

FRANCHISE BROCHURE



CAREERTRONIC

— SKILL & TECHNOLOGY CENTRE —

A Division of Careertronic Global Services (P) Limited

“Research-Driven. Industry-Aligned.”

Unlocking the Future of Tech Education Through National-Level Expansion!

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COMPANY PROFILE

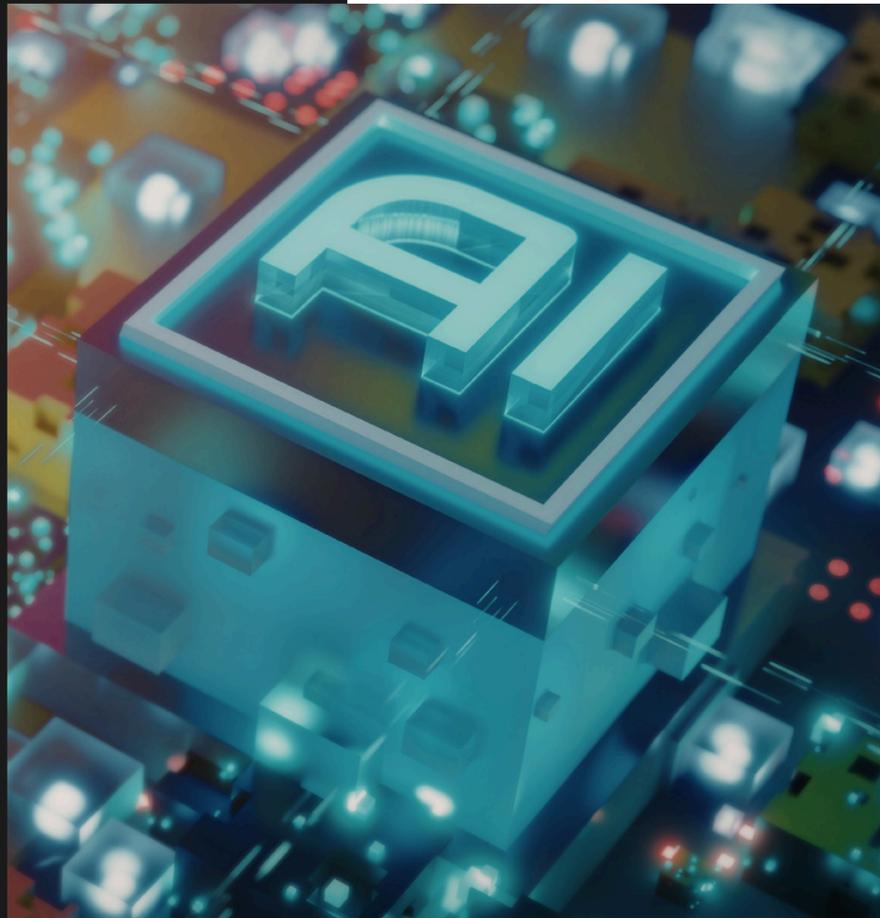
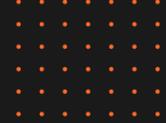
Careertronic Global Services is committed to transforming careers and enterprises in the digital age. Founded on the principle that industry-aligned, high-quality technical education must be accessible beyond metropolitan cities, CGSPL delivers structured, practical, and placement-oriented programs in:

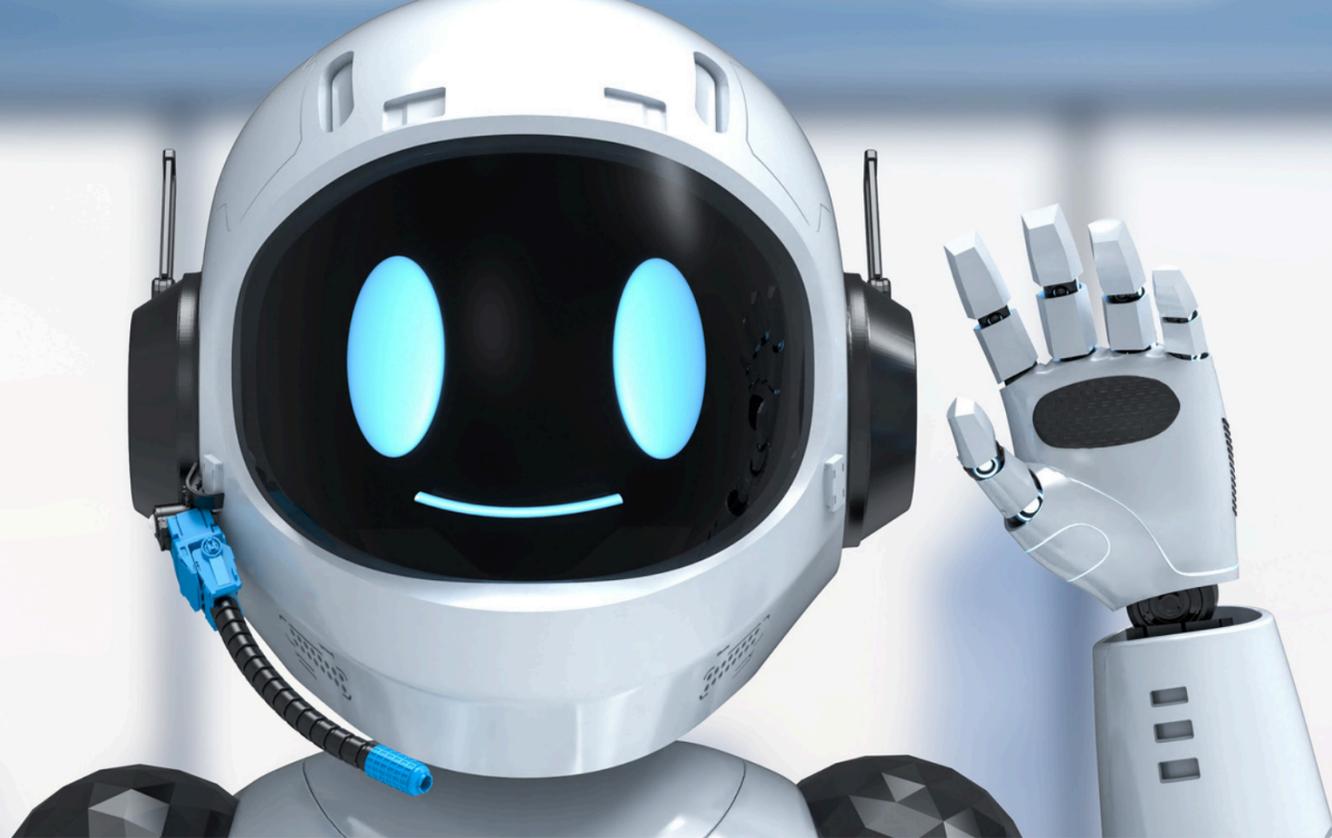
- **Software Development**
- **Data & Emerging Technologies**
- **Industrial Automation**
- **Industry 4.0 Skills**

Our model integrates:

- **Industry-aligned curriculum frameworks**
- **State-of-the-art lab infrastructure**
- **Certified trainers & domain experts**
- **A centralized proprietary ERP ecosystem**
- **Strong operational SOP**

At the heart of our mission is the ambition to bring world-class **technical training into India's Tier II and III cities** — bridging the gap between academic knowledge and employable skills. With an experienced leadership team and proven operational system, CGSPL now invites franchisees to join its national growth story.





COURSE OFFERINGS

CGSPL offers two major verticals of training that address India's pressing skill needs:

IT & Software Training

Designed to produce job-ready professionals from day one.

Programs include:

- **Programming: Python, React.js, Node.js**
- **Full Stack Development - MERN, MEAN, Python-django**
- **Cloud Computing & DevOps**
- **Data Analytics, Data Science & Artificial Intelligence**
- **Web & App Development**

Key Highlights:

- ✓ Industry-curated curriculum
- ✓ Real-time live projects
- ✓ Capstone development modules
- ✓ Interview & placement readiness training
- ✓ Continuous curriculum updates

Industrial Automation Training

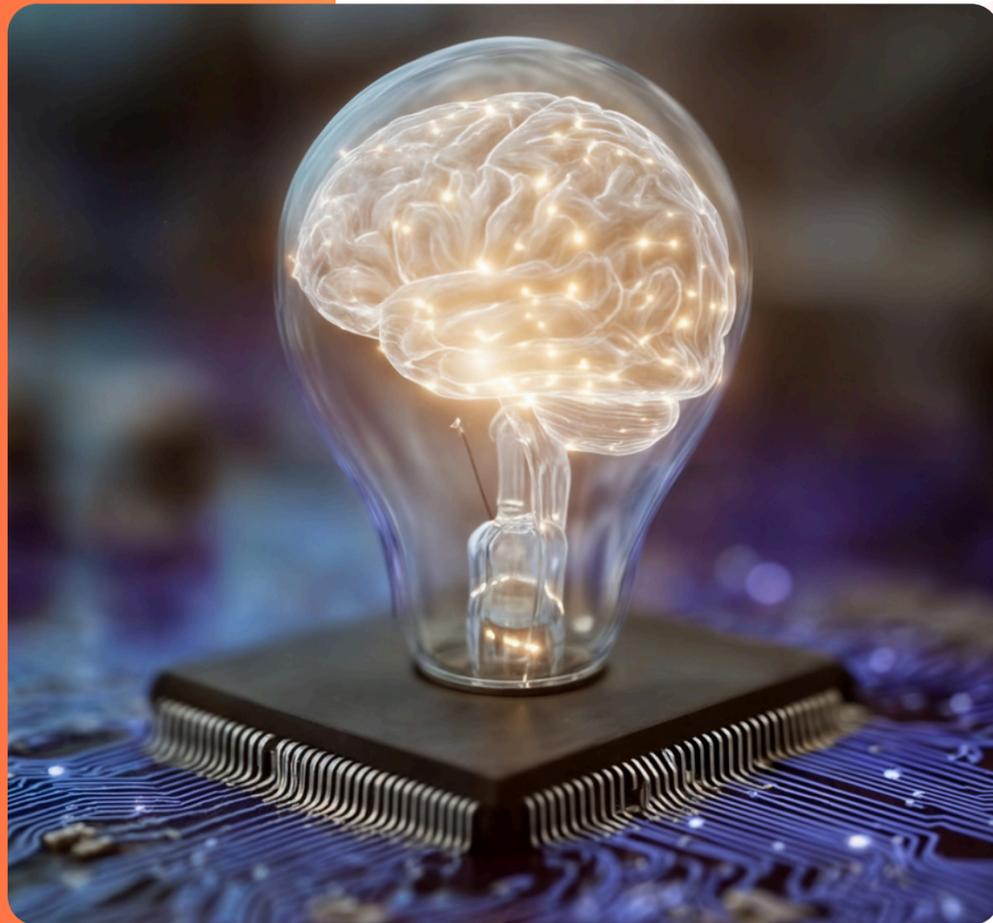
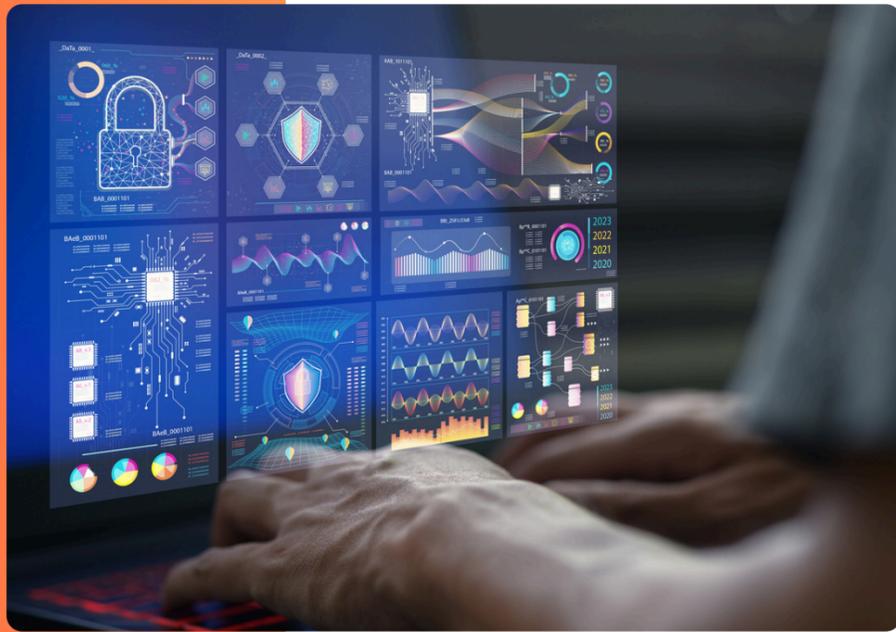
Hands-on technical programs for careers in manufacturing, automation, and Industry 4.0.

Modules include:

- **PLC Programming (Siemens, ABB, Allen-Bradley)**
- **SCADA Systems**
- **HMI Configuration**
- **VFD Drives & Motor Controls**
- **Control Panel Design & Wiring Labs**
- **IoT & Smart Manufacturing Basics**

Students work on:

- ✓ Real equipment
- ✓ Industrial case studies
- ✓ Live simulations
- ✓ Troubleshooting exercises



WHY FRANCHISE WITH CAREERTRONIC?

Becoming a CGSPL Franchise Partner means investing in a structured, scalable, and high-demand education model.

Key Advantages:

- ▶ **High-Market Demand Programs**
Aligned with software, manufacturing, automation and digital transformation industries.
- ▶ **Proven SOP Framework**
Documented systems covering admissions, training delivery, lab operations, marketing and compliance.
- ▶ **Centralized ERP Ecosystem**
Integrated lead management, admissions tracking, fee management, batch management and reporting.
- ▶ **Brand + Local Activation Model**
National branding credibility combined with structured local lead generation.
- ▶ **Tier II & III Expansion Focus**
Low competition, high aspiration markets with strong ROI potential.
- ▶ **End-to-End Launch Support**
From site evaluation to operations audit — minimizing startup risk.

CGSPL's model is built not just for survival, but for scalable growth and long-term brand value creation.



INVESTMENT & REVENUE MODEL



The CGSPL franchise model ensures structured investment planning and diversified income channels.

Franchise Fee (5-Year Term)

Tier - 1	Tier - 2	Tier - 3
₹15,00,000	₹12,00,000	₹10,00,000

Recurring Fees:

- ✓ National Branding & ERP Fee: ₹12,500/month
- ✓ Royalty: 6% on Gross Revenue
- ✓ Local Digital Marketing Fund: ₹50,000/month
- ✓ Creative Design Support:
₹500/design (first 10 per month)
₹750/design thereafter

Revenue Streams:

Franchise partners generate revenue through:

- ✓ IT & Software Courses
- ✓ Industrial Automation Programs
- ✓ Short-term Certifications
- ✓ Workshops & Bootcamps
- ✓ Corporate Training Programs
- ✓ Institutional Tie-ups
- ✓ Upskilling & Advanced Modules

With efficient operations and marketing execution, a centre may achieve break-even within 12–18 months, depending on market conditions and execution quality.



INFRASTRUCTURE & SETUP REQUIREMENTS

Space Requirements

- Minimum 1500 sq. ft. built-up area
- 2 Classrooms (30-student capacity each)
- Computer Lab with licensed software & internet
- Dedicated Industrial Automation Lab

Automation Lab Must Include:

- PLC Training Kits
- SCADA/HMI Panels
- VFD Drives
- Motor & Wiring Setups
- Control Panels

Additional Requirements:

- Reception & Branding Area
- Student Lounge
- Washrooms
- Storage Space
- Brand-aligned interiors & signage

A detailed equipment annexure will be shared during onboarding.





TRAINING & OPERATIONAL SUPPORT



Pre-Launch Support

- 3–5 Day Induction Training for Owner/Centre Head
- Operations, Admissions & Finance Training
- QA & Compliance Orientation

Academic Support

- Trainer Recruitment Assistance
- Instructor Induction Programs
- Curriculum Access & Updates

Technical Support

- ERP Deployment & Training
- Ongoing Technical Assistance

Marketing & Growth Support

- Digital Campaign Guidance
- Outreach Strategy Framework
- Monthly Performance Reviews
- Dedicated Franchise Manager

MARKETING & BRANDING STRATEGY

CGSPL follows a Hybrid Marketing Model:

✓ Centralised Branding

- National-level credibility building
- Standardized creatives & brand identity

✓ Local Market Activation

- ₹50,000/month digital marketing allocation
- Paid Ads Campaigns
- SEO & Local Search Optimization
- Social Media Management Templates

✓ Offline Activation

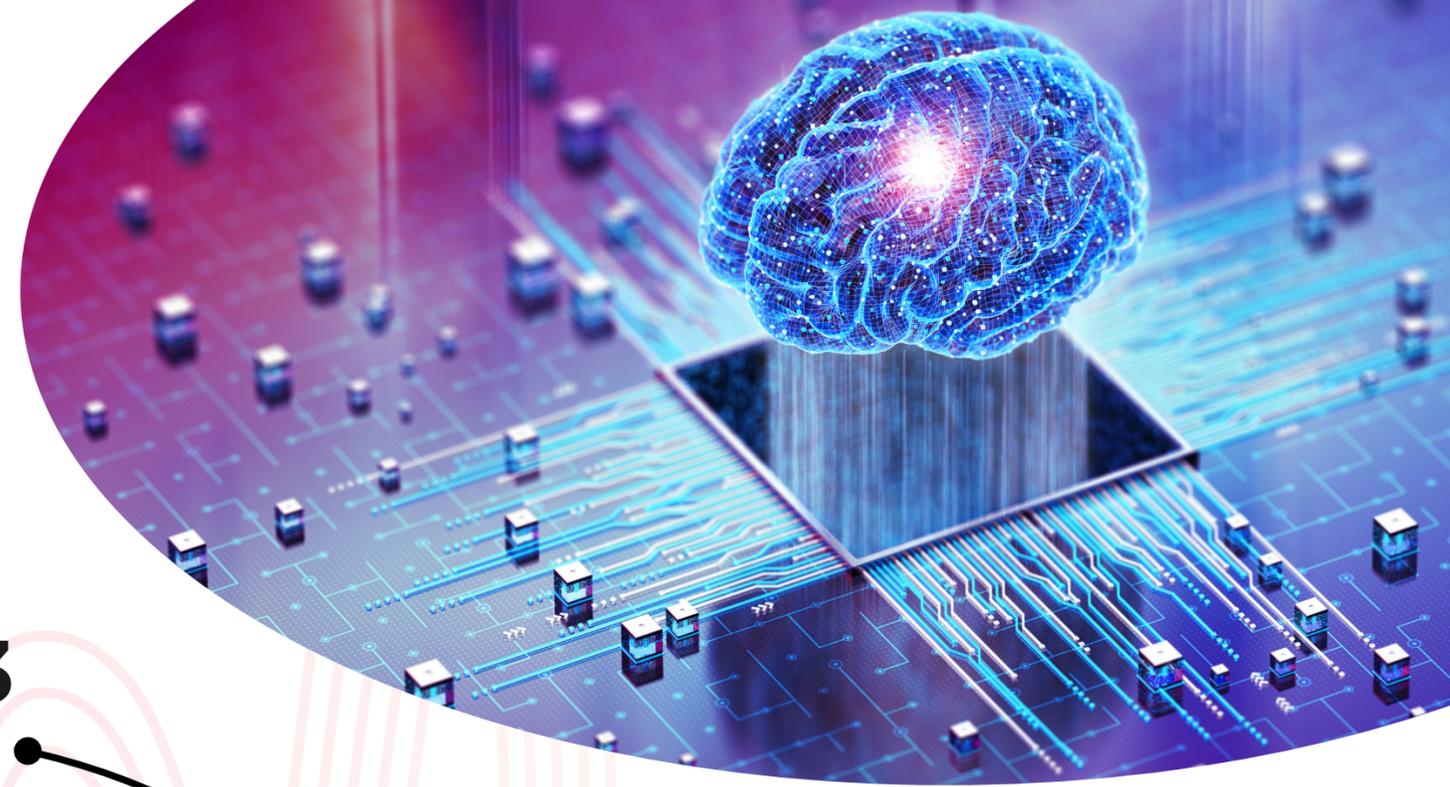
- College Seminars
- Skill Awareness Workshops
- Industry Partnerships
- Local Referral Programs

✓ Performance dashboards track:

- Lead cost
- Conversion rate
- Admission growth
- ROI metrics



FRANCHISEE JOURNEY & TIMELINE



STEP 1

Enquiry & Initial Discussion

Submission of franchise form and preliminary qualification.

STEP 2

Evaluation & MoU Signing

- City tier confirmation
- Site review
- 50% Franchise Fee Payment

STEP 3

Setup Phase

- Infrastructure setup
- Branding & lab installation
- Staff hiring
- Marketing launch

STEP 4

Franchise Agreement & Launch

- Balance payment
- Centre operation
- First batch enrolment

STEP 5

Ongoing Mentorship & Growth

Total expected launch timeline: 6–8 weeks post MoU signing.

CONTACT US



***Build More Than a Business.
Build a Skill Ecosystem in Your City.***



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