

The Franchisee
BUSINESS PROPOSAL



GROW TOGETHER



INDIRA GANDHI INSTITUTE *of* AERONAUTICS

Get Above & Ahead

WHY AVIATION & TOURISM

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

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



& UNIVERSITY DIPLOMA
IS A DOUBLE BONANZA

Get Above & Ahead



About us

IGIA is a unit of Hansa Flying Careers Pvt. Ltd., a company incorporated under the Companies Act, 1956, Govt. of India.

Hansa successfully runs Money Academy, HELP, among others across the Country. IGIA is running successfully for more than seven years with a Pan-India presence. We are a professional team excelling and meeting the world's best standards in education & training.

We provide University recognized as well as autonomous courses in Aviation, Hospitality & Tourism to help students make a high flying career in this industry.

Multiple Revenue Models

We are a unique educational business with multiple revenue models. Student's fee form only one part of our revenue with Flying Abroad & Study abroad adding a healthy share to our kitty.

University Affiliated Courses

We are affiliated with Punjab Technical University to offer courses that have a mass appeal with a wide demographic audience to cater and a large field to cover.

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. At the top right is a small icon of an airplane. Below it, the text reads "WE OFFER THE MOST FOCUSED COURSES IN AVIATION" in yellow. The background of the ad is a close-up of a woman's eyes, which are green. Below the eyes, the text says "BE SURE TO HIT THE TARGET AND ACHIEVE YOUR GOALS" in black. There is a target icon below this text. At the bottom, it says "Get Above & Ahead" and the IGIA logo, which consists of the letters I, G, I, A in a stylized font, with "INDIRA GANDHI INSTITUTE of AERONAUTICS" written below it.


WE OFFER THE MOST FOCUSED COURSES IN AVIATION

BE SURE TO HIT THE TARGET AND ACHIEVE YOUR GOALS
Get Above & Ahead
IGIA
INDIRA GANDHI INSTITUTE of AERONAUTICS

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

DATHM

Dual Diploma in
Airline, Tourism &
Hospitality
Management

DATHM

DATHM is a dual diploma provided by IGIA in affiliation with Punjab Technical University. This is a course aimed at smart freshers who want to explore 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 Punjab Technical University and one by IGIA.

Eligibility: 10+2 in any subjects
Fee: Rs. 1,15,000/-



DCHM

Diploma in Cabin Crew
& Hospitality
Management

DCHM

Diploma in Basic Cabin & Hospitality Management is IGIA 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 one year diploma offered to undergraduates with pleasing personalities & good communication skills.

Eligibility: 10+2 in any subjects
Fee: Rs. 98,000/-

ATTM

Air Ticketing & Travel
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
Fee: Rs. 40,000/-

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 upto Rupees 5-6 lacs per month as the career progresses.

Duration

It takes around 12-18 months to complete the commercial Pilot Licence Training which consists of Theory and 200 hours of flying training.

We have tie-ups with Internationally renowned flying clubs in USA/Australia along with India 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 course.)

Age: 17 years to start Pilot Training

Fee: Rs. 16-20 Lacs



AGS Airport Ground Services

Airport Ground Services (Airport Management)

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 four 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: 10+2 in any subjects

Fee: Rs. 30,000/-

THE INVESTMENT & PROJECTED RETURNS



A. PROJECT COST					10,00,000
1. Franchisee Licence Fee (Non-Refundable)			2,00,000		2,00,000
2. Infrastructure Investments:					
• Interior & Furniture			4,00,000		
• Air Conditioning			80,000		
• Chairs & Others			50,000		5,30,000
3. Computers			1,00,000		1,00,000
4. Security Deposit (Refundable)			50,000		50,000
5. Signboard for centre			20,000		20,000
6. Start-up kit (Marketing Material, Stationary, Brochures etc.)			1,00,000		1,00,000
B. MONTHLY OPERATING COST					1,90,000
1. Staff Salary					
• Receptionist cum Counselor			7,000		
• Counselor			10,000		
• Administrator cum Mktg. Manager			18,000		
• Marketing Executive			12,000		
• Marketing Assistant			6,000		
• Office boy			4,000		
• Faculty 1			10,000		
• Faculty 2			15,000		
• Faculty 3			15,000		97,000
2. Administration Expenses					
• Rent			30,000		
• Electricity			10,000		
• Telephone			4,000		
• Printing & Stationary			2,000		46,000
3. Incentives Cost			20,000		20,000
4. Local Marketing			25,000		25,000
5. Miscellaneous Expenses			2,000		2,000
.					
C. MONTHLY PROJECTED REVENUE					4,94,000
	Course	Admissions/Month	Average Fee		
●	DATHM	01	98,000	98,000	
●	Cabin Crew	01	98,000	98,000	
●	Pilot Training	01	78,000	78,000	
●	ATTM	04	40,000	1,60,000	
●	AGS	02	30,000	60,000	4,94,000
D. ROYALTY & STOCKS					1,29,881
●	Royalty @ 25% of Projected Monthly Revenue -S. Tax			1,11,967	
●	Stocks (Books, Kits, Etc.) @4%			17,914	
E. PROJECTED PROFIT PER MONTH					1,74,119
	Total Collection - Operating Cost - Royalty & Stocks (C-B Less D)			1,74,119	



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 ✓

800-1,500 1,501- 2,000 2,001-3,000 Greater than 3,000

Proposed capital investment (Indian Rupees) Please ✓

8,00,000 - 15,00,000 15,00,001 - 25,00,000 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 Self Employed/Business Other

Years of experience



Brief on your current role/ responsibility

Your salary for the previous financial year (if applicable) Please ✓

Upto 3,00,000 3,00,001-7,00,00 More than 7,00,000

Brief on the nature of your current business (if applicable)

Your turnover for the previous financial year(Indian Rupees) Please ✓

Upto 15,00,000 15,00,001-25,00,000 More than 25,00,000

Do you have any experience in Education industry? Yes No

Please provide me the following information to be able to decide further:

Your Name:

(Signature)

Thank you for your interest.



Get *Above & Ahead*

4. Information you seek from IGIA

Please send this information sheet duly filled to:

IGIA
11, Vivekanand Marg,
C-Scheme, Jaipur-01

Or Mail a scanned copy to:

franchisee@igiaindia.in