

M.A.R.S. INTERNATIONAL DRIVES A SUCCESSFUL FRANCHISE BUSINESS WITH EFFICIENT FRANCHISE BUSINESS SOLUTION

KEY FEATURES

- Management of the whole franchise system of the franchiser
- Online recruitment of franchisees through a systematic series of steps
- Simplified administration of the recruitment process
- Generation of online and offline invoicing system for franchisees
- Monitoring the whole business activity of the franchisees

CASE STUDY

System developed by PMAM Corporation

System used by M.A.R.S. International

Client- ranked as No.1 by www.entrepreneur.com in Franchise Business Category with franchisees all over USA.

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PMAM monitored the whole business activity of the franchisees where in online recruitment of franchisees, simplified administration of the recruitment process, generation of online and offline invoicing systems for franchisees were created.

ABOUT THE CLIENT

M.A.R.S. International specializes in the automobile industry and is well known for its auto reconditioning systems. They also specialize in the makeover of pre-owned vehicles by providing various services like bumpers repairing, scratch rectification, stain and odor removal. They also provide customization of new vehicles through graphic arts and installation of after market products such as spoilers and paints. With franchisees all over USA and provision of finest training equipment with best support system they have been ranked as No.1 in the industry by www.entrepreneur.com

SITUATION

The main difficulty faced by the franchiser was to manage and monitor its whole business activity. They needed an application that could provide an efficient and simplified recruitment system of franchisees, simultaneously providing a centralized channel for monitoring and administrating their business activities and generating an online and offline invoicing system for all their business operations.

SOLUTION

After analyzing and understanding the requirements of the franchiser, PMAM designed a user-friendly web-based application to meet all their business needs. The applications comprised of three separate modules for:

- Online recruitment of franchisees
- Monitoring and administration of business activities of franchisees
- Generating invoices and stores

Module for Online recruitment of franchisees-The module enabled the client to manage their franchise recruitment process with efficiency and accuracy. This user-friendly online application has been developed in a questionnaire form that follows a systematic series of steps involving various levels of testimonials, references, etc. The module helped recruitment team to choose among the best applicants.

Module for monitoring and business administration of business activities of franchisees-The module enabled the franchiser to monitor various business activities of franchisees including invoices created by franchisees, details of orders placed and payments advanced in response. The franchiser can also analyze the business activity of franchisee by accessing various reports generated through the application.

Module for invoicing and stores-This module can operate in both online and offline mode and can be utilized by franchisees for creating invoices, accepting payment from customers, placing orders for various auto parts and making payments to the franchiser. The module has been developed in interface with the QuickBooks Accounting software which allows franchisees to make payments to the franchiser, while coordinating the payment systems on both the ends.

BENEFITS

- Systematic online recruitment of franchisees
- A very well synchronized system for monitoring and administrating all the business activities of franchisees
- Online and offline invoicing system for the franchiser
- Generation of updated reports for analyzing all the business activities of franchisees
- Provision of an efficient support system to franchisees from the franchiser end

The solution provided by PMAM has enabled the franchiser to reduce its business problems by more than 95 percent, along with reducing their operational costs and gaining over the top position in the industry.

TECHNOLOGIES USED

ASP Web development

Microsoft SQL Server 2000

Visual Basic 6.0

Interface with QuickBooks Accounting software