



Dear Potential Franchisee,

I want to personally thank you for inquiring about this franchise opportunity. Chances are you found out about us through a satisfied customer or one of our team members. I hope this package provides you with enough preliminary information to help you determine if you are truly interested in owning a business of your own.

As you may or may not know, owning your own business is not always a piece of cake. It usually involves more time, energy and dedication than working for someone else. It's very rewarding and gives you personal satisfaction, which you may not have encountered in your job. We are looking for winners. I don't believe you'll meet a more caring, loyal or energized group of people anywhere. Our team is the greatest.

I am quite proud of what we have accomplished over the past thirteen years. As you read through this package, you'll see why we say "This is not just a company, it's a concept!" We would love to have you as a team member if you're up for it; if you are ready to make it happen.

I don't want to be thought of as someone who only sells 'franchises'. That isn't my intention. This isn't a get rich quick scheme and I'm not doing this just for the money. I've designed this business as if I were going to do everything on my own. I asked myself "What would I want in a franchise?" And that's exactly what I've structured. I don't want to pressure you, rush you or to push you into anything which may not be right for your situation. Only you and your family know what's best for your future.

Thank you again for your inquiry and tell a friend. After all, we built this company on 'word of mouth'. I am herewith furnishing some advantages of becoming franchisee of Nexus Consultants!!

Sincerely,

Vishal Jani

Founder & Promoter

P.S. Please complete and mail me the enclosed confidential questionnaire. If you qualify, we will contact you for a personal meeting.

## **Why Should Take Franchise of Nexus Consultants:**

### **Less Risk**

**In a nutshell, the greatest advantage of a franchise system is that it reduces risk of business failure.**

This is due to the fact that being an ethical franchisor Nexus Consultants has a tried, tested and proven business concept in the market place. Therefore, most of the wrinkles have been ironed out and the risk to the franchisee is minimized.

A franchise of Nexus Consultants provides an established product and service which already enjoys widespread brand-name recognition. This gives the franchisee the benefits of a pre-sold customer base which would ordinarily take years to establish.

It is a well known fact that less than 7% of franchise owners fail within the first 3 years, as compared to over 90% of new business start ups.

### **Competitive Edge**

**Franchising enables a small businessman to compete with big businesses and a franchisee can take advantage of the economies of scale.**

Add to this Nexus Consultants reputation in the industry, the franchisee can trade under a recognized brand and should have a distinct advantage over any independent small business competitor.

In theory at least, the products, services and system will have been previously market tested and therefore they come to the franchisee with a certain degree of 'ready acceptance' by the consumer.

Franchises offer the independence of small business ownership supported by the benefits of a big business network. A franchise enables a small business to **compete with big businesses**, more so than an independent small business, due to the pool of support from the Nexus Consultants and network of other franchisees.

Products and services have already been established a **market share**. Therefore there is no need for market testing.

### **Training and Support**

**Through training imparted by Nexus Consultants, the franchisee climbs a very steep learning curve in a shorter period of time, thereby increasing their chances of succeeding considerably.**

The franchisee has the benefit of the management and administrative experience of Nexus Consultants in addition to which we will provide back up and support including trouble shooting services to assist franchisees in their daily endeavors. This support includes managerial and administrative services, product information and marketing support

### **No Previous Experience Needed**

**No previous experience in a particular business is necessary for a franchisee to operate it. All deficiencies of know-how are made good, again, by training imparted by Nexus Consultants.**

Any lack of knowledge on how to run a business is not a problem as Nexus Consultants will provide the necessary training to the franchisee.

### **Hit the Ground Running**

Franchisees "hit the ground running" when they open a franchised office as they enter the market with a recognized brand name, proven business system and products and services which have been market tested.

### **Pooled Resources**

**A franchisee has the ostensible backing of a large organization and this is achieved by the pooling of resources, particularly in the field of advertising, marketing and promotions where each franchisee, by contributing a little, can have the benefit of a large fund for this purpose.**

Franchisees are therefore able to have their goods and services promoted through media which would otherwise be closed to them.

In a well-run and structured franchise business, the franchisee is left to concentrate on selling the products and services while at the same time receiving the benefit of continuous market research and development to improve the business and the franchised system.

### **Exclusive Territory**

Franchisees are given exclusive territorial rights and this, in effect, gives you a monopoly over the area allocated to you, certainly in terms of doing business under Nexus Consultants trade name.

### **In Addition to Above:**

You will use a recognized **brand name and trade mark.**

**Financing** the business may be easier. Banks are sometimes more likely to lend money to buy a franchise with a good reputation.

You can benefit from communicating and sharing ideas with, and receiving support from, other franchisees in the network.

**You will be offered important pre-opening support:** site selection, design, financing, training, and a grand-opening program.