

AIIT GROUP PVT LTD 
3-in-1 Business Model

AIIT GROUP FRANCHISE PROPOSAL

**Computer Training |
Hardware & Networking |
CCTV | Website & Digital
Marketing**

**Proposal By:
AIIT GROUP PVT LTD**



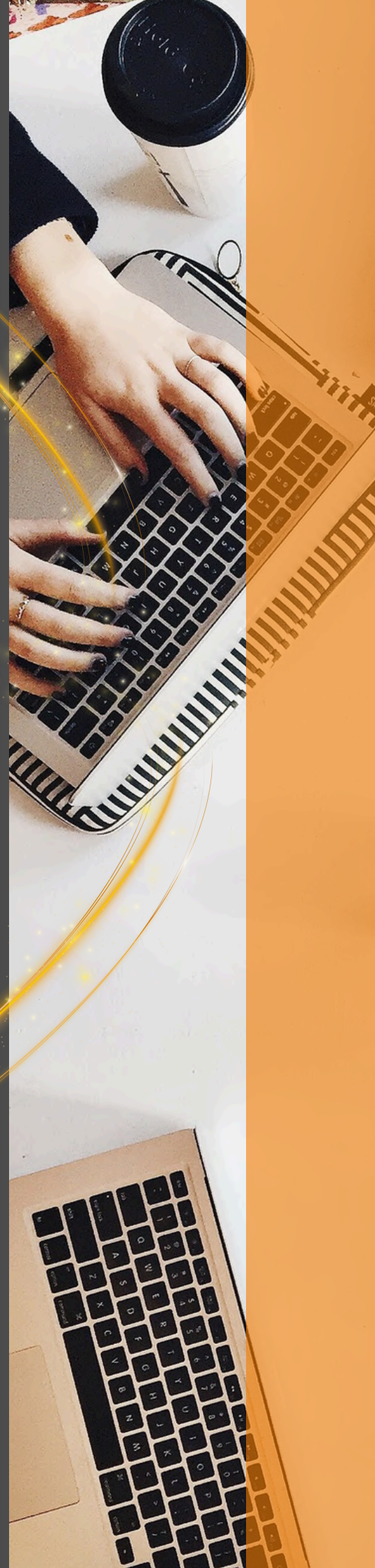
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ABOUT US



AIIT Smart IT Franchise is a future-ready IT and education enterprise offering a unique 3-in-1 business model. We combine computer training, hardware and CCTV solutions, and website with digital marketing services under one roof. Our mission is to empower local entrepreneurs with proven systems, strong support, and sustainable income opportunities

OUR SERVICE

01

Computer Training

We provide industry-relevant computer training that builds practical skills, boosts employability, and creates confident in digital world.

02

Hardware & Networking

We deliver reliable hardware, networking, and technical solutions that ensure smooth, secure, and efficient business operations.

03

Security and Surveillance | CCTV

We provide advanced CCTV security solutions to monitor, protect, and ensure safety for homes, offices, and businesses

04

Website & Digital Marketing

We create professional websites and data-driven digital marketing solutions that help businesses grow, attract customers, and build strong online presence.



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OUR VISION

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Our vision is to build a strong network of successful IT entrepreneurs across West Bengal by delivering quality education and reliable technology services. We aim to create sustainable businesses through innovation, skill development, and digital empowerment, while establishing AIIT as a trusted and leading brand in computer training, IT solutions, and digital marketing services.

Clarity and Simplicity

01

We focus on clear processes, simple systems, and transparent communication to help partners understand, operate, and grow confidently.

Relevant Purposeful

02

We deliver practical, market-relevant solutions with a clear purpose — helping partners build sustainable businesses and real income.

Future Oriented

03

We embrace innovation, digital transformation, and evolving technologies to prepare our partners for long-term success in a changing future.

Motivating

04

Believe in your vision, take action with confidence, stay consistent, and turn opportunities into lasting success through smart, focused effort.



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Executive Summary

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AIIT Smart IT Franchise is a professionally designed, scalable, and profitable franchise business model aimed at empowering local entrepreneurs across India.

The franchise integrates three high-demand IT services under one roof, ensuring multiple income sources and long-term business sustainability.

This franchise model is ideal for individuals who want to start their own IT-based business with structured support, low operational risk, and strong earning potential.

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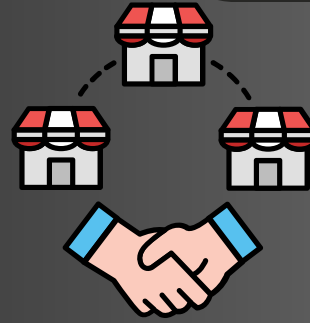


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Why Choose AIIT Smart IT Franchise

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Why Choose AIIT Smart IT Franchise

- Multiple revenue streams under one business
- Low investment with high growth potential
- Education + IT Services = Evergreen demand
- Centralized technical and marketing support
- Proven service-based business model
- Suitable for Tier-2 & Tier-3 towns

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3-in-1 Business Model Overview

Computer Training Center



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Service 1: Computer Training Center

AIIT Franchise partners can run a professional computer training institute offering:

- Computer Basics & MS Office
- Diploma Course
- Graphic Design (DTP)
- Hardware & Networking
- Tally with GST
- Web Design & Digital Marketing

Revenue Advantage:

100% course fees are retained by the franchise partner.

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Hardware, Networking & CCTV Solutions

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Service 2: Hardware, Networking & CCTV Solutions

- Desktop & Laptop Sales and Repair
- LAN / Wi-Fi Networking
- Printer & Peripheral Support
- CCTV Camera Sales, Installation & AMC
- Government Tender

Revenue Advantage:

High-margin project-based income and recurring maintenance revenue.

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Website Design & Digital Marketing



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DIGITAL MARKETING

Service 3: Website Design & Digital Marketing

- Business Website Design
- Google Business Profile Setup
- Social Media Marketing (Facebook / Instagram Ads)
- SEO & Monthly Digital Marketing Packages

Special Benefit:

All technical delivery is handled by AIIT Head Office, Franchise partner focuses only on client acquisition and coordination.

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Franchise Type & Territory

District-wise | State | India



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Franchise Type & Territory Town / Block Level Franchise

- Exclusive operational rights for a specific town or block
- Limited franchises per district
- No internal competition within the assigned area

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Investment Details



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Investment Details

Particulars	Amount (INR)
Franchise Fee	50,000
Branding & Setup Support	30,000
Course Content & Training	25,000
Website, CRM & Tools	15,000
Initial Marketing Support	20,000
Total Estimated Investment	INR 1.4 – 1.6 Lakhs

Monthly Income Projection (Conservative Estimate)

Income Source	Monthly Potential
Computer Training (25 Students)	INR 35,000 – 40,000
Hardware & CCTV Services	INR 20,000 – 30,000
Website & Digital Marketing	INR 15,000 – 25,000
Total Estimated Income	INR 70,000 – 95,000+

Revenue Sharing Model

- **Computer Training Fees: 100% Franchise Partner**
- **Hardware & CCTV Services: 60–70% Franchise Partner**
- **Website & Digital Marketing Services: 50:50 Revenue Sharing**

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What we do for the Franchise Partner

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Support Provided by AIIT Head Office

- Complete course syllabus and study materials
- Online trainer training and technical guidance
- Website and digital marketing service delivery
- Marketing materials (posters, ad copies, creatives)
- Dedicated technical support desk
- Monthly performance review and guidance

Franchise Partner Responsibilities

- Local marketing and promotions
- Student admissions and counseling
- Client meetings and order booking
- Basic service coordination
- Payment collection
- Daily and weekly reporting

Ideal Franchise Partner Profile

- Age: 22 to 45 years
- Minimum qualification: Graduate (preferred)
- Strong local network and communication skills
- Willingness to operate the business seriously
- Long-term business mindset

Risk Control & Brand Protection Policy

- Exclusive area allocation (Area Lock System)
- Standardized pricing policy
- Agreement-based operations
- Non-performing franchise termination clause
- Brand usage and compliance guidelines

Application & Onboarding Process

- Franchise enquiry submission
- Telephonic / online discussion
- Proposal and agreement sharing
- Payment and documentation
- Training, setup, and local launch

MEET OUR TEAM

Together, We Turn Ideas into Impact.

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Anour Ali Khan
Chief Executive
Officer (CEO)



Sanwar Ali Khan
Chief Technology
Officer (CTO)



Manowar Khan
Chief Marketing
Officer (CMO)



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AIIT
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THANK YOU!

Let's grow your business
together, effortlessly!



Our Phone

+91-7003737309 | 9231119333



Our Website

www.aiitgroup.in



Our Location

Uluberia-I BDO Office Premise



Our Email

info@aiitworld.com

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