

Brats-n-Cuties consult Francorp to expand its network

Delhi based pre-school Brats-n-cuties is all set to venture into franchising. The brand backed by Lakshya Education society has hired franchise consulting firm Francorp to advise on the aggressive 100 centre expansion plan.

New Delhi, New Delhi, October 31, 2009 /[India PRwire](#)/ -- The pre-school has captured the imagination of young working parents and emerged as one of the premium pre-schools in Delhi. To strengthen its network and leverage its brand equity, **Brats-n-Cuties** has embarked on an expansion spree. Based in Dwarka, **Brats-n-Cuties** moulds kids in their formative years and enable them to secure admission in the leading schools of Delhi.

The school adopts a holistic approach to education and takes care of the physical, intellectual, emotional and social development of toddlers under its fold. It has differentiated itself from competition by emphasizing personality development, decision making skills, communication & self confidence amongst children.

Commenting upon the association, **Mr Gaurav Marya, President Francorp** said, "The pre-school segment is growing at a rapid pace and investors have a tremendous scope to reap superior returns in the long term. The instructional methodology developed by Brats n Cuties has been created by some of the finest curriculum writers in the country. With rising disposable incomes and the emergence of nuclear families, working mothers do not have sufficient time on their hands to give to their children. To compensate for the lack of time, working parents want to send their children to high quality pre-schools which emphasize all round development apart from elementary education. The pre-school market is driven by these social factors and is slated to experience enormous growth in the times to come."

The school is one-step ahead when it comes to technology adoption and has enabled parents to monitor their wards in real time through a web interface. Prospective Franchisees stand to gain from the experience and expertise of the management. Francorp has been given the mandate of launching its franchise program and would also be responsible for the recruitment of franchisees.

Notes to Editor

About Francorp

Since its inception in 1976, Francorp has been the unsurpassed leader of the Franchise Consulting Industry globally. Over the years, Francorp based out of Chicago, has assisted companies in virtually every market segment with its patented processes and unmatched expertise. The clients include companies like Bridgestone, XEROX, Shell Oil, Hallmark Cards, Encyclopedia Britannica, Mad Science Group, Pollo Camperio, Ace Hardware, BP, Fruehauf, and Gant, to name a few. In India, Francorp has associated with Franchise India and has coalesced in an experience of 42 years.

About Franchise India

Franchise India is Asia's largest integrated franchise solution company since 1999, with an absolute authority on Franchising, Licensing, Retailing, Real estate and Marketing. The company has consulted several major brands over these years like HCL, MGF, Quality Walls, Tata, Gitanjali, HSBC, Levis, JK Tyres, Lakme, D'damas, Adidas, Euro Kidz, The Apollo Clinic, Chhabra 555, Kidzee, Motilal Oswal, Rosebys, Next, Welhome and more, through media, advisory and exhibitions. With its strategically formed divisions, Franchise India has created its own niche as the pioneers of franchise industry and a small business authority.

For more details log on to <http://news.franchiseindia.com/>

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