

FRANCHISE INDIA &
Empowering **Change** Since 1999



Present

SMALL BUSINESS CONGRESS 2011

National Convention For Small Business & Entrepreneurship


SMALL BUSINESS AWARDS 2011

National Awards For Small Business & Entrepreneurship

October 17 & 18, 2011, Hotel Novotel, Mumbai

 Awards

 Conference

 Exhibition



small business is **big business**



Auto ▶



Manufacturing ▶



Chemical & Petrochemical ▶



Retail ▶



Gems & Jewellery ▶



small business is big business



◀ Education

Plastic Goods
▼



◀ Apparel



▲ Health & Beauty



▲ Food & Beverage



THE LONG & SHORT OF SMALL BUSINESS

India has the highest number of entrepreneurs in the world. As the Indian market grows both in size and geography, every industry and sectoral business domains are creating too many opportunities for entrepreneurs and at the same time making the environment markedly competitive for starting and growing a small business.

More & More, the success in small businesses ownership is being defined through innovation, creativity, engaging top-notch talent, and raising capital, which often becomes unwieldy as the highly individualized character of business makes business to typically stand or start on the experience, intelligence and initiative of one man. Understandably, the small business owner finds himself or herself perplexed with their Management competence, unable to make the transformation to an organization run based on people and processes.

The extra hours at the workplace and pressure of wanting your small business to succeed is real, but can be counterproductive if not accompanied by constant improvisation and real time adaption to the market need. Recognizing the opportunity and challenges for Indian Small Business Owners, The Small Business conference levels towards Starting/buying small, optimizing and growing/selling a sustainable business venture. The Conference will be a relationship and intelligence gathering process focusing on the thinking process and discipline required for mastering Sustainable Business Startup and Business Development.



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Gaurav Marya
President
Franchise India Holdings Limited



Exhibition

It is a good time to showcase your brand to the world of small businesses and get increased exposure for your own business. If you as the new generation entrepreneur is looking for business matchmaking meeting, then take the opportunities of exhibition to make your small businesses grow bigger.

Opportunities to Exhibit

- To understand and analyze the stages through which small businesses grow into successful large organization.
- Expose your business concepts and services to new markets, business buyers, partners, distribution channels & key decision makers.
- Furnish training, coaching & mentoring for small business during their critical start-up years to further professional development and to promote best business practices for tomorrow's celebrated entrepreneurs.
- Generate leads, research new trends, launch new products, position your business profile and build brand equity across the industry.

Who should exhibit?

Small Business Expo is the most anticipated networking event of the year for business professionals to learn about products and services to help their business exceed their goals, network with other industry professionals and attend informative and cutting-edge workshops and seminars.

If you are catering to micro, small or medium business segment and belong to any of these categories, this is a perfect platform to showcase your product :

Bankers and financial bodies looking at small business	Professional firms , architects, landscape & urban designers	Advertising agencies	Venture Capitalists & angel investors
Professionals from law, accounting and taxation firms	IT and ITES business owners serving to small business	Service / Product oriented enterprises	Other vendors/ Suppliers serving SME segment

Expand your small business ocean size

Last Date of Registration: 5th October 2011



Extend your thought process towards business growth...

Every business idea has to start somewhere. The early course is to visualize a business opportunity by creatively identifying market demands and analyzing competitors. However, Entrepreneurs and business professionals are often so preoccupied with immediate issues that they lose sight of their ultimate objectives they wish to achieve in their organization.

The Small Business Congress pioneers on the stages that SMEs go through, from emergent, start-up companies and mid-tier businesses into successful large organizations. A two day event that will culminate training, coaching and mentoring for Small Businesses during their critical start-up years to further professional development. Addressed by the best of the breed of entrepreneurs,, the conference will consists of a series of interactive panels, talk series, workshops and one-to-one speed business coaching sessions.



Manage Small Business Well

Last Date Of Registration: 5th October 2011

Key Take Aways

- Identify a business opportunity or identify a feasible business idea.
- New creativity techniques to extend and further a business idea.
- Key skill sets for early-stage entrepreneurship.
- Basic working models for customer, market and competitor analysis.
- Establishing formats of execution, decision making and action oriented management in entrepreneurship and innovation processes.
- The process of recruitment, team building and management in new ventures.
- Creating an actionable business plan.
- How to structure terms and conditions between entrepreneurs and external investors.
- How to create and grow your "brand" for potential opportunities, and help you analyze what it takes to have a successful "brand".
- Exit possibilities in start-up companies.
- Develop your business talents, capabilities, leadership, and skills as a business owner.

Who should attend?

If you are an Owner, President, CEO, CFO, CMO, COO, Director, Financial Services Representative, Partner, Marketing Professional, Business Development Executive, Sales Executive, Vice President, or any member of Senior Management at your company, you must attend this tradeshow & conference.

- Prospective emerging and existing businesses
- Enterprises looking at funding
- Businesses looking at JVs, alliances and tie-ups
- Enterprise Professionals
- Business Consultants and Analysts
- Product oriented enterprises
- Service oriented enterprises
- Chain store operators
- Small business policy makers
- Real estate business owners
- Retail and B-Schools student



Conference Agenda

1.1 TRANSFORM YOUR BREAKTHROUGH IDEA INTO A THRIVING SMALL BUSINESS.

THE ART OF ENTREPRENEURSHIP

Leading and Living with an Entrepreneurial Mindset

- Pursuing a venture that fits as an individual
- Business may not be for a lifetime - Trading up as your business skills grow
- A failure once is not a failure forever
- Balance Is the New Business: Is your life your work or is your work your life

STARTING UP 101

Taking a venture from the drawing board to the marketplace

- Turning a talent into a career – How to?
- Entrepreneurship in the informal sectors- Identifying New Opportunities
- Is your new product/service idea a good one

STRUCTURING A BUSINESS PLAN

- Evaluating the potential for a solid return
- Defining essential challenges, solutions in literal aspects of business
- Planning the go-to-market strategy
- Managing cash flows and minimizing risk
- Process and phases of launching a venture

INCUBATION: BRINGING BUSINESS

READINESS FOR TAKE OFF

- Articulating your value proposition to a business plan
- How to be in network with angel investors

- Building relationships between departments/personnel that may not exist before
- Preparing for minority equity ownership dilution

1.2 AN IDEAS MASTER CLASS

DEVELOPING A GROUND BREAKING IDEA INTO AN OPERATING COMPANY

India's Leading Start-up Entrepreneurs discuss how they brought an idea from a concept to a reality by developing the perfect prototype, polishing off their business plan - an intriguing, informal conversation suggesting how power is shifting to creative entrepreneurs

WOMEN-ON-TOP:

WOMEN ENTREPRENEURS IN SMEs Power session by India's successful Thought Leaders.

Learn the most powerful small business building secrets from top nationally and internationally known experts rarely do you get an opportunity to access some of the most highly regarded and successful small business experts in one place, ready to share their most dynamic success strategies with you.

INDIA LEADS: ENTREPRENEURIAL IDOLS

A strong business is about the Power of Ideas and how you execute them. Watch India's leading business idols giving their insight on key success factors and watch points for up-and-coming entrepreneurs.

2.1. MANAGING A BUSINESS

DEFINING & RESTRUCTURING A FAILURE PRONE LANDSCAPE

- Making a business process idiot-proof
- Process deviations leading to system breakdowns
- Lack of problem solving and innovation in teams
- Innovation & execution - getting them to co-exist

HOW YOU SELL IS AS VITAL AS WHAT YOU SELL

Branding and Positioning for Next-Phase Advancement

- Branding smarter, not harder
- Traditional, new media and social media mix
- Public Relations & Social Media marketing 2.0
- Marketing on a Budget

SETTING STRAIGHT - LEGAL & TAX AFFAIRS

- Protecting your IP
- Legal know-how for raising capital
- Know your books before taxman does
- Get the most from your tax return

TECHNOLOGY 2.0 FOR SMALL BUSINESS

Boost Productivity, Save Money & Increase Security

- Managing your business virtually
- Squeezing the maximum from your current software
- Moving Your Biz To the Cloud
- Overcoming IT Challenges

2.2 NEXT GROWTH

Growth is no accident: How entrepreneurs can grow their businesses a day at a time.

EVOLVE OR DIE: THE ART OF THE PIVOT Validating & planning for strategic growth

- How a company can remain entrepreneurial when entering a growth phase.
- Difference between Strategic and Organic Business Development
- Need for an Opportunity Identification & Qualification process
- Forming strategic alliances: franchising, JV, M&A

WHERE AND HOW TO FIND VC/PE MONEY

- The art of the pitch
- The structure of a funding deal & Negotiating the term sheet
- Understanding where venture funding is riskier than traditional financing
- Using Micro-Finance to Start, Sustain and Grow Business

BUILDING CULTURE, COMMUNICATION, AND RELATIONSHIPS

Importance of building a cohesive team and why recruiting is an ongoing process

- The power of transparency, inclusion, and shared ownership
- How to institutionalize a common language and culture among your organization's Business Development, Proposal and Operations & Service teams.
- How to encourage engagement, empathy, and collective wisdom
- How to diagnose internal deficiencies, strengthen teams, and enhance productivity

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October 17, 2011, Hotel Novotel, Mumbai



WHERE WILL YOU TAKE YOUR BUSINESS?

Small Business Award 2011 presented by Franchise India, aims to recognize and facilitate achievers, innovators, and suppliers who have contributed significantly towards the development of Small and medium enterprises in India.



Transform your small business to next level

Last Date of Nomination: 5th October 2011



Overview Of Awards

Small Business Award 2011 is country's most prestigious awards that recognize excellence in micro, small and medium businesses. Awardees will receive national recognition and will be termed as the best businesses in the country. The winners will be awarded a trophy or a plaque. The award winners will also receive extensive media coverage and PR with the partners. Short-listed nominations may also get a chance of national recognition through Franchise India's new small business and entrepreneurship focused magazine Small Medium Entrepreneur.

Benefits of the awards

- National recognition as the best SME businesses in India
- Success stories to be shared with other emerging SME's
- Access to a vast database of knowledge
- Extensive media coverage and PR with the partners.
- Feature coverage with The Franchising World Magazine

Nomination and Evaluation

Each applicant would be required to fill in a Self-Nomination form and send to us by 5 October, 2011.

Only Companies, firms or businesses registered and based in India and having a net worth less than 100 crore can apply.

Any organization / individual from any sector can apply. Each applicant can apply for one or multiple categories, except the ones which states 'Jury Nomination'. Self-Nomination forms should be sent along with the prescribed fee to Franchise India. The nominees in each category will be presented to the final jury for determination of winners.

Evaluation would be done in two phases: Firstly by jury and then by voting. In select categories, online polling would also be conducted to support the jury's decision. The esteemed Jury shall be announced by 5 October, 2011. Jury's decision is binding on all applicants.

Entrepreneur India Advisors would be the Process Advisor for the awards. Information received will be treated as confidential and not used for any purpose except for determining the winner of the Awards.

Incomplete questionnaire in any manner will disqualify a participant from participating in the Awards.

Right to permit participation is reserved with Awards Management.

Award Categories

Manufacturing Business of the Year – Micro
Net sales less than 5 crores in FY 2010-11

Manufacturing Business of the Year – Small
Net sales between 5 crores to 15 crores in FY 2010-11

Manufacturing Business of the Year – Medium
Net sales between 15 crores to 100 crores in FY 2010-11

Best Exporter of the Year – Manufacturing Sector
Manufacturing business with bulk sales in overseas market (service /product)

Professional Service Business of the Year
Professional service / solution supplier to SMEs

Food & Beverage Business of the Year
Restaurants, food processing or producer of food & beverages ingredients

Educational Business of the Year
Education institutes offering professional / non-professional courses

Transport & Logistics Business of the Year
Transport / Logistics services over large geographic area

Travel & Tourism Business of the Year
Travel / Tourism services – hotels, theme parks , tour operators and travel agencies.

IT & ITes Business of the Year
IT services like hardware solutions, data management services, software applications, and software development process

Healthcare & Beauty Business of the Year
Health facilities like nursing homes, pharmacy etc and also for SMEs involved in beauty, wellness business.

Agri Business of the Year
Agricultural / processing businesses (products / services)

Creative Business of the Year
SME into product design or design services

Wholesale Business of the Year
Wholesale trading of commodities (metals, non ferrous items, agricultural products) & distribution networks like wholesalers, franchises, etc.

Retail Business of the Year
Retail trade (goods/ services) selling directly to consumers

Small Business of the Year
Excellence in corporate performance by service SMEs

Small Business Banker of the Year
Banks and financial institutions significantly contributing to SMEs

Small Business Mentor of the Year
Professional service providers / facilitators (financial / non- financial) helping SMEs for improved operations.

Small Business Technology Partner of the Year
Technological services/products suppliers helping enhance SMEs' competitive edge and operation efficiency

Start up of the Year
Young SMEs (young SME having launched or started not more than a year) with great potential to become big in local /international markets

Dynamic Business of the Year
SMEs having adopted best business practices and shown remarkable growth in a limited period of time.

Small Business City of the Year (Jury Nomination)
City providing the most encouraging and favorable conditions for SMEs to prosper

Woman Entrepreneur of the Year (Jury Nomination)
SMEs headed or created by women entrepreneurs to salute their entrepreneurial spirit

Social Entrepreneur of the Year (Jury Nomination)
SMEs addressing social & environmental concerns in addition to economic goals

Lifetime Achievement Award (Jury Nomination)
Salute an individual/organization for lifelong commitment to the cause of SMEs in the country



'Top 100 Small Businesses of 2010

Top 100 small businesses of the Year 2010' by The Franchising World was inclusive of a wide spectrum of companies at different levels of growth as reflected in the turnover details and other information made public by a majority of companies. The ventures spanned diverse industry sectors, ranging from those with turnover in a few lakhs and also those with revenues in multiples of crores (under 100 crore). Last year over 5000 entries were screened on various parameters, including strength of the business model; leadership of the organization; level of growth

achieved since inception; potential of the technology or product innovation and competitive edge in the industry. The short-listed companies included those who were incepted a few years back and have achieved furious growth over a short span of time. Additionally, we zeroed in on those which have scaled consistent growth through good and turbulent times and created an enviable brand presence in their own space. This year the Top 100 Small Business of 2011 will make a part of the inaugural issue of Small Medium Entrepreneur magazine.



The innovative business ideas, promising business aspects and impressive growth rate have brought these 100 entrepreneurs in this eminent league. Will yours be the one in 2011?

Ritu Marya
Editor-in-Chief
Franchise India

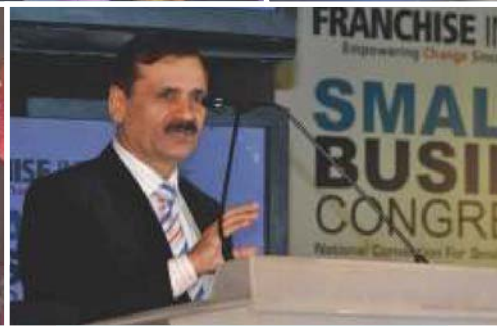


100 SMALL BUSINESS OF THE YEAR 2010
100 Best Small businesses & Entrepreneurs

If you have a great story to share write to our editorial:
editorial@entrepreneurindia.org



Highlights of Small Business Congress & Awards 2010



SMALL BUSINESS CONGRESS 2011

National Convention For Small Business & Entrepreneurship

**October 17 & 18, 2011,
Hotel Novotel, Mumbai**

Registration Form

NAME 1: _____

DESIGNATION: _____

EMAIL: _____

MOBILE: _____

NAME 2: _____

DESIGNATION: _____

EMAIL: _____

MOBILE: _____

ORGANISATION: _____

ADDRESS: _____

TEL: () _____

BUSINESS CATEGORY: _____

Confirmation: We hereby confirm our participation at the congress.

Date: _____ Signature: _____

FOR REGISTRATION & MORE INFORMATION CALL:

Neeta at 09311144600 or

email: contact@franchiseindia.com

Registration Fees

Regular Package : Rs. 15000* per delegate

Premium Package: Rs. 20000* per delegate

(Includes networking dinner on Oct 17, 2011)

* inclusive of taxes

Payment Method

Option 1:

Cheque / Demand Draft drawn in favour of

"Franchise India Holdings Ltd"

payable at par and to be sent to

411-415, 4th Floor, Charmwood Plaza,

Eros Garden, Charmwood Village,

Surajkund Road, Faridabad - 121009

Option 2:

Wire transfer / Online payment.

For account details, please contact the above.



Exhibition

Showcase your brand to the world of small businesses and resource the new generation entrepreneurs to make their small businesses grow bigger

FRANCHISE INDIA

Empowering Change Since 1999

Franchise India Holdings Limited is Asia's leading integrated Franchise consulting company since 1999 with an absolute authority on Franchising, Licensing, Retailing, Small Business and Real Estate. We have helped hundreds of investors in selecting the right opportunity and in turn assisted various organizations in international & domestic franchise expansions & business development. With its strategically formed divisions, FIHL has created its own niche as the pioneers of franchise industry and a small business authority.



ZEE BUSINESS, India's 1st 24-hour Hindi business channel, was conceived to offer 'information' and 'insight' and bring business and economy coverage to you in your own language. It is your channel to profit and wealth and strives to create an entrepreneurial climate in the country that can help stimulate innovation and drive economic growth. Being the first to launch stock market programmes in Hindi, ZEE BUSINESS has taken the markets to a new set of retail investors for whom the channel is a must watch. Not only does the channel keep viewers informed about the slightest fluctuations in the stock market, it also offers actionable pre-market cues, trading calls and information on investment opportunities. Like business itself, ZEE BUSINESS has also evolved. Today it is a dominant player amongst all business channels in the country; and continuously strives to bring the best quality programming to viewers across the country.



NASSCOM® is the premier trade body and the chamber of commerce of the IT-BPO industries in India. NASSCOM is a global trade body with more than 1200 members, which include both Indian and multinational companies that have a presence in India.

For Conference Delegate Registration :

CALL +91 9311144600 or write to contact@franchiseindia.com

For Awards Nomination :

CALL +91 9311911703 or write to gneha@franchiseindia.net

For Awards Process :

CALL Award Convener +91 9555555433 or write to sba@franchiseindia.net

For Exhibition / Sponsorship opportunities :

CALL +91 9320033202 or write to kbhavesh@entrepreneurindia.org

Website: www.franchiseindia.com/smallbusiness

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FRANCHISE INDIA
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