. 25000/- towards Franchisee Fees for making him an franchisee of Krishna Consultants.
- ▶ The franchisee will be required to come down to Nagpur for training of at least two days. During his visit to Nagpur the agreement will be signed and he has to pay the Franchisee fees of Rs. 25000/- through demand draft in favour of Krishna Consultants. Once the agreement has been signed thereafter his training will be started.
- ▶ The travelling and accommodation expenses for the trip to Nagpur has to be borne by the proposed franchisee.
- ▶ The franchisee should have or alternatively appoint a counselor, office executive, and an office boy to run this activity.
- ▶ The franchisee should have good command over english language and have good communication skills and convincing power.

## FINANCIAL FACT FILE

### Franchisee's Profitability

Per Franchisee Investment & Running Exps. Per Annum

Franchisee Capex / Investment

Required area In Sq Feet 500 sq ft  
Rs. in Lakhs

Furniture & Fittings 2.00  
 Computers Printers, Scanner and other  
 electronic gadgets 1.00

**Total Capital Expenditure** 3.00  
 Franchisee Fee 0.25  
Total 3.25

### Personnel Cost

	Nos.	Cost per person per month	Annual cost Rs. in Lakhs
Counselors	2	12000	2.88
Faculty (Part time)	1	5000	0.60
Office Boy	1	4000	0.48
	<b>4</b>		<b>3.96</b>

### Administrative Overheads

	Per month	
Telephone & Communication	2000	0.24
Travelling & Conveyance	5000	0.60
Field Trip	1000	0.12
Rent	10000	1.20
Printing, Stationery & Xerox	5000	0.60
Repairs & Maintenance	5000	0.60
Miscellaneous	5000	0.60
Record Keeping	2000	0.24
Electricity	3000	0.36
Courier & Mailing	3000	0.36
<b>Cost</b>	<b>41000</b>	<b>4.92</b>

### Marketing & Advertisement

Advertising / Business Promotion	2.40
Initial Publicity Expenses	1.00
Career Fair	0.25
	<b>3.65</b>

### Yearly Profitability

No. of Students who will be taking our services in the first year

For UK	25
For USA	10
For Other Countries	10
For TOEFL/ IELTS Classes	50
<b>Total</b>	<b>95</b>

### INCOME

Commission from  
Universities on account of :-

	No. of students	Commission per student	Annual Rs. in Lakhs
Students sent to U.K.	25	0.42	10.50
Students sent to U.S.A.	10	0.36	3.60
For Other Countries	10	0.25	2.50
Receipts from coaching for IELTS/ TOEFL		per student	
For IELTS / TOEFL	50	0.05	2.50
<b>TOTAL</b>			<b>19.1</b>

### Expenses

Personnel Cost	3.96
Administrative Overheads	4.92
Advertisement/ Marketing	3.65
Cost of course material	0.25
	<b>12.78</b>

### Net Profit

Pay back period = One year

**6.52**



## UNIVERSITIES WE REPRESENT

### UNIVERSITIES IN UK

- » Bangor University, Bangor
- » Bath Spa University, Bath
- » Canterbury Christ Church Uni., Canterbury
- » Edinburgh Napier University, Edinburgh, Scotland
- » Liverpool Hope University, Liverpool
- » London Metropolitan University, London
- » Middlesex University, London
- » Newcastle University, Newcastle Upon Tyne
- » Northumbria University, Newcastle Upon Tyne
- » Queen Mary, University of London
- » Queen's University, Belfast
- » Roehampton University, London
- » Sheffield Hallam University, Sheffield
- » Staffordshire University, Stoke-on-Trent
- » Thames Valley University, London
- » University of Central Lancashire, Preston
- » University of Bedfordshire, Bedfordshire
- » University of Chester, Chester
- » University College for the Creative Arts, London
- » University of Glamorgan, Pontypridd
- » University of Glasgow, Glasgow, Scotland
- » University of Huddersfield, Huddersfield
- » University of Liverpool, Liverpool
- » University of Plymouth, Devon
- » University of Bradford, Bradford
- » University of Teesside, Middlesbrough
- » University of Wolverhampton, Wolverhampton
- » University of Northampton, Northampton
- » York St. John University, York
- » University of Stirling, Stirling

### COLLEGES

- » Ayr College, Scotland
  - » EThames Graduate School, London
  - » Holborn College, London
  - » Kaplan International Colleges
  - » Langside College, Glasgow
  - » London School of Business & Finance, London
  - » TASMACH - London School of Business, London
  - » West London College, London
  - » Maritime Greenwich College, London
  - » Kensington College of Business, London
  - » BITE, London
- And Many More*

### UNIVERSITIES & COLLEGE IN CANADA

- » Mohawk College, Hamilton, Ontario
- » Grant MacEwan University, Edmonton, Alberta
- » Algonquin College, Ottawa, Ontario
- » Durham College, Oshawa, Ontario
- » Medicine Hat College, Medicine Hat, Alberta
- » Confederation College, Thunder Bay, Ontario
- » Sheridan College, Oakville





## UNIVERSITIES WE REPRESENT

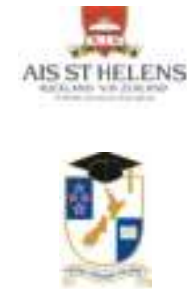
### UNIVERSITIES IN USA

- ▶▶ Oregon State University, Corvallis, Oregon
- ▶▶ University of South Florida, Tampa, Florida
- ▶▶ Kansas State University, Manhattan, Kansas
- ▶▶ Missouri University of Science & Technology, Rolla, Missouri (University of Missouri- Rolla)
- ▶▶ Southeast Missouri State University, Cape Girardeau, Missouri
- ▶▶ Midwestern State University, Wichita Fall, Texas
- ▶▶ Arkansas State University, Jonesboro, Arkansas
- ▶▶ University of Newhaven, Connecticut
- ▶▶ Southern New Hampshire University, Manchester, New Hampshire
- ▶▶ The University of Findlay, Findlay, Ohio
- ▶▶ Stratford University, Falls Church, Virginia
- ▶▶ Everest University , North Orlando, Florida (Florida Metropolitan University)
- ▶▶ University of Kentucky, Kentucky
- ▶▶ Mississippi College, Clinton, Mississippi
- ▶▶ University of North Alabama, Florence, Alabama
- ▶▶ Stevens Henager College, Salt Lake Utah
- ▶▶ Concordia University, Mequon, Wisconsin.
- ▶▶ University Of Bridgeport, Connecticut
- ▶▶ Pacific Lutheran University, Tacoma, Washington.
- ▶▶ Irish American University, Delaware
- ▶▶ Nazareth College, Rochester, New York.
- ▶▶ Dallas Baptist University, Texas
- ▶▶ Sacred Heart University, Fairfield, Connecticut
- ▶▶ University of California Extension Riverside, Riverside, California
- ▶▶ Maharishi University of Management, Iowa
- ▶▶ Herguan University, Silicon Valley, California



### UNIVERSITIES & COLLEGES IN NEW ZEALAND

- ▶▶ AIS St. Helens, Auckland
- ▶▶ AWI International Education Group, Auckland
- ▶▶ Kingsland Institute of New Zealand, Auckland
- ▶▶ North Shore International Academy, Auckland
- ▶▶ Pacific International Hotel Management School, New Plymouth
- ▶▶ Royal Business School, Auckland



### COLLEGES IN SWITZERLAND

- ▶▶ Cesar Ritz
- ▶▶ Hotel & Tourism Management Institute (HTMI)



### COLLEGES IN SINGAPORE

- ▶▶ James Cook University
- ▶▶ MDIS
- ▶▶ Nanyang Institute of Management
- ▶▶ Auston Institute of Management & Technology
- ▶▶ Boston Business School
- ▶▶ ISC Singapore



### UNIVERSITY IN AUSTRALIA

- ▶▶ Central Queensland University  
CRICOS Code QLD 00219C, NSW 01315F, VIC 01624D



**And many more...**

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**To assess you better, we require your details as under:**

Full Name: \_\_\_\_\_

Age: \_\_\_\_\_

Office Address: \_\_\_\_\_  
\_\_\_\_\_

Residence Address: \_\_\_\_\_  
\_\_\_\_\_

Tel: (O) \_\_\_\_\_ (R) \_\_\_\_\_ (M) \_\_\_\_\_

E-mail: \_\_\_\_\_

Education: \_\_\_\_\_

Whether in Business/ Profession/ Service? Please Give details \_\_\_\_\_  
\_\_\_\_\_

No. of years staying at the present location? \_\_\_\_\_  
\_\_\_\_\_

Whether this will be your main line of activity? \_\_\_\_\_  
\_\_\_\_\_

Office area: \_\_\_\_\_

Details of staff: \_\_\_\_\_

Whether you have any idea about Studies Abroad? Give details \_\_\_\_\_  
\_\_\_\_\_

How can you promote our Universities in your area?  
\_\_\_\_\_



## OUR OFFICES IN INDIA

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**Our Head Office at Nagpur**

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