

COMPETITOR ANALYSIS



Comparison Chart	We		Competitor
	BUP	AUP	
<u>BUSINESS</u>			
Business Model	FOCO	Partner	General
Franchise Fees	5 Lacs	2.5 Lacs	2 Lacs- 5 Lacs
Sharing	60%	70%	20 % to 30 %
Branding	Exclusive	Co-Branding	Co-Branding
Exclusive Portal (for Real Time end to end recruitment management)	YES	Yes	NO
Business Responsibility	OURS	Yours	YOURS
Employees Reporting Management	OURS	Yours	YOURS
ROI	180%	NA	200% - 500%
Commitment of ROI	YES	NO	NO
Opportunity of recruitment	More then 1000+	More then 700+	4 to 50
Industry Option	More then 14	More then 10	2 to 8
<u>SUPPORT</u>			
Dedicated PAM (Partner Account Manager)	YES	Shared	NO
Weekly Training & Seminar	YES	YES	NO
Detailed operating manuals for franchisees	Yes	YES	YES
Franchisee training location	Head office / Franchisee Office / Online	Head office / Online	Head office / Franchisee Office
Is field assistance available for franchisee ?	Yes	NO	YES
Expert guidance from Head Office to franchisee in opening the franchise	Yes	Yes	YES
Current IT systems will be included in the franchise	Yes	Limited	YES
Daily Position Training	YES	YES	NO
<u>Products & Accessibility</u>			
Micro Partner Web Page	YES	Yes	NO
Access to Company's own Job Portal	YES	Yes	NO
Access to Company's Database	YES	Limited	Some
Access to Company's ATS Database	YES	YES	NO
UL Job Posting In Micro Partner Web Page	YES	No	Some
UL Job Posting In Company's own Job Portal	YES	Yes	NO
<u>Business Terms & Agreements</u>			
Do you have a standard franchise agreement?	Yes	Yes	Yes
How long is the franchise term for?	5 Years	5 Years	1 - 5 Years
Is the term renewable?	Yes	Yes	Yes
Renewal Fees	No	No	Some