A

SYNOPSIS ON

ANALYTICAL STUDY OF BRANDING & EXPANSION OF FRANCHISE NETWORK OF PRESCHOOL
(A CASE STUDY OF KIDZEE)

UNDER SUPERVISION OF:

………………………………

SUBMITTED BY

NAME   :   …………………..

ENROLLMENT NO   :   ……………..

Submitted in partial fulfillment of the requirements for qualifying

MASTER OF BUSINESS ADMINISTRATION

1. TITLE OF THE PROJECT

ANALYTICAL STUDY OF BRANDING & EXPANSION OF FRANCHISE NETWORK OF PRESCHOOL
(A CASE STUDY OF KIDZEE)

2. <u>**STATEMENT OF THE PROBLEM**</u>

Now India has proved itself as one of the largest industrial hubs in the world. With the growing perspective image, it opens new doors for small business owner. Playschools have become the most promising sector in providing the best opportunities for entrepreneurs. Even women or housewives are also earning money by set up the playschool at home. Emergence of large number of preschool brands into franchising is creating a plethora of business opportunities for aspirants. From the franchisor's perspective, preschool business is not only lucrative; it is also relatively easier to start because there are not many rules and regulations for entering into this business. Moreover, franchising helps them to quickly build up their presence in targeted geographies.

Preschool franchise business model offers several advantages for a potential franchisee. Franchising reduces the risk and gestation period associated with any business and provides an easy transfer of technical knowledge and the well structured procedures and policies lay out by the franchisor.

3. <u>OBJECTIVES OF THE STUDY</u>

Fixing the objective is like identifying the star. The objective decides where we want to go, what we want to achieve and what is our goal or destination.

Every study is carried out for the achievement of certain objectives.

1. To identify the benefit of Branding and Expansion of franchise network of Preschool.

2. To determine Opportunity for prospective franchisees for Preschool.

3. To study about various tools for branding and expansion of franchise network of Preschool.

4. To analyze various factor for successful franchisee.

4. <u>RESEARCH MEHDOLOGY</u>

Methodology: Primary Data

Method you will use to present data: Tabulation transforms the raw data collected through questionnaire in to useful information by organizing and compiling the bits of data contained in each questionnaire i.e., observation and responses are converted in to understandable and orderly statistics are used to organize and analyze the data: • Calculating the percentage of the responses. • Formula used = no. of responses / total responses* 100 REPORT WRITING AND PRESENTATION Report Encompasses – Charts, diagrams

Method you will use to classify data: **PRIMARY DATA**: Most of the information will be gathered through primary sources'. The methods that will be used to collect primary data are: Questionnaire and online interviews

SECONDARY DATA: The secondary data will be collected through:, internet and Magazines

No. of respondent   50

Location of study: Delhi

Explanation of the method: Research methodology in a way is a written game plan for conducting research. Research methodology has many dimensions.
RESEARCH DESIGN:- The research design used in this study was both 'Descriptive' and 'exploratory'.
SAMPLING TECHNIQUE:-
The selection of respondents will be doing on the basis of convenience sampling (Non- Probability). Basically I will use random sampling method.
STASTICAL TOOLS:

MS-EXCEL will use to prepare pie- charts and graphs and MS-WORD will use to prepare or write the whole project report.

A "Likert scale" is actually the sum of responses to several Likert items.

These items are usually displayed with a visual aid, such as a series of radio

buttons or a horizontal bar representing a simple scale.

5. QUESTIONNAIRE

PERSONAL DATA

Q1. Name of the Respondent:

1.1 Age:
- a) 21 - 35
- b) 36 - 50
- c) 51 – 65
- d) 66 And Above

1.2 Gender:
- a) Male
- b) Female

1.3 How long have you been working for KIDZEE?
- a. Less than 1 year
- b. 1-3 years
- c. 3-5 year's
- d. 5 years
- e. Above 5 years

Q2. Do you agree that Preschool franchise, a profitable biz?
- a. Highly Agree
- b. Agree
- c. Neutral
- d. Highly disagree
- e. Disagree

Q3. Are you satisfied with the environment of KIDZEE ?
- a. Yes
- b. No

Q4. Do you agree that franchising is the safest way to start a business?

    a. Highly Agree

    b. Agree

    c. Neutral

    d. Highly disagree

    e. Disagree

Q5. Franchising is the best way to run a business?

    a. Yes

    b. No

Q6. I choose franchising because I want to start a brand of my own later?

    a. Highly Agree

    b. Agree

    c. Neutral

    d. Highly disagree

    e. Disagree

Q7. Do you agree that KIDZEE will take Advantage of Brand Identity?

    a. Highly Agree

    b. Agree

    c. Neutral

    d. Highly disagree

    e. Disagree

Q8. Existing infrastructure can be leveraged upon in a franchising option?

    a. Yes

    b. No

Q9. Do you know various tools fop branding and expansion of franchise network of Preschool?

    a. Yes

    b. No

Q10. You know resources does the franchisor have in place -- and what resources is it willing to add-- to handle growth?

    a. Yes

    b. No

    c. Can't say

Q11.Having adequate capital is necessary to minimize the financial risk associated with starting a new business.

    a. Yes

    b. No

    c. Can't say

6. <u>COMPANY PROFILE</u>

Within almost a decade of its existence, Kidzee has nurtured more than 2,00,000 children throughout India. Being a pioneer and a leader in ECCE (Early Childhood Care & Education), Kidzee has set unparalleled standards in the CDE (Child Development & Education)Space.

With over 900+ centers in more than 330+ cities, Kidzee is the largest preschool chain in Asia. With years of dedicated research done by its CDE experts, Kidzee has developed the best-in-class child centric learning methodology called iLLUME. Through iLLUME, Kidzee ensures that every child learns and develops in the best possible way.

7. <u>REFERENCES</u>

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8. <u>CHAPTER SCHEME</u>

Final Project Report will include the following chapters:

1. Introduction of the study

2. Objective and scope of study

3. Review of Literature

4. Research Methodology

5. Data analysis and interpretation

6. Findings and Recommendation

7. Conclusion and Limitations

8. References

9. Appendix-1 (Questionnaire prepared for conducting study will be attached and other papers which have not been mentioned above will be included).

9. PROFILE OF PROJECT GUIDE

Name	:	NISHI GANDOTRA
Age	:	41 YEARS
Educational Qualification	:	MA; MBA (Sales & Marketing)
Professional Experience	:	15 yrs.
Organization	:	pathways
Current Designation	:	Business Head (Pathways Early Years)
Brief Profile (Maximum 200 Characters)	:	
Address	:	B4/67, Safdarjung Enclave, New Delhi
House No.	:	B4/67
Street	:	Safdarjung Enclave
City	:	New Delhi
State	:	
Country	:	India
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