



**B.V. Patel Institute of Management,  
Uka Tarsadia University**



**DATE -14.03.2023**

**Expert Session on Family Business to Legacy Business through Franchisee Model**

**Objectives of the Expert Session**

- To discuss on latest trends in franchising
- To train students on factors to be taken into consideration on recruiting and onboard of franchisees
- Importance of Franchisee business model and revenue built up models marketing and communications of benefits to prospective investors
- To discuss on the various skill sets required for future Franchises owners.
- To build young and budding entrepreneurs scaling existing FMB to next levels by route of Franchisee management.
- Theoretical and practical implications of ROI Management for franchisee owners

Date	14-03-2023
Time	09:30 am to 12:00 noon
Venue	Room No. 32 BVPIM
Number of Students	85 (Marketing + Entrepreneurship + IB Specilization)
Speakers	Shri Sameer Desai– CEO & Founder At Franchisee Insider
Coordinator	Mr. Parvez Malek, Ms. Kruti Bhatt and Mr. Dharmaraj Solanki
Category	Management Club

**BVPIM in collaboration with FRANCHISEE INSIDER SURAT CONDUCTED EXPERT SEESION FOR DEVELOPEMENT SKILLS IN FRANCHISEE MANAGEMENT AND NETWORKING.**

The Resource Person **Shri Sameer Desai Sir of FRANCHISEE INSIDER-SURAT** had enlightened students with their vast experience in franchisee management and shared practical tips on scaling of existing family manage business to next level by mode of franchisee management

Various case studies of successful global and local companies were shared to students Role play for students were done on various topics of his expertise of identifying potential and effective franchisee owners for FMB business.

Key Note Speaker was welcomed by Ms Kruti Bhatt Madam and vote of thanks was given by Mr Parvez Malek.

**Outcome:** The Learning's to the students from the above game changer forum are as under

1. The importance of Franchisee sourcing, on-boarding and successful execution of same.
2. The need to build people driven employee engagement policies and strategies
3. The need to focus on building innovative solutions for franchises business models
4. The need to get action based rather than just dreaming to get strategies implemented.
5. Students were able to on paper built of successful franchises business models for their existing FMB.
6. Able to build up conceptual clarity of productivity improvement for successful execution of Franchise business models
7. ROI Calculations and implications were also made very clear to TYBBA Students.





The session was very innovative and students enjoyed the practical tips given by Sameer Sir.

All students had a great learning and cleared all their doubts by asking innovative questions to the keynote speaker.

Mr Sameer Sir was awarded with a token of appreciation thru a Memento by Ms. KRUTI BHATT MADAM – SR FACULTY TEAM.

We are thankful to innovative team of faculties from marketing, entrepreneurship & IB -who went extra mile to bridge gap between theory and practice for students of TYBBA.

We are extremely thankful for always motivating us for value based learning for skill development of BBA Students of BVPIM.