

## **Aliff Franchise Airport Marketing Plan**

We're glad to present to you Aliff Consultancy Study Abroad Firm's Franchise Marketing Plan, which consists of three stages, each with three simple steps.

### **Stage 1**

Step 1: Airport

Step 2: Hotel

Step 3: Ads

### **Stage 2**

Step 1: QR Code

Step 2: Presentation

Step 3: Visits

### **Stage 3**

Step 1: Invitation

Step 2: EOI

Step 3: Signing

By following these nine steps, you can make the most out of this opportunity. Let's take a look.

### **Stage 1: Pre-Event**

#### **Step 1: Identify Tier II Cities**

Find Tier II cities with airports to target individuals interested in new business opportunities.

**Step 2:** Publish the Ad in Digital Media. Commencing the Ad Campaign 4 weeks prior culminating on the day of the event.

**Step 3:** Capture Prospective Participants' Information in No Paper Form CRM.

### **Stage 2: Managing the Event**

**Step 1:** Book Suitable Venue: Reserve a business suite in a respected hotel, accommodating 25 participants facing a screen. Book Venue from 3 to 6 pm. Budget Rs. 500 to Rs. 1000 per head.

**Step 2:** Welcome participants with soft drinks, make PowerPoint Presentation and subsequently Serve High Tea followed by a QnA session. Identify those who are really interested and fix an appointment to meet at a convenient coffee shop.

**Step 3:** Plan for a 2-day stay in the city so that you can meet all concerned.

### **Stage 3: Post-Event**

**Step 1:** Those who wish to become Aliff's Franchise Partner should be taken to the online EOI (Expression of Interest) NPF FORM and assisted in filling up the same.

**Step 2:** Request for Rs. 25000 as earnest money.

**Step 3:** Forward 2 Original Franchise Agreements to sign both copies and return them to Aliff with the remittance of Franchise Fees and Territory Reservation Deposit. Once payment is realised, Aliff will courier one original copy to the Franchise Partner for their record.  
Thanks for watching this video.