



# FRANCHISE PROPOSAL

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[www.elitesgroup.in](http://www.elitesgroup.in)

# who we are

## **ELITE GROUP FRANCHISE (EGF)**

Elite Group has redefined hospitality through its 08 hotels spread across different locations. The Elite Group experience presents a smart blend of warm & elegant hospitality with modern conveniences.

Elite Group is managed by a team of highly motivated professionals with full integrated marketing strategy. The elite group is collection of upscale complete professional services, delivering authentic and enriching experiences with minimal impact on the environment. Luxury, elegance, personalized service and all contemporary facilities are combined together to provide an environmental friendly hotel and resorts.

Mr. S.K. Bhardwaj is the visionary as a director of the company with an extensive experience of 20 years in hospitality industry.

Mr.Bhardwaj believes in Team bonding and ready to take risk to make his dreams come true.

# WHAT WE DO



Management contract



Hotel Sales & Marketing



MICE & Wedding



Hotel Real Estate Advisory

# OUR SERVICES: -

- **Wedding Consultant:** -EGF Event Planning works with his on-board brand hotels, top caterers, photographers, videographers, stylists, DJs, and various vendors needed to make your wedding day absolutely amazing.
- **Corporate Events** - Whether you're preparing a new product for market, preparing for a holiday party, or developing a promotion event for employees, EGF Event Planning has the expertise and tools you need to deliver results for your event.
- **Celebrity Management** - EGF Celebrity Management Services offer world class performing artists from across the globe, we have extensive experience in both corporate shows, events, wedding celebrity management.
- **Hotel Booking** – EGF Hotel division help to book various holiday packages of our on-board partner hotels.



# ADVANTAGES OF THE BRAND ELITE GROUP FRANCHISEE:-

- A WELL-KNOWN BRAND
- LOW INVESTMENT HIGH RETURNS
- GROWTH ORIENTED TRANSPARENT WORK POLICIES
- OFFERING PROFITABLE FRANCHISE OPPORTUNITY ACROSS IN PAN INDIA
- COMPLETE PRE AND AFTER OPENING SUPPORT
- EXTREMELY LOW START-UP COSTS
- FULL TRAINING AND SUPPORT
- EXCLUSIVE TERRITORIES

# HOW EGF SUPPORT FRANCHISEE TO BE SUCCESS: -

- Meeting: We assist virtual and offline meeting clients support by our senior members
- Sales & Marketing Support: We provide full online and offline promotion to provide qualified leads
- Training & Development: We provide full fledge product training and development to our franchisee

## HOW EGF WORKS FOR FRANCHISEE

- Advice: helping the client make informed decisions
- Budget management: ensuring the event comes in on budget
- Venue and location sourcing: finding the perfect venue to fit the event
- Supplier sourcing: connecting your client with the best suppliers for the best price
- Contract negotiations: finalising contract- and supplier fees while securing discounts and complementary services
- Creative design and styling ideas: helping the client realise the desired aesthetic of their day
- On-the-day scheduling and management: helping the client enjoy the event without stress.

# OUR PERFECT PARTNER IS:-

- Passionate about their work
- Understands that success comes from putting the customer first
- Ambitious and has the vision and desire to succeed

## YOUR SUCCESS WILL BE GUARANTEED BY EGF:-

### THE BRAND

The revocable right to use our trademarks and logos at the agreed upon location.

### MARKETING MATERIALS

The website according to our international standards, designs for all types of ad campaigns online and offline, content for your social networks, the right to use the impressive EGF portfolio of events.

### FORMALIZED PROCESSES

You can leverage on fool-proof event management processes that make each EGF wedding and even a success. It took us seven years to come to this level, and we still fine-tune them with each event.

## **TRAINING**

You and your team will attend a 7-day training session

## **SUPPORT**

Our international family is always available to help you out of any problems you are facing. Leverage on the business experience gained by EGF in other countries. Get assistance in designing, producing and coordinating large events from your counterparts in other countries.

- 06 Month Hand Holding
- On Meeting Support for 1 year
- One Dedicated Servicing Manager
- Branding Interior (Wallpapers, Frames, etc.)
- Local Marketing (Pamphlets and Tie up with various club)
- Internet Marketing (Digital Marketing, Landing Page, Facebook, Instagram)

## **INTERNATIONAL COOPERATION**

Destination weddings and events are at the core of EGF business. Get client referrals for events that will take place in your location and produce them in cooperation with the referral company. Refer clients desiring to have an event in another EGF location, be their local planning contact and earn your fee. Together we can do more.

For this privilege, you will be expected to pay an initial fee depending on the business location, as well as a monthly royalty fee and an ongoing marketing contribution – both of which are based on the company's gross sales.



# INVESTMENT DETAILS MODEL

Total Project Cost: INR 7,00,000/- (excluding GST)

Franchise Fee: 2,50,000/- (excluding GST) Renewal Terms: Five Years

<b>PROJECT COST</b>	<b>INR 7,00,000/-</b>
Area Requirement:	250-500 sq ft.
Franchise Fee	INR 2,50,000/-
Working Capital	INR 1,00,000/-
Interior & Exterior	INR 1,00,000/-
Launch & Prelaunch	INR 50,000/-
Marketing, Advertisement & Training	INR 2,00,000/-