

What is the eligibility criteria for becoming a franchisee of AUPP?

AUPP is a one-stop organisation preferring to offer franchises to all those who have pursued international education or gone abroad for a long period of time and came back to India to start business based on their personal experience. AUPP franchisee proposal is also open for companies who have already been running abroad education consultancies and have experience abroad education.

What are the core competencies of AUPP?

- AUPP is an absolute solution for all the International Education needs.
- AUPP has been an established model for 14 years.
- It provides numerous options for abroad education within Australia and New Zealand.
- AUPP is an authorized representative of leading overseas Universities in Australia and New Zealand.

What kind of services are offered to franchisee partners by AUPP?

- We assist our Franchisee Partners and cater them for all their coherent needs.
- If we have held hands with our franchisee partners, we make sure there is no stone left unturned.
- From building up franchise to making it work effectively, we help our franchisee partners to stay in the market and work persistently despite huge competition and challenges.
- We provide our partners full marketing support and guide them to make things executable.
- We render them complete support and give solutions to their problems in order to get results.

How would the revenue sharing model be like?

For details about revenue sharing send an email at info@aupp.education

What kind of support does AUPP provide to their Franchisee?

AUPP provides following support to franchisee partners.

- It offers a well-established brand which is into existence for last 14 years.
- It offers a brand which is well recognized in and outside the industry.
- It offers an option of three prominent Australian Public Universities the partners are going to send their students in.
- It offers specialized knowledge about the universities and their rankings.
- It offers a complete hand holding to the franchisee.
- It offers a complete guide of standard procedures, systems, and way of working.
- It avoids duplication of systems, procedures and provides cost saving and make the franchisor focus on the core activities.

What would be expected from a Franchisee?

- 100% commitment and time for the studies overseas activities. It should be franchisee's main goal.
- The Franchisee should be educated, preferably one who has studied abroad and with good communication skills, having good a convincing ability, widely travelled and willing to personally devote time and attention to the venture.
- Franchise should be able to invest approximately INR 12 Lakhs to INR 15 Lakhs to make an appropriate infrastructure to deliver international education in India.
- Having a mind-set and attitude to provide service to the student fraternity impeccably.

Is there any franchise fee?

Yes, the franchise fee is AUD 5000.

Is professional education mandatory to be a successful study abroad franchisee?

Yes.

Can you discuss the following requirement? (Investment, Infrastructure, Staff Required)

- Investment: Rs. 12 Lakhs to Rs. 15 Lakhs.
- Infrastructure: 1500 to 2500 Sq. Ft.
- Staff Required: 3 Counsellors, 1 Marketing Executive, 1 tutor to deliver Business Course and 1 tutor to deliver IT Course.

What will be my ideal rate of return on investment?

The rate of ROI depends on the investment made, the revenues earned and the expenses incurred. It really depends on how effectively you can manage your business and earn a profit.

How much time will it take in the franchisee selection process?

Ideally, a franchise office can be setup within 1 month if the proposed site and financials are available.

After how many years will my license need to be renewed?

Our franchise agreement will be renewed after 3 years (with no renewal fees applicable).

What kind of work schedule can I look forward to?

It will be a full time operating business, where you will need to dedicate at least 8 hours a day.

Is this business socially respectable?

Yes

What is the advertising expenditure?

Around 3 to 4 lakhs annually depending on the city.

Will anyone from AUPP visit me in my office?

Yes, before we finalize the location of site and area and also at the time of franchisee inaugural and frequent visits after starting its operations.

Can I take this franchise as a part-time business?

No, as you won't get fruitful returns.

Under what banner will I be running my franchise?

By the name of AUPP operating for that city (designs will be provided from HO)

What are the fixed costs like?

- The rate of ROI depends on the investment made, the revenues earned and the expenses incurred.
- Franchisee Fees (One time).
- Initial Publicity Expenses (One time).
- Interiors, Furniture & Fittings, Computers, Printers, Scanner, UPS etc.
- Rent Deposit.
- Minimum Electricity bill.
- Minimum Rent.

What are the variable overheads?

- Telephone & Communication.
- Travelling & Conveyance.
- Coaching Royalty.
- Advertising / Business Promotion.
- Printing, Stationery & Xerox.
- Repairs & Maintenance.
- Miscellaneous.
- Electricity.
- Courier & Mailing.

Why should I join hands with AUPP instead of other consultants in the same industry?

- AUPP is in the studies abroad industry for last 14 years having direct representation of 3 Universities across Australia and has recruited more than 1000 students across the globe.
- AUPP will help you to operate and grow successfully, providing full-time support from the head office.

Will AUPP help me in recruiting manpower?

Recruiting the manpower will be the Franchisee's responsibility. Local people must be preferred in order to remove the communication barrier. Support can be provided by the Head Office.

What is the process of selecting a site for the new centre?

Initially, the Business Partner has to enumerate a list of possible site locations for the new branch set up and the best of all the possible locations will be decided after coordinating with Head Office.

What kind of marketing support do you provide?

We help our franchisees in promoting operations for their city through online marketing, also all the promotional material and strategies will be provided whereas the actual execution has to be done by Franchisee and the cost for online marketing has to be borne by the franchisee.

Can there be two franchisee in one area?

Depends on the prospects of the location and the city.

Will AUPP provide support towards coaching students?

Yes, we share our competitive coaching material with franchisees and also guide them from time to time for the effective running of coaching batches.

Can we run the franchisee by our firm's name?

Yes, it surely can be run but with AUPP branding done all across the centre.

Do we need to start the franchisee in our owned office?

Yes, you can start operating our franchise in your existing office provided you redesign the office as per AUPP's standards.

Can we take Franchisee for any other location other than India?

Yes

Can you share any Infrastructure creation and Technology support checklist for setting up centres like AUPPs?

Yes, support for setting up the centre as AUPP would be provided by us.

What systems do you have for keeping Franchisees in touch with you and each other?

The system used by us are communication channels such as e-mail, telephone support, personal visits, knowledge sharing meets as and when needed.

Would we receive feedback on our performance?

Yes, we do keep track of your performance and co-ordinate with you likewise.

Do you provide on-going training in the form of courses, workshops, conferences, seminars, follow-on/advanced courses? Who pays?

- Regular Knowledge Sharing Meets are organized for our Franchisees in order to update them with latest trends.
- The training cost is borne by AUPP.

Does the franchisee get additional business due to AUPP website?

Yes

Do you provide support for arranging education fairs/seminars?

Yes, the HO team helps in co-ordination for arranging education fairs, admissions week, spot visits, and Country wise seminars.

What continuing services do you provide after the franchise business has commenced?

The back end operations would be handled by the Head Office.

What kind of sale and promotional literature/ university brochures do you supply and do I have to pay for it?

Promotional material including University Brochures will be provided by AUPP, head office.