

 fashiontv

FashionTV Master Franchise

The Home of *fashion*



 *fashiontvmasterfranchise*

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The Home of *fashion*

FRANCHISE IN INDIA

1. As the entrepreneurial spirit grips over India, post liberalisation, make in India policy and digitisation, businesses are **BUDDING** across the subcontinent.
2. On this tide, riding **HIGH** is the master franchise business sector. Master Franchising has witnessed a **GROWTH** of around **30-35%** over the last four-five years and the overall turnover is estimated at around INR **938 billion**.
3. Estimated contribution of the master franchising sector will be around **4%** by **2025** in the Indian GDP.
4. Globally, India is the largest master franchise market in the world after the United States, with about **4,600** operating franchisors and **0.15-0.17 million** master franchisees currently.

FRANCHISE IN INDIA

5. The key sub-sectors of master franchise segment which are performing exceptionally well are:

Retail:-

- Potential to reach approximately **\$140-160 billion** by 2025.

Food & Beverage Industry:-

- Potential to reach approximately **\$11.305 billion** by 2025.

Health & Beauty Industry:-

- Projected to reach **\$26.853 billion** in 2025.

FRANCHISE IN INDIA

Different Types of Franchises

• Franchise

A franchise is a type of **license** that grants a **franchisee access to a franchisor's proprietary business knowledge, processes and trademarks**, thus allowing the franchisee to **sell a product or service** under the franchisor's business name.

In exchange for acquiring a franchise, the franchisee usually pays the franchisor an initial **start-up fee and annual licensing fees**.

• Master Franchise

A master franchise is one managed by a master franchisee – **an investor who pays the franchisor a large initial fee** to secure the rights to develop the business under the brand name in a **specified region**.

The master franchisee is then responsible for **recruiting franchisees** in that area and **providing training and additional ongoing support**.

They can then keep most or all of the **initial fees and royalties paid** by their franchisees over time.

In essence, the master franchisee can be regarded as a **mini-franchisor, managing and benefitting** from franchisees in a particular territory.

FRANCHISE IN INDIA

• Unit Franchise

Unit franchise is where a Master Franchisee grants the **exclusive Franchise Rights** to use a **brand name** and **proprietary** information to **re-sell its goods** and **services** in either a defined area or within that defined area.

Master Franchisees typically sell many Unit Franchises within their Region.

• Sub-Franchise

Sub-franchise is the term used to describe the **relationship** between a **master franchisee** and the **unit franchisee** in those systems that are the overseas operations of a franchisor that has decided to expand internationally.

FTV MASTER FRANCHISE

- FTV Master Franchise is a **UNIQUE** business opportunity where you'll become the representative of a specific business vertical in your territory. For instance, you'll be granted the rights to develop the business vertical under the brand name of FashionTV.
- You'll be in **CONTROL** of the franchising activities in your territory.
 - For instance, You'll be responsible for recruiting franchisees in that area and providing training and additional ongoing support.
- As a master franchise with FTV, you will have to first open a unit franchise of your own, after which any outlet that is established in your territory would be functioning under you, hence you will be receiving **50% of the franchise fees and royalty** from each outlet.

FTV MASTER FRANCHISE PHILOSOPHY

VISION

REVOLUTIONIZING the Master Franchise landscape in India by transforming the nation into an economically **PROFITABLE** business hub.

MISSION

Nurture & support our clients directly-indirectly in establishing a **SUCCESSFUL** master franchise business in their territory.

AIM

To become a leader in the master franchising industry by using our proven profitable business model and **SUPPORTING** our master franchisee partners to build a **BOOMING** market.

WHY FRANCHISE FTV??

FashionTV / FTV is the World's **LARGEST** Fashion Network!!!

Some FashionTV **KEY FACTS:-**

- **12 Channels of 24 hrs** dedicated to Fashion & Lifestyle channels.
- **23 YEARS** of existence.
- **UHD 4K and 8K** 24 hours channels.
- Available on leading OTT platforms all over the world.
- **100 plus HOURS** of new fashion and lifestyle content every week.
- **2 BILLION** Worldwide Viewers.
- Available on **250 Global Cable Satellites.**
- Presence in **193 COUNTRIES.**
- Reaching **500 Million** Households.

SOME FASHIONTV KEY FACTS

- Viewed on **10 MILLION** Public TV Sets in Public Places.
- **5M** website hits per month.
- FashionTV App gets **500K SUBSCRIBERS** & 35K installation per Month.
- FashionTV YouTube Channel has **65M Views**.
- FashionTV YouTube Channel has **90M** viewership per month.
- **4.5M** plus likes on Facebook.
- **12M** views per week.
- **300K FOLLOWERS** on Instagram
- **125k** Organic Reach per Month.

Backed with Most Viewed, Proven, and Stable HIGH-END Luxury Fashion and Lifestyle Media House | www.fashiontv.com

FashionTV / FTV is truly an "**AUTHORITY IN FASHION**".

FASHIONTV 360 DEGREE MASTER FRANCHISE SUPPORT

Pre-Opening Support:

1. Location Analysis and approval.
2. Architect, **DESIGNS**, Layout, Etc.
3. **DIAMOND** Inspired Designs (Walls, Ceilings, Furniture, etc).
4. Staff Recruitment.
5. FashionTV Proprietary Products Supply.
6. Other Products and Vendor Tie-ups.
7. **STRATEGIC** Planning.
8. Staff extensive Training and execution.
9. FashionTV Billing & Security Platform.

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▶ **LAUNCH SUPPORT** ◀

1. Planning and Execution.
2. Launch Plan in SMM and PR.
3. **PROMOTIONS.**
4. Cross Marketing.

▶ **POST OPENING SUPPORT** ◀

1. Audits and Ideas.
2. Promotional Offers.
3. FashionTV Sponsorship Opportunity.
4. FashionTV Loyalty **MEMBERSHIP** programs.
5. Google and Website Listing.

USP'S OF FASHIONTV

8K VIDEO WALL FASHION SHOWS AND VJ

- Projections of FashionTV music festival by Top **DESIGNERS**.
- 3D FashionTV "Floor" stunning luxury fashion animations.
- Live FashionTV Channel with FashionTV shows from across the globe.
- Continuous flow of live FashionTV from various Fashion **HUBS**.
- Promotional Videos of FashionTV **PARTIES** from across the globe
- Promotional content through **CELEBRITIES** endorsing the brand from across the globe.

USP'S OF FASHIONTV

FashionTV Proprietary PRODUCTS

- FashionTV Beverages
- FashionTV Energy Drinks
- FashionTV Bubbly Champagne
- FashionTV Water
- FashionTV Wine
- FashionTV Vodka
- FashionTV PHOTO frames
- FashionTV CHOCOLATES
- FashionTV Shampoos
- FashionTV Conditioners
- FashionTV Overnight Hair Mask
- FashionTV Hairspray
- FashionTV Essential Oils
- FashionTV Massage Oils
- FashionTV Natural Skincare Gift Box
- FashionTV Moisturisers
- FashionTV Jerseys
- FashionTV Shaker
- FashionTV Sweat Towel
- FashionTV Sportswear
- FashionTV Duffle Bag
- FashionTV Hair Care Kit
- FashionTV Braids Collection
- FashionTV Hair Colour Range
- FashionTV Hair Brushes
- FashionTV Hair Clips
- FashionTV Hair Sprays
- FashionTV Hair Spa Machine
- FashionTV Hair Steamer
- FashionTV Curling & Straightening Iron
- FashionTV Steamer Caps
- FashionTV Hair Colour Kits
- FashionTV Hair Gel
- FashionTV Hair Serum
- FashionTV Yoga Mats
- FashionTV Organic Soaps
- FashionTV Herbal Health Care products

USP'S OF FASHIONTV

- FashionTV Detox Juices
- FashionTV Organic Cuisine Collection
- FashionTV Lipstick Collection
- FashionTV Mascara Range
- FashionTV Make-Up Brushes
- FashionTV Eye-Liners
- FashionTV Eye-Shadow Palette
- FashionTV Foundation Concealer
- FashionTV Make-Up Remover
- FashionTV Make-up Pouches
- FTV Vacuum Therapy Machine
- FTV Weight Loss Machine
- FTV Lipo Therapy Machine
- FTV Leg Massager
- FashionTV T-Shirts
- FashionTV Lipsticks
- FashionTV Liners
- FashionTV Concealer
- FashionTV Hair Products
- FashionTV Heat Protectant Spray
- FashionTV Tattoo Design Collection
- FashionTV Scrub Gel
- FashionTV Exfoliants
- FashionTV Foot Healing Ointments
- FashionTV Foot Care Products
- FashionTV Bags
- FashionTV Accessories
- FashionTV Grooming kits
- FashionTV Coffee Mugs
- Fashion TV Apparel
- FashionTV Styling products
- Fashion TV Complimentary Salon Products
- FashionTV Stationary

Note*: The proprietary products are mentioned above will differ as per the business vertical.

USP'S OF FASHIONTV

FashionTV unique **DIAMOND** Inspired Design

- FashionTV **CROCKERY**
- FashionTV Silverware / Glassware
- FashionTV Ceilings and walls
- FashionTV Serving Options
- FashionTV **UPHOLSTERY** and tables
- FashionTV Flyers / Printouts

USP'S OF FASHIONTV

Special **EVENTS** and Fashion Shows

A fashion runway is always placed in every luxury FashionTV Franchise vertical.

Local Designer Fashion shows

F – BEVERAGES promotional shows

Special Events other products **PROMOTIONAL** show.

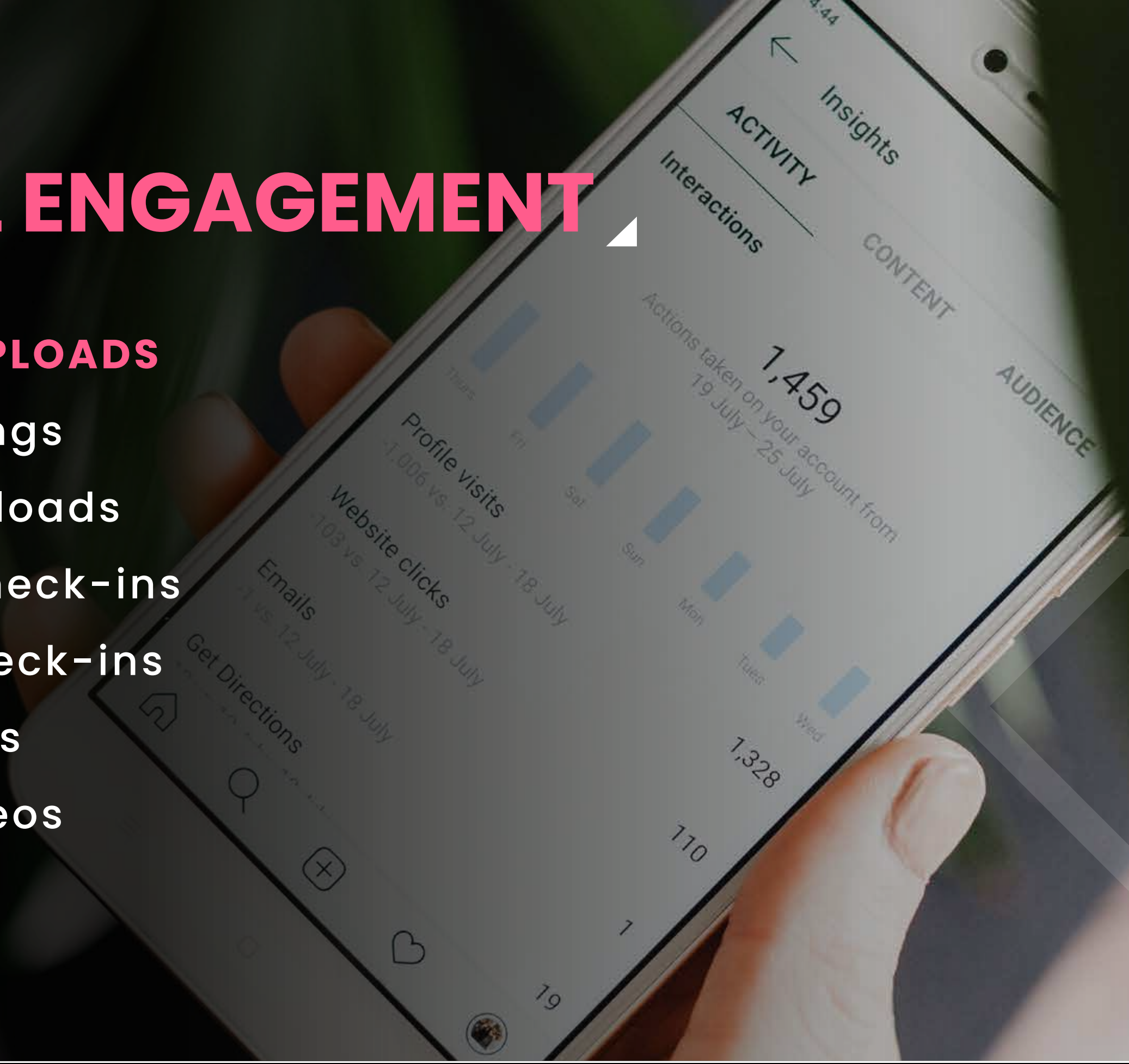
▶ SOCIAL MEDIA MARKETING ◀

Dedicated Social Media Marketing Handles:

- FACEBOOK
- INSTAGRAM

▶ SOCIAL ENGAGEMENT ◀

- Instagram **UPLOADS**
- Twitter Postings
- Facebook Uploads
- Instagram check-ins
- Facebook check-ins
- LinkedIn Posts
- YouTube Videos
- Google AD's



SOcial ENGAGEMENTS STATISTICS

- 150 New stories (Facebook)
- 200 New Stories (Instagram)
- 50 New Stories (Twitter)

More Than 300 New Stories per day!

Due to FashionTV's brand **POPULARITY** and our customers love to post, like, share, comment, check-in, take pictures, shoot videos, tag, and more in all of our locations!

The social engagement within the **FTV MASTER FRANCHISE** network is an exciting average of **300 STORIES** per day – every story is Free – Word of Mouth – Advertisement.

NEW MEDIA STATISTICS

- Facebook: **3,000,000+ FANS**
- FashionTV.com: Average of 500,000 monthly visits.
- FashionTV.com: Average of 1,500,000 monthly imps.
- YouTube Channels: **1,000,000 SUBSCRIBERS**
- YouTube: Average of 15,000,000 monthly views.
- Daily Motion: Average of 500,000 monthly views.

SPONSORED LOCAL LISTINGS

- Facebook Local
- **GOOGLE LOCAL**
- GPS based AD's
- Facebook ads post and likes campaign
- Google ads words campaign
- Instagram Ad and likes
- SEO marketing
- SEM marketing
- Analytics and reports
- YouTube promotions and video **BOOST**

MASTER FRANCHISE BASIC REQUIREMENTS

1. AAA Location

FashionTV / FTV Master Franchise should be located in a prime TRIPLE 'A' location of the city.

2. Strong Financial Backings

All franchisees must be able to show strong **FINANCIAL BACKINGS** to ensure the success of the business.

3. MASTER FRANCHISE Industry Attraction

All franchisees must-have attraction and liking towards the **DESIRED** Industry with a zeal to learn, explore, and strive to succeed.

4. Strong Desire to be more: **Rich, Famous & Successful.**

5. Must **own** or **ready to open a Unit Franchise Business.**

6. Prior experience in the interested business vertical is an advantage. **Not Mandatory.**

FASHIONTV MASTER FRANCHISE BUSINESS VERTICALS CONSISTS OF:-

Food and Beverage

- FTV Cafe
- FTV Bar
- FTV Lounge
- FTV Nite Club
- FTV Brewery
- FTV Vegan Café
- FTV Wine and Dine

Health and Beauty

- FTV Salon
- FTV Spa
- FTV Nail Spa
- FTV Gym
- FTV Blow Dry Bar
- FTV Wellness Studio
- FTV Makeup Studio
- FTV Slim Centre
- FTV Beauty Centre
- FTV Tattoo Parlour
- FTV Foot Spa

Knowledge and Education

- FTV School of Modelling
- FTV School of Fashion Designing
- FTV Salon Academy
- FTV School of Grooming
- FTV FNB Academy
- FTV Fitness Academy

Retail

- FTV Made to Measure
- FTV Designer Store
- FTV Home Décor
- FTV Jewellery Store
- FTV Accessories Store
- FTV Fashion Store

FTV FRANCHISE BENEFITS

- Association with World's **LARGEST** Fashion Brand
- Great Business Opportunity with **GREATER** Returns
- Develop a huge fruitful circle of a business network
- Become a leader in fashion and lifestyle in your city cream society
- Get to be the next **VIP** jet setter
- Be on the **VIP** list of every Invitee List of your City Events
- Become the respected player in your territory's fashion industry
- Be seen and surrounded with the who's who of your Territory
- Meet the most beautiful and **FASHIONABLE** people
- Use the FTV visiting card as your power currency

FASHIONTV MASTER FRANCHISE – AN INVITATION...

FashionTV / FTV is looking to partner with sound well-settled business-minded and experienced persons like you. We also expect our **POTENTIAL** partners to know about international fashion and lifestyle mind-set.

If you find the:-

- 1. Basic brand requirements**
- 2. FashionTV Facts**
- 3. Brand Support**

Exciting and **INTERESTING** enough to partner and associate with us, then for further information and discussion please call / message/email us.

Email ID - franchise@ftv.ind.in

Phone - + 91 9833833930