



YOUR RECRUITMENT EXPERT

ANYWHERE

MADE BY SNEHAL KADU



BECOME A PART OF OUR EXPANDING NETWORK

EARN GREAT REVENUE

NO INFRASTRUCTURE REQUIRED

PLUG & PLAY MODEL THAT GENERATES QUICK RETURN ON INVESTMENT



1500+ Clients



16+ Years Experience



15,000+ Recruitments

WE ARE

INDIA'S FASTEST GROWING RECRUITMENT COMPANY

We are a professional human resources organization providing innovative recruitments solutions to the corporate world.

With the rapid growth of Indian Economy & Foreign Investments in India, we believe that the Recruitment Industry holds Tremendous Need & Potential. Apart from High-Quality Service, Our Industry Demands "Ownership" in Business. Thus in Order to Scale, we have Developed a Unique Franchise Opportunity to harness your Entrepreneurial Aspirations. Call us today to know more.

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022-4244-4002



snehal.kadu@talentcorner.in
www.talentcorner.in



308, Swastik Disa Corporate Park,
LBS Marg, Opp. Shreyas Cinema,
Ghatkopar West, Mumbai- 400086.



Call Snehal +91-9769-7715-04

snehal.kadu@talentcorner.in

www.talentcorner.in

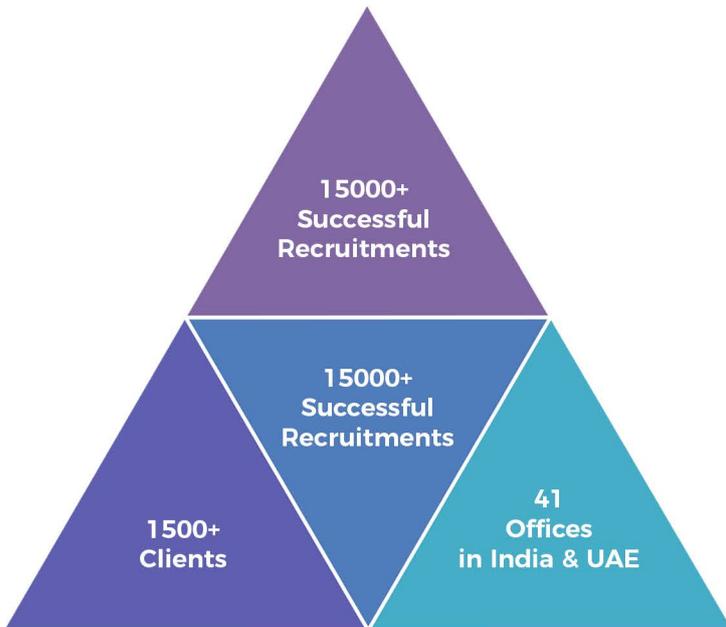
TALENT CORNER HR SERVICES PVT. LTD.

Talent Corner is a 16 year Young Executive Search firm. It is a set-up of Three Unconventional mindsets of Mr. Bankim Doshi, Mr. Rashesh Doshi & Ms. Komal Bhanushali who sowed the seeds of Talent Corner & nourished it to become one of India's Leading HR Management Consultants with 150+ Team Members.

Ours' is a recruitment company that recruits for multifarious positions for varied magnitudes and sectors. Over the last several years we have successfully placed over 15,000 Mid- Senior Level Professionals with 1,500+ Clients.

Our presence is in 41 Offices in India & UAE.

Our ultimate aim is to create true value for Our Team, Our Clients, Our Candidates & Most Importantly - Our Country.



WHY TALENT CORNER?

There are currently so many franchise oppounities in the market. How do you go about picking the right one for you? It's all about Right fit - based on the optimum mix of experience, personal Characteristics and business goals.

1. Can Work Part Time or Full Time
2. Can Start From Home, Office or Coffee Shop
3. Simple Process - No Experience Required
4. No Useless Paper Work & Compliances
5. Personal & Continuous Training
6. Focus on Client Servicing
7. Plug & Play - Quick ROI

AFFORDABILITY

Talent Corner ensures that the Business Partner is not bearing too many overhead expenses. Apart from the One-Time Franchise Fee, our Business Partner only needs to invest in the annual job portal subscription charges.

BUSINESS DEVELOPMENT SUPPORT

- No Business Development for First 6-9 months.
- Client Exclusivity and One-to-One Interaction with Client.
- Guidance & Training on How to Capture Your Territory.

TRANSPARENCY

At Talent Corner we Take Great Pride in Our Transparent Processes. Every Interaction with a Client is Recorded & you are Kept In Loop. If it's a Contract, Billing or Collection, you will be Aware.

TRAINING

Talent Corner has a got several training and support programs in place to get you started. Beginning with a Comprehensive Induction Program conducted at either at your Location or at the Head Office. The Induction program mainly focuses on entrusting a TCHR Business Model - from operations to sales.

We also share ongoing training, video tutorials throughout the year.

PAPER WORK

We take away all the hassle of Accounts, Administrative Responsibility of collecting the Contracts, Invoicing and Tax Filing as a part of our support system.



Frequently Asked Questions

THIS DOCUMENT IS CREATED WITH ALL THE QUESTIONS ASKED BY OUR FRANCHISEES. AS & WHEN WE HAVE A NEW QUESTION WE ADD IT. THEREFORE THE QUESTIONS ARE IN RANDOM ORDER.



Q. What is your Business Model?

A. We at Talent Corner believe that the Recruitment Business is a **Zero Entry Barrier Business**. It is very easy to start a Company, however very difficult to make it run profitably. Our Franchisee Model is a **“Plug & Play”** way to start your own business.

If One Had to Divide the Business into 3 Parts, it would be Admin, Operation (Recruitment/Client Servicing) & Business Development. These responsibilities are shared between Talent Corner & Our Franchisee.

a. Admin: All Admin Work such as Contracts, Tax-Related Documentation, Invoice and Payment Follow-up which are not really Profit Making Investments of your time will be handled by the Head Office.

b. Business Development: For any business to start this is one of the most Critical Factors. We understand this & therefore the Head Office is responsible for getting you enough work to execute in the initial months. After this period we jointly share the responsibility.

c. Operations (Recruitment & Client Servicing): In our business, this is the heart of the business. Revenues come from this source. Therefore we would require you to only concentrate on this aspect of the business. This is completely your responsibility.

Q. How much business can we expect every month?

A. You can expect a Minimum of 4-7 Positions. This will come to you over the period of a Month. In case you show us good capability of handling more work, we will be happy to share more work with you. There is lots of business available from our clients & the more you work, the more it keeps us motivated to share more work with you.

Q. Is it that after initial months you will give us fewer requirements?

A. No. We will give you the same number of requirements. But after 9 months you also need to bring in new business. This is for mutual benefit.

Q. Can I start doing Business Development before 2-3 Months?

A. Yes, you can. You can do it yourself or hire someone but the responsibility of paying the person salary and getting them to perform is yours. We can help you in training them.

Q. Do I have to bring business only from my territory?

A. No, you can bring business from anywhere in India.

Q. Will you be sharing the same requirements with your other Franchisee or your own Recruiters?

A. No. We do not share the same requirements with anyone else. It does not make sense having internal competition. Also, this makes you more responsible to complete a particular job. However these positions are not exclusive only to Talent Corner, there may be some other Consultants. We believe Competition gets the best out of us.

Q. What sort of requirements are these?

A. A Majority of the requirements that we get are Of Mid Level (i.e. Rs. 25,000- Rs. 50,000) & Top Level (i.e. Rs. 50,000 Upwards). However we also get Junior Level Requirements (i.e.- Rs. 8,000- Rs. 25,000). In the initial period, we will share with you Junior Level Requirements which are easier to close. Once we see you building up confidence, you can expect a lot more Mid-Level Requirements.

Remember, we would prefer you being capable of handling Mid-Level Requirements as soon as possible because that is where we get a majority of our work.

Q. Where are these companies located?

A. These requirements could be from anywhere in India. However, a Majority of the requirements come from cities like Mumbai, Delhi, Pune, Gurgaon, Bangalore & Chennai. We are now seeing a Lot of Work coming from B-Tier Cities. Over the next few years, we expect this to grow. You can work on these requirements from anywhere in India. Location is not a Constraint.

Q. Will there be any Requirements from my City?

A. Yes. We will definitely make an effort. After all, the purpose of Franchising is to spread across. However, we need to keep in mind that the work coming should be profitable.

Q. Which Industries do you Cater to?

A. We cater to all Industries except Insurance, BPO and KPO. If a Franchisee wants to work on any of these, they are free to sign up themselves.

Q. What if I am unable to Complete a Requirement?

A. We will help you. Our job is to be your support from time to time.

Q. Will there be a Single Point of Contact in the Head Office?

A. Yes, you will be having a Team Leader at the Head Office who will interact with you on a Weekly Basis. His/Her Job is to Give you guidance & assist you in the challenges you face.

Q. Will you Train Me?

A. Yes of course, we will be training you for 2 Days. This 2 days Training program will consist of Theory and Practical. The training will focus on Business Development, Operations, Recruitment and Admin part of the Franchise Business. This training will be a Practical Training thus making your full ready to get into action.

Q. Where will this Training Be?

A. This training will happen either at your place or our Head-office - Mumbai. The choice is yours.

Q. Will I have to Pay for this Training?

A. No. The Franchisee Fee is inclusive of training costs. The Franchisee Fee is inclusive of training costs. The Franchisee Fee is inclusive of training costs.

Q. Will there be Any Other Training after the Induction?

A. Yes, we believe that Any Company wanting to Grow needs to train its team regularly. Therefore we organize various online trainings for Our Partners. These are Absolutely Free of Cost.

We also create exclusive library consist of several training videos & Podcasts. Only our Franchisee Partners will have access to this library.

Q. Can I be provided Training directly from the Job Portals apart from your Training?

A. Yes, you Can, Just inform the Head Office & we will schedule a Training For you.

Q. Can you deduct my Franchisee Fee from my earnings?

A. No. The Franchisee Fee needs to be paid Upfront.

Q. Can I get Installment Facility on my Franchisee Fee?

A. No. The Franchisee Fee needs to be paid in one shot.

Q. Is the Franchisee Fee Refundable?

A. No. It is not refundable under any circumstance.

Q. What can I do to Block my Franchisee?

A. You need to deposit Rs. 50,000 in our Bank Account and the balance you can give us a Demand Draft/Cheque or Fund Transfer when we start the Franchisee.

Q. What is the Franchisee Period?

A. Minimum 3 Years. We need people with a longer vision.

Q. Can I take for 1 Year first & then upgrade to 2 Years?

A. No.

Q. What after 3 years? Will you charge us another Franchisee Fee?

A. No. If we decide to continue doing business after 3 years that means you are making profits and that also means we are making profits. So No Franchisee Fee after that.

Q. Do I need to be Fully Involved in the Business or Can I hire Someone?

A. We prefer you be fully involved. However incase you have a good ability to delegate and manage people, feel free to hire someone. But remember Salaries are supposed to be borne by you.

Q. Will you guide me on the person who I should

Q. What is my share from the Invoices of the candidate I Place?

A. 75% of the Service Fee.

Q. What is your Service Fee?

A. We charge 8.33% of the Gross Annual CTC Of the Candidate. This is payable to us within 30 days of the candidate joining. Please keep in mind there are delays in payments sometime from the clients end.

Q. Do you deduct TDS from my Share?

A. Yes, we deduct 2% TDS from your share and provide you a TDS Certificate at the end of the year.

Q. Can you give me an Example?

A. Yes. Let us assume that you have placed a candidate at Rs. 6,00,000 Per Annum. His service fee will be Rs. 49,980 & the Invoice Amount with Taxes will be Rs. 56,977. When the client gives us the payment, he will pay us deducting TDS at 10%, so we get Rs. 51,279. Your share is 75% of Service Fee which comes up to Rs. 37,485. Out of this 2% TDS is deducted. Therefore you will get Rs. 36,735. For the balance Rs. 750 you will be getting a TDS Certificate.

Q. How is my Money given to me?

A. Online Transfer. It is quick and convenient. We provide a Statement of Accounts with this.

Q. Do we work at less than 8.33%?

A. Preferably not. However, if a Franchisee wants to work then we are open. It is sometimes beneficial for you to work at lower rates because you do not have too much overhead costs. Choice in yours.

Q. Does the Percentage Sharing change?

A. No. Its remains the same 75%-25%.

Q. What If the company pays us and the Candidate leaves?

A. We provide free 3 Months Guarantee. In case the candidate leaves and the payment has been made to us then we need to provide free replacement. This needs to be done by you.

Q. What if I get the Company?

A. Still the Profit Sharing is the same. We are partners are we rather not have any area of conflict.

Q. But then I could start my own company & take all my Business Developed for that Company? Can I keep it a Secret?

A. Business is done on the basis of trust. We will always be ethical to you & we expect the same from you.

Q. What Portal will be provided to me?

We will give you 3 best of Portals i.e. Naukri, Monster and Shine. To know more about the portal subscription charges, please contact your Franchise Developer.

As of now every job seeker (Fresher & Experienced) has a professional account on LinkedIn, so we also take benefit and it helps us in headhunting for mid and senior, level positions. So we will also provide you with training on that aspect as well.

Q. Is it Good?

A. We have had no Complaints.

Q. Do I have a Choice?

A. Yes. You can buy portal yourself. We do not have a problem.

Q. Do I have to Pay for this Portal?

A. Yes. We will inform you the price from time to time. All Franchisee's have the same price.

Q. If I Need More Logins, then Can you Help Me?

A. Yes, we can help you buy the same.

Q. Are there any Other Investments?

A. Space, Computer, Internet, Telephone, Your Time & Your Effort.

Q. How much will I Earn?

A. That is something that you need to answer to yourself. This is not a Salaried Job so there are no promises.

Q. But what is the Expected time to Break Even?

A. We believe anything between 3-6 months.

Q. Will you give more than One Franchisee in my City?

A. Yes & No. If we see you performing then there is No Point having more than one. But If we do not see the effort being made then we will be forced to look out for another partner.

However, enough time will be given to you to show your potential.

Q. Are there any other Government Registrations that we need to do?

A. No. Nothing at this moment of time.

Q. Can I really Do this?

A. A 22 Year old boy & a 70 Year old man are doing it. Definitely you can.

Q. There are certain Financial Expectation Figures shown as a Table in the Presentation. Is it a definitive earning?

A. No. The table is only indicative. We have created it to the best of our knowledge. No Franchisor can guarantee you profits. It is a business decision that you need to take with the best of your judgment.

Q. You have mentioned about Business Development Being a Joint Responsibility. Will you share the Salary of any Business Development Executive I keep in my office?

A. No. If you have any executive at your office, you will need to pay the salary.

Q. How does the whole Replacement Guarantee System work?

A. Normally we provide a 3 months Guarantee for any candidate joining from our end to the client. If you have placed the candidate and the candidate leaves in this guarantee period then you will need to provide a replacement in the next 30 days. However, the replacement guarantee only comes into the picture if the client has made us a payment. This is free of cost replacement.

Q. What if the Client does not want a Replacement right now?

A. In that case, we will provide a Credit Note to the client which will be adjusted in any of your future invoice.

Q. If the requirements provided by you does not get completed in the month you give us, will they get a Carry Forward?

A. Yes. They will be carried forward. However, you will also continue to get more work from us.

Q. Will I get enough work?

A. Keeping you idle is a loss to us. We will ensure you have enough work.

Q. What if I am not able to do a Job? Can I give up?

A. Giving up is not a Talent Corner Culture. However if there is something that is just not giving you the desired results after making considerable efforts, you can choose to give up on the assignments. After all every effort you make needs to result into profits.

Q. What is the Payment Cycle?

A. Payments are expected from clients 30 days after the candidates join. But we would like you to note that sometimes clients delay this payment for 10-15 days. This is beyond our control and we do not like to pull a fight with our client.

Q. When do you Transfer Money to Me?

A. Within 7 days of us receiving the payment. Preferably we try and do it the same day as it is credited to our account. It's your money and its best when it is with you.

Q. Do you have a Written format which I can show for my Tax purpose?

A. Yes. We have a statement of accounts. This will be Shared with you after every Payment. You Can share this with your Tax Consultant.

Q. Do I have any other Responsibility?

A. Yes. We Expect you to Build a Good Relationship with the Client. Success of Any business is about How Much More Business you get from your Existing Client. "Client Satisfaction is a Must?"

Q. How Soon Can I Expect Results?

A. Results could be seen in 1 Day or 3 Months. Remember this is a Business. You will take time to understand it & you must not hurry up.

Q. Can I Build a Team Under Me?

A. Yes, Of course you can. That is how you Grow your Business. We will be happy to Guide & Assist you.

Q. Can This Team be on Profit Sharing Basis?

A. No. Any Person Hired needs to be a Full Time Salaried Employee.

Q. Will I get enough work for them?

A. Yes you will. Remember the More Positions you close, the More Profits that both of us Make.

Q. Will I get a Company Email ID?

A. Yes, you will be getting a Company Email ID for your Team & You.

Q. Will you give my Team Member an Appointment Letter from Talent Corner?

A. Yes, we will be giving. The Appointment Letter is signed by Managing Director Of Talent Corner & the Franchise Head.

Q. Can I be called Something else, apart from franchise?

A. We Never refer to you as Franchise. For the world you are our Branch.

Q. What will be My Designation?

A. You will be a Branch Head.

Q. Can I also Grow within the Organization?

A. Yes. We do have a Growth Chart which will be shared with you after you finish the first 3 Years.

Q. What is the Maximum Requirements you can share with me?

A. We do not have a Limit. However you need to show us Results.

Q. How do you Allocate your Requirements?

A. Allocation of Requirements is directly under our Managing Director. He ensures that each one gets an opportunity to work on Different Positions from Different Industries. Once we understand your strength area, we will focus more on that.

Q. Can I get Requirements only from a Specific Industry?

A. We Do Not recommend you this. It is only sensible, not to be dependent on One Industry. The More Different Work you do, it will keep you interested.

Q. Do you Provide Salary Slip to My Employee?

A. No, the Candidate is Not on the Head Office Payroll, therefore we Do Not have a Salary Slip for them.

Q. Do you do Campus Recruitment or Temporary Recruitment?

A. Yes, we Do Campus Recruitment. However it is not our Mainline of Business. We Do Not Do Temporary Recruitment.

Q. Can I come & Meet you at your office?

A. Yes you are welcome. We would be happier if you do.

Q. If I can not come to the Head Office, Can you send me Pictures, so that I know How it Looks?

A. Yes. We would be happy to do so.

Q. How Can I Trust you?

A. 1500+ Clients, Over 150 Employees & more than 15,000 Candidates have Trusted us in the last 16 Years. We hope you do too.

Q. Can I Buy Stakes in your Company?

A. Not Yet. We are not for Sale Yet.

Q. Do you Intend to Sell your Company?

A. No Plans for it Right Now.

Q. Are you looking to go International?

A. Yes we are. We have already started tapping the Dubai & Sri Lanka Market.

Q. Will we get an opportunity to be a part of this expansion?

A. Yes of course.

Q. Do you Run any other Business Apart from this?

A. No. Our Promoters are focused only on this one business.

Q. How Fast are you looking to Expand?

A. We have big goals but we have given our self enough time to achieve them. We are in No Hurry. We want to Grow but want to do it in the right way.

Q. Is there any Territory Exclusivity?

A. No. There is No Exclusive Territory for Anyone. Similarly, you are not restricted to work from a Specific Territory. In case you need to move your residence, you can relocate without any hesitance & work from anywhere.

Q. Can I run my Operations at 2 Places at One Time?

A. No. You need to Operate if from One Place at One Time.

Q. Can I Do this Alone or Do I need a Team?

A. Yes. You Can Do this Alone or with a Team. The Choice is yours.

Q. Can I Operate this from my Home?

A. Yes. You can work from your home as long as you are comfortable.

Talent Corner Franchise Model



The Pathbreaker

Talent Corner is a 15-year-old young executive search firm. It is one of India's leading HR management consultants with 150 employees. Talent Corner offers a low-cost and high on return opportunities to its franchisees.

Rashesh Doshi, MD of Talent Corner, talks to Beny Sachdeva about their recruitment process

BRAND CONNECT
LAUNCH PAD-TALENT CORNER

FRANCHISING WORLD MAGAZINE
Page 1/4 - July 2017



Bankim Doshi
Chairman,
Talent Corner

Rashesh Doshi
MD, Talent Corner



TRENDS OF RECRUITMENT INDUSTRY

- 1 **Job opportunities are increasing in the new metros, south & west india are leading here**
- 2 **Demand starting to come from tier II cities. Make in India is working**
- 3 **Loads of opportunities coming from the exciting startup arena**
- 4 **Learning & development is becoming the game changer**
- 5 **Mergers & acquisitions are around the corner**

Handhold to Grow

The entire process is executed online with the Human Interface. It is unlikely for any technology in the near future to completely take over their process. Time to time training and support are provided to its partners. The four-point training module includes personal induction training, team coaching, continuous online trainings, video tutorials and podcasts. They also support client acquisition, candidate database and matters-related to finance, admin and compliance. He added, "We are only focusing on the franchise model for scalability."

Witnessing a 100 per cent growth in demand each year, Talent Corner is looking to expand in tier II cities. The brand is already in close discussions to expand in the UAE and Sri Lanka. Currently, it has 35 franchise partners. Its vision is to grow but with quality partners.

launching their businesses intuitively rather being backed by data, systems and credibility. Eventually, such startups give up and create an unorganized ecosystem. To perk up this scenario, Talent Corner created a franchise opportunity for those who aspires to be in the same sector.

The concept was clear from day one in terms of taking the business to the next level; they always considered roping in like-minded entrepreneurs. On the kind of partners, Doshi says, "We are interested in partnering investors, especially franchisees, who are keen to work from home for the brand. Our most important resource requirement is time. We are keen to engage with someone, who is interested in a long-term association and understands the values of building relationships."

One of the most significant aspects of partnering with Talent Corner is its low-cost model. It brings clients, and the franchise partner focuses on servicing and training programme. Financing and compliances-related matters are handled by the brand. This is one of the reasons the franchise success rate is more than 100 per cent. And this is one of the reasons franchise partners do everything to keep their client satisfied.

FRANCHISE FACTS

Investment
Rs 2,86,000 all inclusive

ROI: More than 200%
(second year onwards)

Area required
No infrastructure required,
work from anywhere

Breakeven: 6-9 Months

Expansion Plans
Across India



he recruitment industry is seeing a paradigm shift. And clients need specialist recruitment partner to help them find the best candidate for the desired roles. There is a requirement of specialists to help employers to source outstanding candidates from the global talent pool. And through franchising, the recruitment industry in India is growing by leaps and bounds.

Witnessing an unending potential and growth driving factors like the growth of large conglomerates entering into new business domains and entry of cosmopolitan companies in the Indian markets ignited 34-year-old Rashesh Doshi to start his recruitment business Talent Corner. The brand is now seeking partners pan-India.

The Beginning

All entrepreneurs have a story behind their start, when asked about his stint in this business, Doshi shares, "Talent Corner was conceived by my father Bankim Doshi. I joined him two years after its conception. The business, however, is professionally-run with the support of top management executives, while we still remain at the helm of affairs. Talent Corner has become a brand that works with over 900 clients. The growth and success in the past three years have been remarkable. Growing consistently 100 per cent each year, we owe the credit to our franchise partners. They have not only responded well to the increase of customer demand but have kept high quality of customer service by ensuring that they themselves are continuously learning."

The recruitment industry is relatively unorganized with several startups

The Changemakers

Women entrepreneurs top the priority list for Talent Corner as their franchisees. The company believes women entrepreneurs, especially homemakers, have been brilliant business partners as they are disciplined and good time manager. Read the success stories of few of these women entrepreneurs.



STRIKING THE RIGHT CHORD

For Kanika Vaid from Parel, Mumbai, her priority has always been to be her own boss and manage her own time in her own way. Now with the control, she has been going through an empowering experience. She shares: "I had reached a point in my life, where I wanted more freedom in my work as well as a more tenable work - life balance. This coupled with the desire to not associate with just one industry but also get the opportunity to work with multiple industries and Talent Corner made a natural choice for me."

DILIGENT DUO

Shivani and Gurcharan Mahajan have been associated with Talent Corner for five years and they believe this brand has been a gamechanger in their lives. When asked about their entrepreneurial journey, she says, "I knew nothing about the recruitment industry. Now I know new and unheard technologies, business jargons. With timely support from the brand and freedom to work, I have pulled up well."



FRANCHISE PROVED FRUITFUL

Sneha & Mahesh Deshmukh of Mumbai have had a great experience as a franchisee with Talent Corner. Sneha says: "It has transparent work culture, intent of making a profitable franchisee and end-to-end support for all queries."

BALANCING WORK & HOME

Tina Shah, who is working as a franchisee from last five years from Rajkot, believes that her commitment towards work, learning new things and upgrading her knowledge have made her successful. Choosing Talent Corner was a great decision, she says: "Work from home option, flexible timing to manage house, kid, business and being my own boss made me choose them."



HARDWORK PAYS

Jyati Shrivastava of Rae Bareli has had a stint of nine months with Talent Corner. So far she has learnt a lot and is looking forward to grow with the brand. On her partnership she avers: "Associated with Talent Corner was the biggest and best decision. They made me a recruitment entrepreneur. The team leader and head office are supportive and helpful, whenever required. Their policies and processes are good. They are transparent, which makes things easy."



SMARTWORK OR HARDWORK

Set your priorities, track your time, concentrate on one thing at a time and effective communication are the tips to make a balance between work and home. **Roshitha** from Coimbatore, says: "I think this is the best platform to improve my skills and knowledge. I love to work with them as it is one of the prestigious firms, where we can enhance our HR skills and ideas."



HOMEMAKER TO ENTREPRENEUR

With no prior experience, **Suman Gupta** of Mira Road, Mumbai, jumped into the pool of recruitment business. Her decision of taking up Talent Corner franchise proved to be one of the best decisions of her life. On her association with the brand she says: "I had no prior work experience with the biggest barriers -- English language and unfamiliar with computer operations. With brand's support now from single homemaker to managing a team of three employees is really exciting."



TEACHER TO A TALENT RECRUITER

As a teacher, **Anitha**, -Bangalore, always wanted to do something of her own. Since her partnership with Talent Corner, there was no looking back. As per Anitha, "I came from the teaching background and I was looking for a change in the profession, one which would be challenging and involve learning new skills. Talent Corner helped me with a smooth transition and made me successful HR professional."



FRANCHISE AS A CATALYST

Diversified client base, professional conduct and result-driven attitude are some of the best things about Talent Corner, believes **Sunita Javeri** of Powai, Mumbai. According to her, it feels great to be associated with a franchise, which has a strong management team.



Roger Miranda,
Franchise Partner-
Vasai (Mumbai)

How has the relationship evolved?

Setting clear goals and expectations and measuring them on a regular basis keeps everyone focused on achieving a common vision. Rewarding the employees for a job well done enforces your appreciation and valuation of their accomplishments. A positive work environment can be clearly

seen by clients and creates ties on many levels that will have them recommending your brand and your franchise business. Transformational leadership has used cultural change to drive engagement and agility. My style is different, but the tone from the top is critical to creating a customer culture that has a deep sense of purpose.

TAPPING THE RIGHT TALENT

Often heard is the fact that franchising provides career and economic opportunities. Just how this happens is illustrated through the success stories of Roger Miranda and Abhishek Singh who have built big businesses in the human resource industry with Talent Corner



Abhishek Singh,
Franchise Partner-
Dhanbad

What is the best part about your association with the brand?

The journey has been quite interesting. Coming from a background where I had no idea of recruitment, venturing into this field was challenging. Meeting the needs of clients and matching their expectations is tough but interesting. In the process, I have learned a lot about many different sectors of business and technologies.

that you get from clients is what keeps you enthused all the time.

What advice would you like to give to aspiring franchisees?

You have to be patient when you are entering a franchise model. Be very sure about the process and the transparency involved as well as the support that get from the company. You need to deliver all the time lack of performance will mean no revenues. Challenges will keep coming but the important thing is to keep finding solutions. Therefore, you and your team have to work at it as it was your own brand. ●●

What are the benefits that you have enjoyed?

The rapport you build up with the HR industry and the recognition

How has been your journey with Talent Corner?

Hard work will always outweigh talent. I have been fortunate enough to face certain challenges and overcome certain obstacles. My journey with Talent Corner over the past seven years has left me with countless life lessons that I feel privileged to have learned. Also, the staff and people management has made me more confident.

What is the brand's support for investor's growth?

There has been continuous training and support from the brand in operations, sales, marketing, etc. As a franchisor, Talent Corner makes you realise that you don't work for the franchisor; you are an independent businessperson operating under a license that requires you to meet the franchisor's standards.

Bankim Doshi,
*Chairman,
Talent
Corner*

Rashesh Doshi,
*MD, Talent
Corner*

Nita Doshi,
*Director,
Talent Corner*

PUTTING TIME & TALENT TO GOOD USE

Talent Corner is a recruitment firm that has established a reputation for itself through its very transparent services of matching the demand and supply equation in the employment sector. It is now in a position to offer its services on foreign shores

What started off with a small business idea has turned out to be a successful recruitment firm today. Talent Corner, which began as a proprietary firm in 2002, has today scaled itself with 45 franchise partners

across India. "The company was started purely out of passion by my father Bankim Doshi," says Rashesh Doshi, Managing Director, Talent Corner, who joined the business in 2004 with a vision to scale it to new heights. "In 2011, we started franchising with a clear vision to reach out far and wide. Since then there has been no looking back. We have also enhanced our service offerings by providing recruitment packages to international markets like the UAE, Thailand, Australia and USA, even though our focus remains the Indian market," he says.

PLUGGING THE ATTRITION HOLE

The fast-changing recruitment industry is offering stiff competition and challenges to players operating here. "The recruitment industry has had some serious challenges in terms of resources that understand and want to deliver in this business. We have always been under the peril of huge attrition. Thus, by the time you train a resource, he or she wants to do something else or moves to the client's side. The franchise model at Talent Corner has changed the scenario for us. Our franchise partners are the ones who service this business, which means that they are invested in it for long-term gains. For the client and for us it's a win-win situation," Doshi says.

"Once the partner understands the clients' business and their requirements, he is here for years and the client thus never wants to shift loyalties. Thus we have succeeded in having a high client retention ratio and that has worked well,"

he adds. Over the years the skills required have changed and today the need for technology is higher. Having said that, India is hiring across the spectrum and the numbers are not small. There is still a huge demand for mid and senior level talents who can deliver results. New skills like digital marketing and artificial intelligence are the buzz words in the market today. The company claims to offer quick turn-around time which implies that the first bunch of profiles is delivered to the client within 24 hours.

ROOTING FOR FRANCHISING

Franchising is working well for the company. "The idea was to get along with like-minded people who cared as much for the company as we did; then we could create magic. That's exactly what is happening," Doshi says. "To succeed in franchising it is necessary to choose the right partner. The second most important learning has been to do everything to create success for the franchise. We have been able to do it and therefore are growing," Doshi believes. Talking about the criteria to choose the franchise partner, he says, "Our most important criterion is time. Success in this business is directly proportional to the amount of time you give to this business," he states. "We prefer people with a service bend of mind and with reasonably good English communication skills. We don't need experience. For us the will to do it is more important," he adds.

GAINING MOMENTUM

To scale its business further, the company is looking to handhold with the right franchise partners. "We are at a stage where the demand for our service is much higher than the current capability to service. Thus we are looking for partners who can help us with servicing the clients," Doshi says. Talent Corner's vision is to set up in 10 countries around the globe. "Our next destination is the UAE," Doshi shares. ●●

FRANCHISE FACTS

TOTAL CENTRES: 45

INVESTMENT
REQUIRED:
RS 2.8 LAKHS

AREA REQUIRED:
NO INFRASTRUCTURE
REQUIRED

EXPECTED RETURN
ON INVESTMENT:
200%

EXPECTED
BREAKEVEN:
6-9 MONTHS.

BUILDING LONG-TERM RELATIONSHIPS

Among the most important factors to consider before investing in a franchise is the satisfaction level of current franchisees. It also shows franchisors where they are doing well and where improvements can be made as well as gaining information they can use to strengthen their systems. Here is what the franchise partners have to say about Talent Corner



PASSION FOR ENTREPRENEURSHIP

Bharti Modi quit her corporate job of 18 years and embarked on her entrepreneurial journey with Talent Corner. "With Talent Corner, besides getting a brand name to work with, the investment required was not very high and was worth taking the risk. Another major advantage was that business development was not required to be done by me as Talent Corner has their own BD team which gave me enough time to devote on understanding this new field and work on the positions," she shares.

THE RIGHT SUPPORT

With experience in a completely different domain, running a human resource business was an uphill task for **Anand Singh and Dipanwita Datta**. "However, Talent Corner made things easier as we got all the required help under one roof. The policies are so transparent that we have enjoyed our stint without facing any major challenge. The management team at the head office are proactive in terms of any support required. All this has made our journey smooth and helped us serve happy clients," they say.



SURMOUNTING THE ODDS

Entrepreneurial journeys are never easy. And therefore, **Nimesh Mistry** is glad to be associated with Talent Corner, which has helped iron out all the creases. "I had a really good start and was able to manage some quick deals. That gave me the enthusiasm to move ahead. Of course there were ups and downs as in any business but Talent Corner was always there to guide me during my tough times. Their experience and guidelines really helped me to improve myself as a recruiter. Now, my business is doing exceptionally well," he shares.

TREADING A NEW PATH

Moksha Khanna is an actuary by education and was not meant to follow the entrepreneurial journey and would have been working in any insurance corporation in one of the metro cities. "Having returned to my hometown Kanpur, I could not imagine myself doing the regular brick-and-mortar business. Talent Corner gave me that opportunity to still be associated with the corporate world and work for the biggest corporations in the country and be my own boss as well," he shares.





LONG-TERM ASSOCIATION

After two decades of experience in the travel domain in Dubai, **Rahul Thakkar** just decided to wind up and move back to his hometown, and spent over a year with a friend who got him into recruitment. "After spending a year I thought of getting associated with a brand that was known for its ethical business practices. That's when Talent Corner was highly recommended by my friends and clients. It's been over a year working with TC and I have made up my mind for a long-lasting association," he says.



SMOOTH SAILING

Recruitment as a business has got scope in time to come. "Talent Corner is providing a ready-to-use platform or opportunity to get started and sail towards your aim smoothly. It makes me my own boss and has given me an opportunity to independently run a business with a team. In a nutshell, it gave a chance to build my identity," says **Rosy**.



OPENING UP OPPORTUNITIES

Coming from a low key town from Maharashtra where career enhancing opportunities are extremely rare, **Sheetal Nainwani** was fortunate enough to find a sustainable career with Talent Corner. "It helped me discover the entrepreneur inside me and push my existing expertise in the field of human resource to a level where the sky was the limit. I am really thankful to them for providing me this opportunity which gives me the liberty to be my own boss and work from the comfort of my home," she says.

ETHICALLY RIGHT

P Vayunandan has been associated with Talent Corner since the last two years. "It has been a great journey. As the working culture of any company is set as per the leader's guidelines, under the leadership of Rashesh Doshi the best part I have observed is honesty and ethical business principles down the entire chain of methods and staff members," he says.



EXPLORING NEW HORIZONS

Being an entrepreneur is a journey within itself. There are many young minds that would like to explore new techniques, ideas and a variety of ways to do business. **Swapnil** is one of them. "Talent Corner gave us an opportunity to build ourselves in terms of creativity and otherwise. After being associated with the TC family we have learnt to put our steps forward and work as a team and to trust new minds and people like they did with us," he says.

