



Educational Franchisee Proposal

Laqshya Institute of Skills Training

INTRODUCTION - ABOUT US

- Laqshya Institute of Skills Training (LIST) is an ISO 9001:2008 Institute
- LIST is established in year 2008. Running successfully from past 8 years
- Managing Team at LIST consists of well experienced MBAs & Engineers
- LIST has a proven track record of successful & innovative training programs
- Strong placement network for trained students
- In-House research & development (R&D) team for innovations
- Practical study materials and specialised delivery pattern

INTRODUCTION - ABOUT FOUNDER

- **Mr. Neelesh Chaudhary** aged about 34 years is an energetic professional
- Holds Engineering Degree in Computers along with MBA in HR
- Core Industry experience in IT, Aviation, Education & HR
- Total Industry experience of about 12 years
- Strong Technical, Operational & Management knowledge
- Founding Director of Varahii Consultancy & Management Services Pvt. Ltd.
- Founding Director of Indian Business Charters Pvt. Ltd.
- Founding Director of Varahii Infotech Limited.
- Founding Director of Laqshya Infosoftware Solutions LLP

INTRODUCTION - BUSINESS OPPORTUNITY

- Education business has tremendous potential in Indian markets
- Skill development centres and institutes are in continuous demand
- Lack of practical knowledge to students during academic college years
- Job oriented skills training is in demand
- Job opportunities only for those students having proper skills or experience
- Government's promotions on "Skill India Initiative" helping the business
- Professional Education Industry is in still growing phase

INTRODUCTION - WHY LAQSHYA

- LAQSHYA brand have very strong “**Digital Presence**”.
- Innovative & Practical training programs as per latest industry standards
- Training programs on most booming sectors covered
- Information Technology, Accounts, Taxation, Finance, HR & Banking
- Separate Training Modules for Freshers & Experienced Candidates
- Exclusive “Internship Experience Programs” for Fresher Students
- All Job oriented programs are placement assisted
- R&D team continuously working on study material and delivery pattern

COURSES OFFERED

▪ Non IT Programs

- Certified Course in Accounts & Taxation (Experienced)
- Certified Course in Accounts ,Finance & Tax (Freshers)
- Certified Course in Finance Management
- Certified Course in Share Market
- Aptitude Exam Training (Bank PO & Clerk)
- Advanced Excel & Advanced Tally

▪ IT Programs

- Certified Android App Developer
- Certified Linux Engineer
- Certified Course in Java (Core & Adv.)
- Certified Web Developer
- Certified Course in Digital Marketing
- Certified IT Engineer (Software)

****Specialized Internship Programs with 100% Placement Assistance**

BUSINESS MODEL - WHY FRANCHISEE

- Brand Support – Readymade Business
- Ready Business Structure
- Less time needed to get established in market
- No need to experiment on new things
- Help of already tested marketing strategies
- Benefit of brand network and territories
- Revenues can be seen from day 1 of business

FRANCHISOR = LAQSHYA :: FRANCHISEE = YOU

(FRANCHISOR = LAQSHYA)

BUSINESS MODEL - FRANCHISOR'S ROLE

- Centre Start-up - Site selection, Centre layout planning
- Staff Recruitment Support - Centre Manager, Counsellors, tele-calling etc.
- Faculty Search Support - Full time or part time faculties & trainers
- Marketing Support - Launch Marketing & Design Artworks
- Local Promotional Activities guidance and Digital marketing support
- Ready Lead sharing from centralised marketing & website enquiries
- Course Delivery Support - Readymade Batch Files, Android App & ERP System
- Course Material Support - Books, Study Notes & Assignments
- Internship Support - Providing live projects for internship
- Placement Support - help in placing candidates with associated companies
- Exam & Certification Support - Thorough assessment done by our experts and issue of certificates

(FRANCHISEE = YOU)

BUSINESS MODEL - FRANCHISEE'S ROLE

- Center Space - Owned or Leased Space of Minimum 500 sq ft area
- Infrastructure Details –
 - Computer lab with minimum 10 PC / Laptops with Internet
 - Theory Classroom with minimum 20 Seats
 - Reception Area with waiting
 - Counsellor/Center Manager Cabin
- Center Staff- 1 Centre Manager, 1 Counsellor, 1 Tele-calling, 1 BDE, 1 Office Boy.
- Marketing – Monthly Investment in Local Area Marketing
- Fixed cost sharing for Centralised Marketing & Digital Marketing
- Handling Day to Day Operations of Center – Student, Faculty & Batch Management

BUSINESS REVENUE PROJECTIONS

	Students / Month	Average Fees	Total Collection
Accounts & Taxation	10	Rs.20000	Rs.2,00,000
Accounts, Finance & Tax	10	Rs.45000	Rs.4,50,000
Advanced Excel & Tally	10	Rs.10000	Rs.1,00,000
Bank PO & Clerk	20	Rs.10000	Rs.2,00,000
Finance Management	5	Rs.20000	Rs.1,00,000
Share Market Course	10	Rs.10000	Rs.1,00,000
Android App Developer	10	Rs.20000	Rs.2,00,000
Certified Course in Java	10	Rs.20000	Rs.2,00,000
Certified Web Developer	10	Rs.20000	Rs.2,00,000
Digital Marketing Course	10	Rs.20000	Rs.2,00,000
Certified Linux Engineer	10	Rs.20000	Rs.2,00,000

- Total Revenue Per Month in Full Occupancy is **Rs.21,50,000** (Rupees Twenty One Lacs & Fifty Thousands)
- Even 25% Occupancy will yield Approx. **Rs.5,00,000** (Rupees Five Lacs) Per Month

FRANCHISEE PROPOSAL – TYPE 1

- Course Kit based model for easy Accounting & Operation
- Franchisee Joining Fees (Non Refundable – One Time) – **Rs.50,000 /-**
- Revenue Sharing **30% (Laqshya-Royalty) :: 70% (Your Share)** on Total Course Fees
- Deliverables By LAQSHYA – at No Extra Cost
 - Technical Know How of All Programs
 - Study Materials (Books & Notes)
 - Online Test Series and Tools
 - Train The Trainer for Faculties
 - Batch Management Android App & Batch Files
 - Counsellor Training Support
 - ERP System for Enquiry Management & Fees Management
 - Local Area Marketing Design Support
 - Placement & Internship Support
 - College Seminar & Workshop Support
- Deliverables By LAQSHYA – at Extra Cost
 - Promotional & Stationary Material
 - Centralised Marketing & Digital Marketing

FRANCHISEE PROPOSAL – TYPE 2

- Course Kit based model for easy Accounting & Operation
- Franchisee Joining Fees (Non Refundable – One Time) – **Rs.1,50,000 /-**
- Revenue Sharing **20% (Laqshya-Royalty) :: 80% (Your Share)** on Total Course Fees
- Deliverables By LAQSHYA – at No Extra Cost
 - Technical Know How of All Programs
 - Study Materials (Books & Notes)
 - Online Test Series and Tools
 - Train The Trainer for Faculties
 - Batch Management Android App & Batch Files
 - Counsellor Training Support
 - ERP System for Enquiry Management & Fees Management
 - Local Area Marketing Design Support
 - Placement & Internship Support
 - College Seminar & Workshop Support
- Deliverables By LAQSHYA – at Extra Cost
 - Promotional & Stationary Material
 - Centralised Marketing & Digital Marketing

STEPS FOR APPLYING AS FRANCHISEE

- Step 1 : Download Application Form, Fill it & Send us on franchisee@laqshya.in
 - Download from here - [Click Here to Download Form](#)
- Step 2 : Evaluation of application and initial telephonic conversation
- Step 3 : Area Visit & Location Survey by our Technical person
- Step 4 : Final Approval from Laqshya
- Step 5 : Signing of Franchisee Agreement
- Step 6 : Starting of Operation of New Center

For Any Further Discussions or Queries Please Contact Us -

Contact Person : Mr. Neelesh Chaudhary
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THANK YOU

Laqshya Institute of Skills Training