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OFFICE OF THE CAREER DEVELOPMENT CELL (CDC)

GANGADHAR MEHERUNIVERSITY

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Coordinator, Career Development Cell (CDC)

https://www.gmuniversity.ac.in/images/faculty_doc/profile_1604355256.pdf

Date: 07.06.2022

NOTICE

Dear Students,

Greeting of the day. It is my pleasure to inform you that **Go Speedy go** invites application from **UG/PG 2020 & 2021 pass out batch and also any pass out batch before 2020** for the post of Franchise Development Manager, HR Business Partner & Sales Intern. Interested students please register yourself by clicking the below given link:

<https://forms.gle/hAoTtBLweBYpyTT78>

Registration deadline: 10th June 2022, 9 am

Eligibility Criteria: B. Com/M. Com/BBA/MBA/MBA/B. Sc./M. Sc.

Passing Year: 2020/2021/Any pass out batch before 2020

Application invited for the role: Franchise Development Manager, HR Business Partner & Sales Intern

Please Note:

1. Join the organization after a detailed background search of the company/job profile. If required, ask the HR persons of the company during the interview/before joining.
2. As the Coordinators we are just making the coordination between company and students. We are not representing any company.
3. All the selected students should definitely send/forward the softcopy of appointment letter to placement@gmuniversity.ac.in within 7 days of receiving it from the company for the office record of Career Development Cell (CDC) of GMU.
4. Once you are joining a company, do not leave it within a very short time. By doing so very often the CDC is finding difficulty to place the more needy students of other batches in that company.
5. Before leaving any company try your best to give the best service so they will ever remember you cheerfully/gracefully.
6. Other details are mentioned in Annexure-I.

Susanta Kumar Das

**Coordinator, CDC &
Team, GMU, SBP**

ANNEXURE-I

Who We Are :

We are from Go Speedy go , A unit of Hiferk Technologies Pvt. Ltd an ISO 9001-2015 Automobile Service Provider Company planning to render Automobile Service in PAN India through Automobile franchise model . Using our mobile application we are able to provide automobile service at customer place by using automobile workshop at door step model. For this we have taken a small initiative to create more than 100 SC/ST and women entrepreneur through PMEGP and Stand up India Scheme. As of now we are able to create 223 vehicles only in Odisha market where every franchise is generating a revenue of more than 3 lac rupees in a month. There is a scope to generate 10000 entrepreneurs and 1 lac employment till the financial year 2025.

Indian Market /Automobile Services: Some facts and Figure :

1. World biggest unorganized sector is Automobile Services
2. Still 72% of the vehicle is being repaired by unauthorized work shop
3. Indian Market after Sales service is 32 Billion dollar

Problem Area:

If you own a car, you need to get it serviced periodically to increase its life and keep it in a good shape. But as simple as it may sound, getting your car serviced is not that easy job and we all have faced many issues getting our car serviced. We have tried to address top 3 challenges that are faced by almost everyone while getting their car serviced.

Transparency and Pricing :

The biggest challenge that one faces while getting their car serviced is pricing and transparency. Most of us are not proficient with the nuisances involved in car services and hence get played by the dealers/mechanics. Here are some of the most common problems faced by people:

- I'm not sure if the service center provides me the correct pricing, advice or quality.
- Instead of repairing the parts, the service center replaces them, thus increasing the cost.
- I am not sure whether parts used are genuine.

In general, there are two types of cost involved in getting your car serviced- spare parts price and labor charges. Whether the costs of labor and parts are genuine, and parts are original are the concerns of anyone getting their serviced.

What is covered under warranty and free service :

Every car manufacturer, no matter how small or big, provides at least three free services once you purchase a new car. Also, certain warranty is attached to the parts and equipment used in the

car. There's always a sense of dilemma if labor cost is included or not, which parts are included in the warranty and what all parts will be replaced in the free services.

One needs to be very clear about all these charges and freebies included in a new car so that you don't get fleeced by the dealership or mechanics.

Authorized dealers vs. Branded chain vs. Local garages:

An authorized dealer means the service outlet of the company that you bought your car from. E.g., [Maruti](#), Hyundai, etc.

- A branded chain or multi-brand outlet, as they are generally called, is the one that deals in all the brands, and is a known and specialty chain. E.g., Bosch, Castrol, etc.

- Local garages are road-side or single vendors who deal with most of the brands.

It's a no-brainer that one has to visit an authorized dealer to utilize free services and get the maximum out of a car, as the technicians are trained on the vehicles from that particular brand only. But where should one visit after 1 year, or when the free services are over? An authorized dealer or a branded chain or local garage? A couple of complaints arise after people visit some place other than the authorized dealer:

- I don't get proper customer support for unsatisfactory service.

- I don't get car pickup and drop facility most of the times.

- I've to coordinate with three different service centres for my vehicles of different brands.

- I don't have one-stop solution for all my car maintenance and repair needs.

- It is difficult to get an appointment with service centres as per my convenience.

How can GSG Services help here:

So now that you know the challenges faced by people wanting to get their car serviced, let us take this opportunity to tell what difference GSG brings to the table? Well, being one of the most reputed automobile e-commerce websites/Mobile Application in the country, we will offer you the following benefits if you wish to choose us as your trusted car service partner:

1. 30% lesser cost than other service stations

2. 100% authentic GSG-marked parts

3. 100% trust and transparency in the service

4. Free car pickup and drop facility as per your convenient time

5. 365 days warranty period for all our customers

6. If anything extra needs to be done, apart from what you have specified, we ask for your permission first.

What We do :

1. Its an End to end automotive services Provider company
2. Doing all sorts of services related to automobile
 - a. 24 x 7 Door to door Automobile service for all vehicle from 2 wheelers to 50 wheeler
 - b. Break Down services
 - c. Spare parts /lubricant /battery / tyres and all short of consumables
 - d. Insurance
 - e. Used car Sales and Purchase

Franchise Development Manager (JD) :

The role is responsible for driving franchise growth in the country, leading the recruitment and set up of all franchise and partnership deals. The Manager will adapt the National franchising framework to make it fit for purpose for the country, plan and promote our market entry in each state, meet, select & sign development agreements with the most appropriate new franchise partners to help deliver against our overall regional growth plan. The FDM will also ensure our franchise standards are clear and always adhered to across our network. The Manager is accountable for delivering the right growth from the franchise business, providing a healthy return on investment for our partners and profitable growth for Company

Key Responsibilities:

- Agree on the franchising framework and market entry strategy by adapting the best global approach.
- Plan and execute the promotion of our proposition to potential franchise partners and the broader franchise market through all routes to market such as trade shows and their own network.
- Conduct due diligence with prospective franchise partners and work with legal to get development agreements finalized and signed.
- Sign deals with franchise partners that allow us to grow the network quickly, in the right locations and profitably whilst giving partners a return on investment.
- Set the Franchise standards for partners.
- Support new franchise partners as they start trading and ensure they operate inline with our brand standards.

Key Performance Indicators:

- Network growth (volume and value).
- Return on Investment for Franchise partners.
- Execution of acceptable brand standards by all franchise business partners.

Key Relationships:

- Franchise Partners.
- Internal Stakeholders

Required Skills, Experience & Qualifications:

- Previously run and grow a franchise network within a multi-site business
- Proven success in promoting a franchise business in the external market and delivering new franchise partners.
- Created and delivered a robust business plan with realistic but stretching targets.
- Commercial acumen, able to ensure the business delivers growth and profit for us and a return for our partners.
- Strong communication and interpersonal skills, able to persuade and influence people.
- Comfortable making decisions evaluating options and considering long-term consequences.
- Strong planning and organizational skills, including the ability to prioritize, multi-task, delegate, and work effectively with minimal supervision.
- Adaptability and flexibility, able to respond quickly to changing demands, processes, and information.

Key Competencies:

- Personal efficiency, effective time manager.
- Concern for quality. Always delivers quality service.
- Achievement orientation. Has the drive to succeed, not just for self but for team and company.
- Tough-minded. Confronts problems firmly and decisively.
- Motivate others, get the best out of people.
- Impact and influence. Persuade and positively influence customers, team, and senior management.
- Commercial insight with good market knowledge. Can effectively forecast performance.
- Organizational awareness. Takes a wider view of the company and business strategy.
- Experience in concept selling and working in matrix org environment will be a plus.

- Mastery of General Management, Sales Management, Commercial & Financial Aptitude, Communication & Influencing Skills, Supply Chain Knowledge.

What You Will Do for Us:

- The incumbent of this role is responsible for P&L of that geography for the system and the OU, both
- Business Size Rs 1000 cr.
- The incumbent is responsible for expanding the capability for Long Term Deliveries for Franchise
- The incumbent is accountable for managing, expanding, and building the performance through metrics such as Scorecard
- Manage market dynamics and Market intelligence as a build-in on the initiatives
- Responsible for gathering and acting upon Market Intelligence- Consumer choices/consumer behavior with all initiative formulations.
- Consumer Preference / Pricing /Penetration
- Recommend overall brand/price channel plans for the franchise and ensure maximize revenue generation.
- Manage brand mix to leverage brand preference and deliver Market share objectives
- Ensure distribution capability efficiencies, service center execution, and expansion benchmarks and objectives are set and met through the execution of the National and local business plan.
- Share information with advertising and research Agencies to align them on the business trends and formulate cohesive strategies that deliver results. Closely monitor/analyze KPI's such as volumes, shares, and Brand Health scores and take corrective action wherever necessary
- Lead action in building underdeveloped functions such as regional Market Execution, Marketing, Supply Chain, and HR.
- Building alignment with partners and ensure rapid execution of decisions through internal management process
- Need to maximize efficiencies, decision making, and learning vertically within the co and horizontally across markets
- Business Performance / Budgets

- Coordinate the development of Annual BP for the partners aligned with the vision of the co
- Ensure execution of annual Customer & Commercial Business Plans

Work Focus:

This role is about managing markets that come with their unique characteristics and challenges, so the role will require crafting both a long-term vision as well as working on tactics, collaborating with functional leads to deploy the strategy. Bring to life the networked organization- as there are related resources sitting in different functions across the country.

- This role must be able to articulate business strategy clearly and align multiple stakeholders who come from different functional backgrounds. Internal interface will include other departments, the complexity would be maintaining sensitivity of managing partners, and their teams without losing the larger perspective of inspiring each one with communication techniques to be deployed.

What you get Initially: CTC: up to Rs 6-8 lacs P.A. (**Depending upon your experience levels**) Out of this 60% is Fixed and 40% is Variable (also paid on monthly basis) on Performance/Targets Achieved.

Once again, this role is purely for candidates who already have done proper franchise sales, master franchising, franchise marketing, franchise development recruitment of franchisees, and appointment of franchise partners. Having a good knowledge of Microsoft Excel, Microsoft Word, and Microsoft PowerPoint will also be beneficial.

To Summaries you should be good at:

- Sales
- Franchising
- English
- Interpersonal Skills
- Franchise Sales
- Franchise Management
- Business Development
- Franchise Agreements Negotiation
- Consultative Selling
- Solution Selling

HR Business Partner (JD):

HR Business Partner responsibilities include creating referral programs, updating HR policies and overseeing our hiring processes. To be successful in this role, he/she should have an extensive background in Human Resources. Ultimately, they have to make strategic decisions for our company so that we hire, develop and retain qualified employees.

Responsibilities:

Updating HR Policies and overseeing our hiring process.

Design compensation and benefits packages

Implement performance review procedures (e.g. quarterly/annual and 360° evaluations)

Develop fair HR policies and ensure employees understand and comply with them

Implement effective sourcing, screening and interviewing techniques

Assess training needs and coordinate learning & development initiatives for all Employees

Monitor HR department's budget

Manage employees' grievances

Measure employee retention and turnover rates

Oversee daily operations of the HR department requirements

Proven work experience as an HR Executive or similar role

Familiarity with Human Resources Management Systems and Applicant Tracking Systems

Experience with full-cycle recruiting

Good knowledge of labor legislation (particularly employment contracts, employee leaves and insurance)

Excellent interpersonal and communication skills

Ability to work in a fast-paced Team environment

Experience with PowerPoint, Word, and Excel

Sales Intern (JD):

- Research and generate lists of potential Customers in the Market
- Provide Customer briefs, Presentations, and Sales literature
- Help develop relationship with Customers and find out new Customers
- Assist in evaluating new sponsorship opportunities
- Learn and apply Sales Techniques
- Maintain Sales records regarding creation of new Customers

Requirements:

- Sales, Marketing or Business Administration specializations
- Excellent interpersonal and communication skills
- Ability to work in a fast-paced Team environment
- Experience with PowerPoint, Word, and Excel
- Work closely with experienced sales professionals who have Sales experience
- Attend meetings, events, and other networking opportunities

Qualification;

MBA, BBA, B.com, B.sc (All discipline)

Remuneration :

Successful Interns will be paid Stipends from 10k-20k with a Internship Completion Certificate.

Location : PAN Odisha

CTC : 5 LPA to 8 LPA

Key Ref :

Website : www.go-speedy-go.com

Mobile Application : go speedy go (Play store)

Video : https://www.youtube.com/watch?v=Mg1pJ_h0dzc

<https://www.youtube.com/watch?v=uXnERolnM9g&t=1s>

Thanking you in anticipation

Sweety Nayak

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