

A BRIEF ON BLUE EYE - Franchisee program

Blue Eye Management Services Private Ltd., is one of the most successful premier HR consulting companies with clients spread across major cities in India and operations abroad.

Blue Eye currently services the **Core sector, Multinational companies, and SME's** from across Industry verticals like - FMCG & FMCD, Banking & Finance, Insurance, IT, ITES, Retail, Hotels, Healthcare, Pharmaceutical, Automobile & Manufacturing Industry domains. IT is to be mentioned that BLUE EYE is having a huge experience in servicing Steel, Power, mining & Infrastructure clients.

Blue Eye today represents the following business verticals which includes – **PERMANENT STAFFING (Recruitment & Executive Search), TEMPORARY / CONTRACT STAFFING (Staff Out-sourcing Solutions), HR RESTRUCTURING & GENERALISTIC HR (HR Process Out-sourcing Solutions), TRAINING & DEVELOPMENT(Soft-skill, Sales & Marketing), INSTITUTION SERVICES (Campus Placements), INCUMBENT VERIFICATION SERVICES (Employee back-ground verification) & HRMS Software.**

WHY FRANCHISEE?

BLUE EYE as a 15 year old company with a proven track record in the HR CONSULTING Industry has serviced major clients such as MNC's, Major Corporations & SME's. for the last decade, BLUE EYE has been getting repeat business from its clients from all verticals.

Now the time has come wherein BLUE EYE is going for an expansion plan, leveraging its experience with strong brand presence across the country with well-established different HR SERVICES which can be inculcated in Metros and the tier II cities in all the areas of HRM & SERVICES like – Talent Search, Temp & Contract staffing, Training & Development (soft skills) HR Consulting Services (Restructuring & HR manual implementation) and HRMS software selling and application, Blue Eye is now looking for Individuals/ Organization with excellent entrepreneurial skills, good academic track record and strong networking skills and willingness to Invest for building business & growth.

PROFILE OF THE FRANCHISEE Partner

- Individuals / Organizations with basic knowledge of business & entrepreneurial skills
- Good academic background and strong networking skills.
- Good man-management skills along with good HRM (Human Resource Management), Marketing & Operational experience. Here Fresher's who have just passed out from Business school with HR & Marketing as specialization can also apply.
- A capital investment as per company policy.
- Should have the time to invest in the business & ability to take Ownership and drive the business.
- Should be able to connect with the Corporates of the geographical area assigned and sell a range of HR Services to the Corporate Companies.

FRANCHISEE DEPOSIT

In Tier I cities the Franchisee has to make a Onetime deposit of Rs. 04.0 lacks (Rupees Four Lakhs only) which will be for the purpose of Franchisee Fee. This Fee would be utilized to develop the business of the particular Franchisee location. Excluding other direct expenses of the Franchisee like the database cost & the marketing cost to acquire clients will be taken care off.

In Tier II cities the Franchisee has to make one time Deposit of Min. Rs. 2.0 (Rupees Two lakhs only) as franchisee fee excluding the database and direct cost. The Franchisee shall be required to bring in additional investment for the infrastructure required to set up the business.

The recruitment of staff, training and orientation will be provided by the company along with client acquisitions for the said area.

BLUE EYE OFFERING for FRANCHISEE:

- Blue Eye offers a strong brand presence with 15 years of expertise in the HR consulting and recruitment business.
- A strong networking of PAN India clients.
- Experience in managing clients and business.
- Huge Database of both clients and candidates
- Training & orientation of staff on periodical basis up-gradation of skills.
- Good connection with Education Institutions & placement officers.

In TIER I Cities, BLUE EYE is looking for an office space of min 500-750 sq.ft. Which includes office space with one chamber and 5-7 work stations with a Pantry & Toilet. Facilities will include infrastructure which would include furniture & fixtures, Computers & Laptop, with Internet connectivity and voice telephone. Franchisee has to further invest and scale-up manpower, Increase the Business and represent different business verticals. The preferred team size will include 01 Client acquisition expert and 04-05 Talent acquisition experts.

The Franchisee has to operate as a fulltime Franchisee Director of the franchisee location, taking-up all responsibilities of branding, marketing, selling, client servicing, operations, billing and collection, The Franchisee has to be involved full time in the business with support of Franchisor. There would be a Franchisee Manager representing the Franchisor who will provide the required In-put for Training and orientation and client acquisition support to Franchisee on regular basis.

For Tier II cities the office can be of 300-500 sq. ft. with staff strength of 3-4 , We hope the Director who is investing has the interest in running the business too.

REVENUE SHARING Franchisee vs Franchisor

The Revenue Sharing would be based Service-wise as shown under

SERVICES	Franchisee Share	Franchisor Share
Recruitment (Permanent staffing)	70%	30%
Temp staffing	30%	70%
HR generalist Services	50%	50%
Training & Development Services & Other Services	60%	40%
HRMS Software	50%	50%

TERMS & CONDITIONS

- The Franchisee will pay a non – refundable Franchisee fee.
- The Franchisee shall set-up all the required Infra-structure and recruitment of staff.
- The Franchisee has to send MIS on weekly basis to the Franchisor.
- All employees will be on the payroll of Blue Eye.
- The Franchisee will have all the say in recruitment of staff at his location and will report about the hiring to the Franchisor.
- Billing & Collection will be centralized at the head office Kolkata.
- Franchisee will get the mandates & business of centralized account for his location periodically.
- The Franchisee has to fulfill the mandates which are given for the Franchisee's location.
- The Franchisee should procure mandates from his location on behalf of the Franchisor. The Franchisee manager will give support in these acquisitions.
- The Franchisee will also be allowed to draw a salary from the business.
- Any business decision related to new client acquisitions, terms of rates / Service Fee etc., has to be with the consent of the Franchisor.
- All Contracts, MOU's and Business Agreements would be from the Franchisor Blue Eye.
- The Franchisee agreement will be for minimum 05 years.

Financials:

Please speak to our Franchise Head Mr. Prabhat Mishra: +91 9831099299 for a financial and business plan, as it is case to case basis depending upon your investments and geographical area.