

Ednexa Franchise Program

Introduction

Hello Friend,

Welcome to a unique and innovative program that has potential to realize all your dreams in life! Ednexa launches its much-awaited `Ednexa Franchise Program` for mutual benefit of the company as well as an able partner like you!

Ednexa is a leading e-learning organization from Pune that provides online preparatory courses for various engineering and medical entrance examinations, including MHT-CET and AIEEE exams. Learning the scope of the education field, we have decided to expand our operations in various places, so as to help students get access to quality content and guidance using the inherent power of the Internet. `Ednexa Franchise Program` is a first and definitive step in this direction. We are sure that if can partner with people like you, we have a great opportunity to succeed, and also provide you with handsome returns along the way!

As we prepare for a long-lasting relationship with you ahead, the subsequent sections of this document will walk you through details about the `Ednexa Franchise Program`.

Looking forward to hear from you.

Nikhil Bandiwadekar,

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Ednexa Profile

Ednexa is backed by our parent company, Adnexa Education Pvt. Ltd. We started operations in March 2009, with launch of our flagship web-portal, www.ednexa.com. We have grown by leaps and bounds since then and have a strong team supporting engineering and marketing activities.

Current Focus

Right now, we offer comprehensive online preparatory courses for 2 of the premier entrance exams in India, MHT-CET (Maharashtra Health and Technology Common Entrance Test) and AIEEE (All India Engineering Entrance Exam). Our features include online notes, online recorded lectures with animations, chapter-wise and full-length online tests with instant results and detailed explanation, online query solving and problem reporting features.

We also offer special guidance for admission into proper engineering / medical college through our 'Online Counseling' feature. We have compiled complete information of more than 400 engineering / medical colleges in Maharashtra including their cut-off scores. We have developed a special 'College-Finder Application' that tells a student list of probable colleges when required details like desired branch, category and district are entered.

Progress So Far

Ednexa has achieved a great success since its inception! It has more than 5300 registered students till date.

MHT-CET 2010 has been a very successful exam for Ednexa. Our results speak for themselves!

Nishant patwardhan stood 1st in Pune region getting 196/200 in Engineering CET.

Pranav Renawikar stood 1st in Pune region achieving 192/200 in Medical CET.

More than 20 students score 170+ marks in CET.

One of our students, Gauri Deshmukh, has stood first in Pune region in the HSC exams in June 2009. Many of our students have achieved excellent results in MHT-CET exams! Ednexa has been critical in their success and this fact is strengthened by the following testimonials :

"I am very glad to say that Ednexa helped me brush up my time-management skills and offered a good practice for solving tests with speed as well as accuracy. I express my gratitude to the 'Ednexa' team." - Gauri Deshmukh (HSC exams topper)

"Ednexa is really nice website to use. It helped us a lot during preparation of our CET exam. Questions and their solutions were of great quality. Many of them appeared in the actual CET exam! Moreover, the tips provided by eminent professors are worth following." - Preeti Vaidya (CET 174/200)

“Nicely designed and innovative website. Ednexa has multi-faceted approach right from examination preparation till admission counseling. Most importantly, all these features are cost effective; hence I urge all 12th std. students to take full benefit of this great online study website.” – Akshata Mannikar (CET 181/200)

Ednexa has launched its operations in Pune, Mumbai, and Nashik so far. We are involved in publicity campaigns like press conferences, guidance seminars, press ads etc. We have tied up with various coaching classes and educational institutes to offer Ednexa products to their students.

Plans for Future

Ednexa is planning to launch operations in various parts of Maharashtra state during the academic year 2010-2011. `Ednexa Franchise Program` is an important step towards achieving this goal !

We are also working to provide preparatory courses for other important exams like IIT-JEE (IIT Joint Entrance Exam) and MBA-CET (MBA Common Entrance Test) etc. We are working to provide more innovative features as personalized learning, collaborative learning etc. in order to have more benefits for our students.

Ednexa plans various exercises for brand building such as organizing free guidance sessions for students, organizing competitions, event sponsorship etc.

Ednexa Franchise Program Details

Being aligned with our vision, we have planned to provide our services to a large student base through `Ednexa Franchise Program`. Leveraging on the need of students to have access to quality study material and guidance, we seek partners who are willing to share our vision.

Ednexa'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 realize that in the growth of the partner lies our own growth. With this in mind, we would endeavor 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 `Ednexa` Culture

Ednexa has `Think Beyond Obvious` approach while delivering the products and services. We are armed with highly experienced professor board and a strong technical team that has helped us in establishing a significant and growing market presence. We also believe in keeping things simple for our students. Our efforts are directed towards making their studies an enjoyable and rewarding experience.

Passion, commitment, innovation and integrity are the foundations on which the `Ednexa culture` is based. Commitment to product innovation, simple but effective applications and students' satisfaction sees Ednexa set the benchmark for others in the industry to follow.

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

Extreme Quality Engineering

Ednexa emphasizes great focus on the quality of the content. We want our material and features to be 100% perfect and strive hard to achieve this gigantic task. Our technical team gives special attention to content digitization and web development issues so as to provide enriching experience to our students!

We are sure the same focus on quality will reflect in our dealings with the franchisees. You will only receive good feedback about the quality of content and variety of features that Ednexa provides!

Highly Targeted Marketing

Ednexa is keen on marketing and publicity activities to establish the `Ednexa` brand. We believe in reaching out directly to students and parents to make them aware of this brand-new concept that has power to change their future. We conduct guidance seminars in classes and colleges. We participate in college events. We plan to reach out to students and parents on individual basis to explain the `Ednexa` concept to them effectively.

Having the advantage of our established brand and marketing experience, we will assist you with PR, local campaigns and online marketing. We will also provide a library of marketing material for your use which is constantly updated. The `Ednexa` head office will design and supply you with brochures, leaflets and other promotional materials, and also assist with other brand building and recruitment activities.

Earning Potential

As a potential franchisee, you will be provided with income projections and other financial details from time to time. There is a tremendous growth opportunity in the online educational sector where you will have almost limitless earning capability. Much will depend on how ambitious you are for growth and how much you are ready for commitment.

The Franchisee Appointment Process

Ednexa follows a simple Franchisee appointment process which is described as follows :

- Interested Franchisee partners should fill up the 'Franchisee Form' (available on request) and submit it to our Head Office in Pune.
- Ednexa will have detailed discussion sessions with potential franchisee partners, after which the Franchisee appointment will be finalized.
- Franchisee will have to sign the Franchisee Agreement and fulfill the payment terms (described in section Financial Details) after which Franchisee appointment will be confirmed.
- A special 1-day training program will be conducted for Franchisee partners, decided on a mutually agreeable date.
- Franchisee should immediately start working after receiving the Franchisee Appointment letter.

Committed Support

Franchisee Support will enhance your business skills and help you run business as per the guidelines. Our team will conduct training and development program as a part of the induction process and as an ongoing activity. We transfer the experience that we have gained. This will help you to stay ahead of others.

Training

Ednexa will conduct 1 Full-Day Free Training Program for the franchisees which will primarily focus on the following areas:

1. Franchisee expectations
2. Product Training and services
3. Role and responsibility of a Franchisee
4. Educational Industry and online business overview
5. Target audience and estimated business in current academic year
6. Soft skills and inter-personal skills
7. Marketing and publicity strategies
8. Recruitment Policies
9. Technical support Skills
10. Business Management Skills

Ednexa will also provide a "Franchisee Kit" which will contain

1. Ednexa Welcome Kit
2. Promotional material such as Demo CDs, Brochures, Banner.
3. Scratch cards with login access to the product

Marketing Support

Ednexa will assist you for marketing in the following ways :

- We will provide you with promotion material such as Demo CDs, Brochures, leaflets etc.
- We will send our own marketing representative in your area as needed who will guide you regarding marketing and publicity strategies.
- We will conduct seminars involving our esteemed professors in your area to benefit your franchisee outlet.
- We will include your name on the Ednexa website in the list of 'Preferred Ednexa Centers'.

Technical Support

Ednexa is committed to a 24x7 technical support to students studying at your franchisee center. You will get technical assistance from us in the following ways :

- To assist you to provide initial training to Ednexa student regarding website functionality.

- For any kind of website related issues, e.g., website not opening, content not being shown, student account not operational etc.
- To help you solve academic queries of students pertaining to the material on the Ednexa website.

You are requested to call us on Ednexa 24x7 Support Number 0 90110 41155 or email us at info@ednexa.com for any assistance.

Responsibilities

Responsibilities of Ednexa

Ednexa understands its responsibilities as an able Franchiser. They are as listed below :

- Provide marketing and technical support (as mentioned in the section Committed Support).
- Help the Franchisee grow business by publicizing about the Franchisee center wherever possible.
- Help Franchisee streamline the admission process and operational process. We are in the process of developing a special interface for the same.
- Co-operate with the Franchisee for accounting, service tax, material procurement and other management procedures.
- Help Franchisee organize free guidance seminars of eminent professors in the operating area of the Franchisee.

Responsibilities of the Franchisee

Franchisee carries a lot of onus on him/her for the success of this venture.

- Franchisee should provide at least 200 sq. feet of space in a conveniently accessible locality.
- Franchisee should provide for the infrastructure viz. furniture, desktop computers, power backup equipment, Internet etc. (The details about this are given in section Infrastructure Plan).
- Franchisee should be well-versed with marketing and ready to go out in the field and talk to coaching classes, educational institutes.
- Franchisee should collect complete information about students in his/her area. He/she should be ready to talk to these students and parents in-person and convince them to buy the Ednexa product.
- Franchisee should maintain the infrastructure and avoid any hiccups with Desktop Computers and other equipment as far as possible.
- Franchisee should appoint 'administrator' on need basis. `Administrator` will perform the following tasks :
 - He/she will look after activities at the Franchisee center.
 - He/she will counsel students and parents coming to the center for inquiries.

- He/she will solve technical queries of students to the best of his/her knowledge.
- He/she will co-ordinate with the Ednexa Head Office regarding various tasks and issues.
- Franchisee should appoint 'Marketing Executive' on need basis. 'Marketing Executive' will perform the following tasks :
 - He/she will communicate with coaching classes and educational institutes to sign a deal with them to sell Ednexa product to their students in bulk.
 - He/she will present demo and conduct seminar about Ednexa products in coaching classes and educational institutes.
 - He/she will collect student data and talk directly with students and parents to convince them to buy Ednexa products.
- Franchisee should set aside certain budget for publicity campaigns as he/she deems perfect.
- Franchisee should set reasonable targets and income projections for him, which he should share and discuss with the Ednexa Head office.

Ednexa's Ideal Franchisee

Following are the characteristics of an ideal franchisee partner for Ednexa :

- The franchisee should be credit-worthy and should have available financial resources.
- The franchisee should have an urge to provide quality education. He/she should understand importance of education and should look at this field from social point of view in addition to the aim of earning handsome returns.
- The franchisee must acquire all the knowledge of Ednexa product and the website www.ednexa.com with all necessary details.
- The franchisee must be people-oriented with excellent interpersonal and communication skills.
- The franchisee must have a love for working with people and must be capable of developing and maintaining rapport with his customer base through being friendly and tolerant, yet firm.
- The partner needs to share an alignment with the Ednexa's values. He must be able to model the characteristics of a true `ednexian`.
- 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.

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.

Financial Details

We expect that anyone applying to our franchisee program should have the willingness and ability to make reasonable investments in the same.

The investments are in the form of following heads:

- Refundable deposit of Rs. 10,000/- for the time period of the contract. This amount is refundable after the expiry of the contract.
- At least 200 sq ft of owned or rented premises in a conveniently accessible locality comprising Office, counseling area furnished with required furniture and accessories is recommended.
- Investment in infrastructure such as decent furniture for the office, telephone/mobile, 5 desktop computers with broadband internet connectivity, power backup equipment.
- Operational costs include the advertisement and sales expenses, electricity and telephone bills, salary for Administrator and Marketing Executive (if appointed) etc.

Ednexa Product pricing is detailed as below :

No	Product Name	Description	M.R.P. (For 11 th std.)	M.R.P. (For 12 th std.)	M.R.P. (11 th + 12 th Combo)
1	MHT-CET PCM	Online notes, online lectures, tests, online query solving (CET - Physics, Chemistry, Maths)	Rs. 2500/-	Rs. 3000/-	Rs. 4500/-
2	MHT-CET PCB	Online notes, online lectures, tests, online query solving (CET - Physics, Chemistry, Biology)	Rs.2500 /-	Rs. 3000/-	Rs. 4500/-
3	MHT-CET PCMB	Online notes, online lectures, tests, online query solving (CET - Physics, Chemistry, Maths, Biology)	Rs.3000 /-	Rs. 3500/-	Rs. 5500/-
4	AIEEE	Online notes, online lectures, tests for AIEEE (Physics, Chemistry, Maths)	Rs.3500 /-	Rs. 4000/-	Rs. 6000/-
5	AIEEE + MHT-CET PCM	Combo package of 1 and 4	Rs.5000 /-	Rs. 5500/-	Rs. 9000/-
6	AIEEE + MHT-CET PCMB	Combo package of 3 and 4	Rs.5500 /-	Rs. 6000/-	Rs. 10000/-
7	Online Admission Counseling	Online guidance for admission to proper Engg. college and course, with help of	---	Rs. 1500/-	---

		apitude test. (For 12th std appeared students.)			
8	Career Counseling	Online / Offline career counseling by expert counselors, along with aptitude test. (For 10th std. appeared students.)	Rs.1500 /-	---	---

Infrastructure Plan

Ednexa Franchisee Center must be designed in a way that reflects the image of Ednexa. It should be creating a fully positive impact in minds of the customers and students.

In planning the center, certain basic principles of an education center have to be kept in mind.

1. The administrator/receptionist should be visible while entering the center.
2. The computer lab should also be visible to promote a high-tech image and a sense of reassurance.
3. Glass should be used, wherever possible to create a spacious environment.

Ednexa expects its franchisees to offer maximum level of comfort in terms of design to the students which will always attract them to join Ednexa!

How should the center space be divided ?

1. Ednexa Franchisee Center should include minimum 5 computers to seat 5 students at a time.
2. Reception and Counseling area that can seat administrator, 1 student and 1 parent.
3. Waiting area for 2-3 Visitors
4. Washroom

Contact Us

In case of any queries or doubts, do not hesitate to contact us on the following details :

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