



RASHA Advisory And Consultancy Services Pvt. Ltd.

Franchise Proposal [Business Advisory Services]

Contact Us: - +91-8826983883

www.rasha-india.com



Business Model

Our Business model offers a ready-made solution to the uncertainties faced by those Wanting to start up a new business.

• Features of our business Model

1

• Low Investment & High Return

2

• Can Start from anywhere

3

• Very Easy Process- No experience needed

4

• Personal and continuous Training

5

• Focus on Best client services

6

• Quick ROI on business developed and lead generated



Why RASHA Advisory

- Business Work Style

The freedom to work **where** you want, **when** you want and **for whom** you want, with the opportunity to create your own work life balance with dynamic way.

- Affordability

RASHA Advisory ensures that the Business Partner is not bearing too many overhead expenses. Therefore, all major expenses such as Marketing via online and offline mode and all Databases are bought by the Corporate Office and & the business partners only needs to bare a minimal **Working Capital Expenditure** Apart from One Time Franchise Fee.



- **Training and Development**

RASHA Advisory got several training and support programs in place to get business started. Beginning with a Comprehensive Induction Program conducted either at SKYPE via online mode or you can visit our corporate office New Delhi, where you will be trained in all areas of running a RASHA Business Model – from operations to marketing and marketing to sale of services.

Ongoing Training as well as opportunity to network, interact and exchange information/knowledge with other Business partners throughout the India as well as abroad – provides you with the necessary support to run a successful business.



- Business Development support

- ❖ Dedicated Work & Clients Given to You as per lead generated from corporate office.
- ❖ Training on weekly basis will be provided to the franchise and team
- ❖ Marketing Materials like proposals, Brochures, presentations etc. on work to work basis
- ❖ Guidance & Training on How to Capture Your Territory and how to market assigned services.
- ❖ Monetary Business Development support will be provided to franchise only after First 3 Months of login.

- **No Paper work and Virtual services**

We take away all the hassle of Accounts, Administrative Responsibility of collecting the Contracts, Invoicing and Tax Filing as a part of our support system.

- **Exclusive Client**

You will receive an Exclusive Client For Your New Business. This means the clients are particularly given to you only & not shared with Other Franchisee. You are free to cultivate new sales.

- **Brand name**

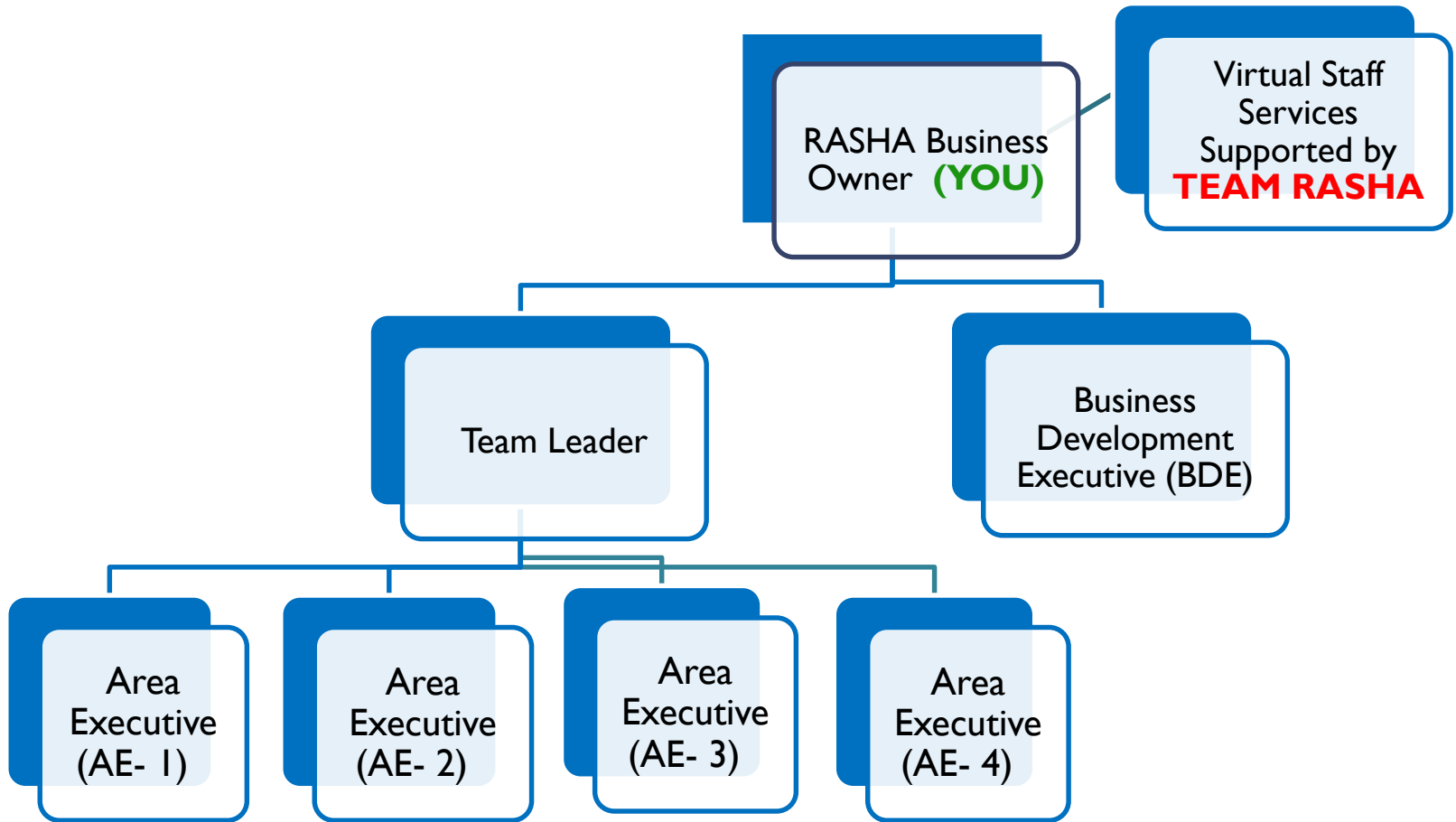
Our highly respected brand and 5 years of unblemished track record will consistently help you open more doors, out pitch competitors and win more business.

- **Transparency**

At RASHA Advisory we Take Great Pride in Our Transparent business Processes. Every Interaction with a Client in Recorded & you are Kept In Loop. If it's a Contract, Billing Or Collection, you will be Aware of each step of deal.



Recommended Organization Chart



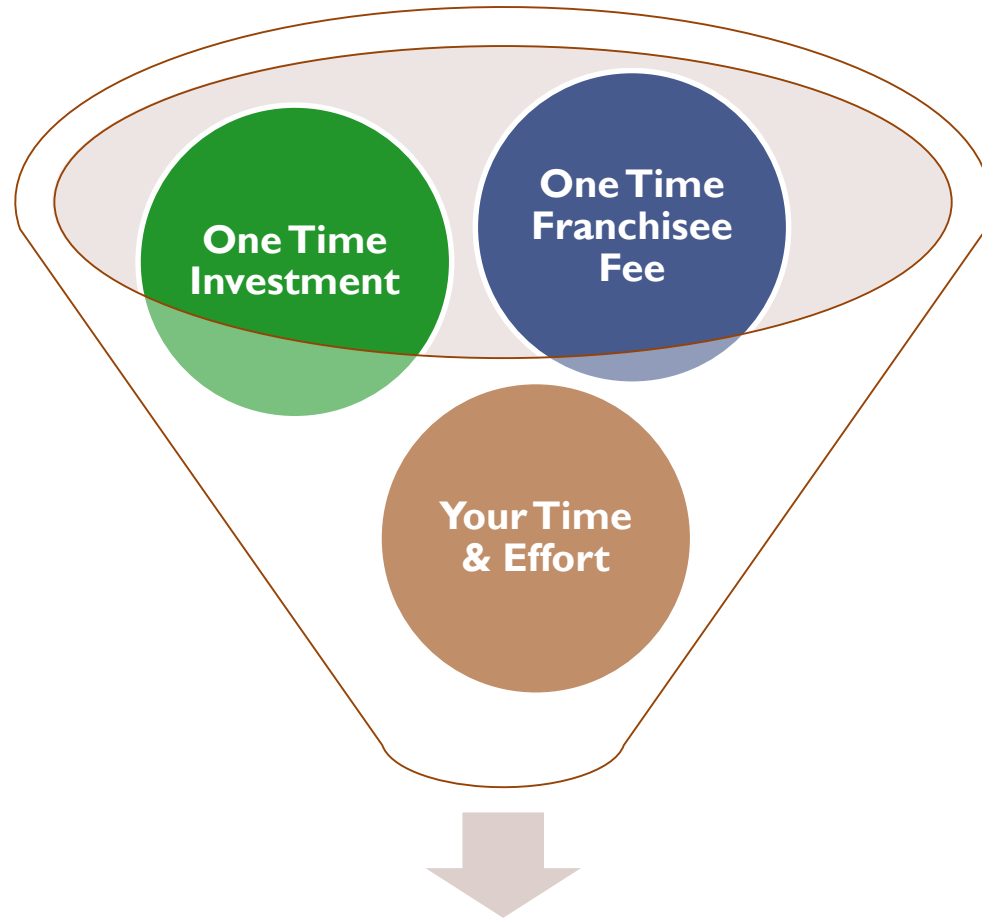


Business Franchise Plan

Business Modal Plan	Franchisee Fees (In Rs.)	Branding and Marketing Fees (In Rs.)	Total Cost of Franchisee (One Time)
PLAN –A- State Model {SM}	50000	50000	Rs. 1,00,000/-
PLAN-B- District Model {DM}	30000	20000	Rs. 40,000/-
PLAN-C- City Model {CM}	20000	5000	Rs. 25,000/-

We will provide Franchisee kit with all marketing materials etc.

Investment & Revenue



Excellent Revenue

* Government Service Tax is Applicable on Franchise Fee



Revenue Generation Process

- The revenue is generated from Clients. For every advice and consultancy provided to client as per the standard market rate we charge from our clients.
- The franchisee who does the complete service process will get a profit sharing of 35% of that billing amount .
- 65% will go to the RASHA Advisory as Royalty and as execution Fees.
- Billing will be done in the name of RASHA ADVISORY AND CONSULTANCY SERVICES PVT LTD
- TDS which is Deducted from the Client is Deducted from Our Share of 65%. Franchisee Gets their Full 35% share.
- As Per Government Rules, 2% TDS will Be Deducted for Franchise Share. A TDS Certificate for the same is Provided.



Revenue Forecast

Particulars	2016-17	2016-17	2017-18	2018-19	2019-20
Total Team Size	1	2	4	6	8
Cumulative Total New Client per month (Average)	10	10	10	10	10
Average Revenue/ Month/ Franchisee	10,000	20,000	30,000	40,000	50,000
Revenue to be Generated/month/client	1,00,000	2,00,000	3,00,000	4,00,000	5,00,000
Total Revenue of Franchisee per year	12,00,000	24,00,000	36,00,000	48,00,000	60,00,000
<i>Less: Taxation and Expenses</i>	<i>2,00,000</i>	<i>2,00,000</i>	<i>2,00,000</i>	<i>2,00,000</i>	<i>2,00,000</i>
Total Revenue and profit	10,00,000	22,00,000	34,00,000	46,00,000	58,00,000
Net Revenue generated per year by Franchise @ 35%	3,50,000	7,70,000	11,90,000	16,10,000	20,30,000



Corporate office- Delhi:

56, Third Floor,

Sant Nagar, East of Kailash, New Delhi- 110065

Ph. 011-41835558, 08826983883

Mail id: reliable.racs@gmail.com, info@rasha-india.com

Mumbai office:

1st Floor, JBF House 13, Old Post Office Lane,

Kalbadevi, Marine Lines (E), Mumbai-400002 mail-id- info@rasha-india.com

Registered office:

Jayprakash Ward, Kareli,

Distt: Narsinghpur (M.P.) 487221 mail id:- info@rasha-india.com

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