



An **ISO 9001:2015** Certified Consultancy

Let's get started

Industry Profile



India has a large population in the world in the age 5 – 24 years which is presents a large number of opportunities in the education space. There is a high demand supply gap in the sector in India.

Market Size

- India has the world's largest population of about 500 million in the age bracket of 5-24 years and this provides a great opportunity for the education sector.
- The education sector in India is estimated at US\$ 91.7 billion in FY18 and is expected to reach US\$ 101.1 billion in Fy19.
- Number of colleges and universities in India reached 39,931 and 993, respectively in 2018-19. India had 37.4 million students enrolled in higher education in 2018-19. Gross Enrolment Ratio in higher education reached 26.3 per cent in 2018-19.

Scope

Education consultants use their experience in learning, teaching, and assessment to help develop the curriculum, or work with organisations and learners to identify and support their specialist needs.

The growth is immense, the opportunities vast, and the impact strong. But putting statistics aside, a profession in the education industry gives you stability. More importantly, it gives you a personal fulfilment that will keep you going.



With the increasing number of Educational institute, a higher degree of specialization in course content coupled with an increasing number of course, Choosing a right career in term of college & course has become a serious and tedious affairs. Unfortunately due to lack of information & knowledge not many students are able to get it right. Hence, over the last few years educational counsellors have merged as a major support system to guided students. With their extensive knowledge of schools and universities, educational consultants can broaden the potential choices, and provide vital help in analysing factors such as cost, location, and curriculum. Also there are many career and personality test developed to know the right attributes of students based on which one can decide the right career choice. With an experienced educational consultant, students & families have the opportunity to explore a wider variety of options to select the most suited career path for them.

Who we are!!

- We are a team of leading education counsellor's, extending excellent support and services to the students in charting their bright future.
- No matter where you are in India we will guide you to choose a College, stream and other programs that are a perfect match for you.
- We have the wide knowledge and expertise of Indian education system.
- Meritline is a perfect place for you and provides you with the right services and assistance.
- We also offer carefully developed assistance programs and counselling sessions which are open to all the students community.



Support System for Franchisees

1

Site selections

2

Marketing & Advertising

3

Ongoing Assistance

4

Head Office Support

5

Support from other franchisees



For Whom

- Young Entrepreneur's looking or start up.
- Existing / Retired college professors.
- Placement service providers.
- Individual who are already in education field.
- Coaching Institutes.
- Corporate Houses.
- Individual & Excellent Communication & Interpersonal Skills.





MERITLINE

Preferred Franchisees Profile

- Should be **well Educated.**
- Should be **Polite, Patient Listener & understands students / Parent need.**
- Should make **the brand vision its own.**
- Should be able to follow the brands standards.
Ethics and Procedures.
- Ability to **Run and Handle Business.**
- Should be **Financially Sound.**

Process & Flow



The Meritline Career Counselling has designed step by step process to partner with it. The process flows includes:

1

Expression of interest form (EOI) : EOI form is the first step to apply for Meritline Career Counselling franchise. Though this form we gather basic information about your profile based on which we evaluate your eligibility to run an Meritline Career Counselling franchise.

2

Letter off Intent (LOI) : Once we receive the EOI form and find you matching with our requirements we will send you "Letter of Intent" which will be in brief cover the terms & conditions off our franchise and our intention of allocating you a franchise in that particular location.

3

Site approval : After this you have to send the snaps / pictures of your office site approval. The site should be fit enough to run a consultancy office and should also be easily reachable to students community in large. The site should be ass per the standards laid down by company.

4

Franchise Fee : Once your site is approved, you need to send the franchise fee of either cheque/DD/Online transfer.



5

Franchise Agreement : Once the franchise fee is realized, we will send you the franchise agreement which needs to be signed at your end and a copy off it should be sent back to us for our records.

6

Training & support Material : After Completion of the above documentation, a comprehensive training on a complete services will be provided at the franchises office. Our new team will be introduced to the background & vision of company along with its service line. After training, one set off support material will be provided to the franchise consisting of operation manual, marketing manual art works for marketing along with the some other needful materials.

7

Start of operation : After the successful training of the team, one can start the operations, However at this stage too we will have the a continued support system from the ensure that you become our next success story.



GROWTH DEFINES SUCCESS!

To be a successful entrepreneurs or businessperson in educational sector, join MERITLINE as franchise partner. The brand offers simple and profitable business model to its franchisees and committed to support at every business front. As MERITLINE is very famous among students and parents, it will benefit its franchisees with its expertise.

FRANCHISE STATS

- INR 3 lacs for brand name non-refundable.
- Required Area Total Project Cost
- 1000 sqft office space & Full office setup INR 8 to 10 Laks.

We will provide interior work

That include front desk

Director's cabin

Meeting room / counselling room

Tele callers section

Other stuff

Fridge- 1, AC- 1, Laptop 3 to 4,

Printer - 1, Telephone - 4

Other company material Brand promotion through Digital marketing.





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