

BRAIN CHECKER

Decoding brain power

Brain Checker Techno Services founded brainchecker.in for providing affordable career guidance solutions to Indian parents who wish to understand their child's core strengths.

The Brain Checker Counselling Report is a holistic amalgamation of eight inert intelligences as professed by Dr Howard Gardner in 1983. Thus, the report provides a detailed analysis of one's core capabilities.

The report provides the test taker and the parents with an in-depth analysis of their child's likes, dislikes, preferences, skills, strengths, areas of weakness and other aspects.

It was formed considering these facts: less than 10 per

cent of Indian students undergo any career counseling, about 12000 Indian students commit suicide each year and about 70 per cent students say they would choose another career if given a second chance.

Franchise facts

Sector: Career counselling
Area: 200 sq ft
Investment: Rs 50000-500000
RoI: 1000% and above
Expected break-even: 2 months (Maximum)
Franchise units: 140
Expansion plans: 500 by December 2014

Expansion forecast

In 2014, the company started expanding via franchise. In the last eight months, it has added 140+ franchisees and over 32 Master Franchisees. The company has set itself a

target of 5000 franchises and 500 master franchises in India by 2019. Brain Checker is currently looking to appoint State Franchisees across various states in India.

Why buy their franchise

The brand has tied up with 28+ leading international schools to conduct Brain Checker DMIT Test on its pupils and also expanded on five International locations from 2010 to 2013. It has been recognized by ISO 9001:2008 & ISO 14001:2007.



DAMS

Forming doctors, making money

Specialists in providing coaching for PG entrance examinations, DAMS aims to spread its presence throughout the country.

DAMS took its inception in the year 1999. The company started with a small group, and with consistent effort, has reached the apex of PG medical entrance industry. The brand has prepared a number of doctors for MD/MS entrance examination in the last 15 years.

"We have more than 50 vsat based classes and already running additional 40 plus classrooms across the country in addition to our face-to-face classes,"

says Dr Sumer Sethi, MD, DAMS.

Franchising is the best option for them so that marketing and management part can be taken care of by the franchisee and they can focus on providing quality education for young aspirants preparing for the toughest exam in the world, i.e. Post Graduate Medical entrance exam. Recently, it has started with MDS coaching, and this being the first year, they have got an overwhelming pass percentage of 77 per cent.

They also have courses

for MCI screening exam, USMLE, NIMHANS and Australian Medical Services exam.

Expansion forecast

They aim for expansion in tier II and III cities. The brand has an international presence in China and is targeting to expand in Russia, Ukraine, Romania and Philippines in 2014.

Why buy their franchise

The brand's USP is its focused approach, timely up gradation of curriculum and inculcation of technology.

