

fAq

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## ABOUT F SCHOOL OF HOSPITALITY BY FTV

### 01 | WHAT IS F SCHOOL OF HOSPITALITY BY FTV?

It is a premium hospitality training institute powered by FashionTV, offering specialized courses with global standards in luxury hospitality education.

### 02 | WHAT COURSES ARE OFFERED AT F SCHOOL OF HOSPITALITY BY FTV?

Courses include hotel management, culinary arts, luxury service, event management, and customer experience.

### 03 | WHAT MAKES F SCHOOL OF HOSPITALITY BY FTV UNIQUE?

It combines global curriculum, experiential learning, and FashionTV's luxury lifestyle brand, ensuring aspirational value and industry recognition.

# 04 | WHO CAN JOIN THE F SCHOOL OF HOSPITALITY BY FTV?

Anyone passionate about hospitality, luxury service, and lifestyle management seeking career growth in the industry.

## PHILOSOPHY & VISION

### 05 | WHAT IS THE VISION OF F SCHOOL OF HOSPITALITY BY FTV?

To become India's premier luxury-driven hospitality education franchise setting new benchmarks in the industry.

### 06 | WHAT IS THE MISSION OF THE SCHOOL?

To deliver world-class hospitality education combining global standards, innovation, and FashionTV's luxury legacy.

### 07 | WHAT IS THE MAIN AIM OF THE SCHOOL?

To create a nationwide network of hospitality schools that develop future leaders and elevate industry talent.

## HOSPITALITY INDUSTRY IN INDIA

### 08 | HOW SIGNIFICANT IS THE HOSPITALITY SECTOR IN INDIA?

It contributes about 9% to India's GDP and is one of the fastest-growing sectors driven by rising incomes and urbanization.

### 09 | WHAT IS THE PROJECTED MARKET SIZE BY 2030?

The Indian hospitality market is expected to reach \$24 billion by 2030.

### 10 | WHY IS HOSPITALITY EDUCATION IMPORTANT IN INDIA?

Growing demand for skilled professionals creates vast opportunities for training institutes to meet industry needs.

## 11 | HOW DOES INDUSTRY GROWTH BENEFIT THE F SCHOOL OF HOSPITALITY BY FTV?

The industry's growth creates high placement potential and relevance for F School graduates and franchisees.

## FASHIONTV & BRAND LEGACY

### 12 | WHAT IS FASHIONTV'S ROLE IN THE F SCHOOL OF HOSPITALITY BY FTV?

FashionTV powers the institute with its 30 years of luxury fashion and lifestyle authority.

### 13 | HOW DOES FASHIONTV ENHANCE THE SCHOOL'S APPEAL?

Through brand association, media reach, luxury events, and celebrity endorsements.

### 14 | IS FASHIONTV INVOLVED IN COURSE CONTENT?

FashionTV content and events are integrated into experiential learning modules.

# 15 | HOW DOES THE FASHIONTV PARTNERSHIP INFLUENCE STUDENT BRANDING?

Students learn to build their personal brand in alignment with luxury industry standards, guided by FashionTV's media expertise.

## F FRANCHISE BY FTV

### 16 | WHAT IS F FRANCHISE BY FTV?

A global franchise network by FashionTV offering 50+ luxury franchise opportunities across multiple sectors.

### 17 | WHAT SUPPORT DOES THE F FRANCHISE PROVIDE?

360° support including design, recruitment, training, PR, and digital marketing.

### 18 | HOW DOES FASHIONTV ENHANCE FRANCHISEES' BUSINESS?

Through its global media reach, celebrity association, and aspirational brand positioning.

# 19 | WHICH SECTORS ARE COVERED UNDER THE F FRANCHISE?

Beauty, F&B, wellness, education, retail and many more franchise verticals are covered under the F Franchise.

## FRANCHISE FINANCIALS

### 20 | WHAT IS THE FRANCHISE FEE FOR THE F SCHOOL OF HOSPITALITY BY FTV?

The franchise fees for the F School of Hospitality are:

Tier 1 City: ₹30 lakhs

Tier 2 City: ₹25 lakhs

Tier 3 City: ₹20 lakhs

### 21 | ARE THERE ONGOING ROYALTY FEES?

Yes, a 10% royalty applies.

### 22 | WHAT IS THE TOTAL INVESTMENT REQUIRED?

The total investment for this franchise is ₹1.5 crore.

## 23 | CAN THE FRANCHISE EXPAND TO MULTIPLE LOCATIONS?

Yes, existing franchisees can apply to open additional centers, subject to consumer demand and franchisor approval.

## 24 | WHAT IS THE EXPECTED ROI?

The model offers around 90% yearly ROI across scalable formats.

## WHAT IS F HOSPITALITY BY FTV?

### 25 | WHAT DOES F HOSPITALITY BY FTV INCLUDE?

Franchise formats across cafes, diners, bars, lounges, and luxury clubs.

### 26 | WHERE ARE MOST F HOSPITALITY OUTLETS LOCATED?

Primarily in major metropolitan cities across India, with plans for expansion into other states and international markets.

### 27 | WHO ARE THE TARGETED STUDENTS?

Students with an interest in hospitality and culinary arts seeking world class education.

# 28 | HOW IS IT MARKETED?

Via campaigns, celebrity associations, digital platforms, and FashionTV's global network.

# 29 | IS IT SCALABLE?

Yes, it offers multi-format, multi-city/state expansion plans with high returns.

## WHY F SCHOOL OF HOSPITALITY BY FTV?

### 30 | HOW IS IT DIFFERENT FROM OTHER HOSPITALITY SCHOOLS?

The FashionTV branding gives aspirational positioning, global reach, and lifestyle integration. Fashion TV also owns more than 100+ hospitality outlets where students can be placed after course completion.

### 31 | ARE THERE MULTIPLE REVENUE STREAMS?

Yes - courses, certifications, events, workshops, and collaborations.

### 32 | WHAT MAKES THIS FRANCHISE FUTURE-PROOF?

The combination of a globally recognized lifestyle brand, multi-industry relevance, digital integration, and youth appeal ensures long-term sustainability.

## WHY FASHIONTV?

### 33 | WHY PARTNER WITH FASHIONTV?

It offers powerful brand recall, luxury association, and global recognition in fashion and lifestyle.

### 34 | IS FTV AN AUTHORITY IN FASHION?

Yes, it has 30 years of leadership in the fashion media space.

### 35 | WHAT PROMOTIONAL TOOLS ARE OFFERED?

Live TV content, global event videos, influencer-led promotions, and luxury showcases.

# 36 | HOW DOES IT HELP BRAND POSITIONING?

FTV instantly elevates your brand into elite, high-end spaces due to its luxury legacy.

# 37 | IS IT STABLE AND PROVEN?

Yes, it has proven success across multiple franchise verticals globally.

## WHY F FRANCHISE BY FTV?

### 38 | WHAT IS THE INVESTMENT RANGE FOR STARTING AN F FRANCHISE BY FTV?

The investment depends on the chosen vertical and location. Tier 3 city formats start from modest investments, while metro cities may require premium capital.

### 39 | WHAT IS THE SOCIAL APPEAL OF OWNING AN FTV FRANCHISE?

It gives access to elite circles, fashion industry leaders, and social prestige.

### 40 | DO I GET ACCESS TO FTV CONTENT?

Yes, FTV media content, event coverage, and promotional videos are part of the franchise package.

# 41 | HOW DOES FASHIONTV ENHANCE BRAND PERCEPTION?

Through luxury aesthetics, exclusivity, and international brand appeal.

## OUR REACH

### 42 | HOW MANY CHANNELS DOES FASHIONTV OPERATE?

FashionTV runs 12 channels, dedicated 24/7 to Fashion & Lifestyle, broadcasting in UHD 4K and 8K formats.

### 43 | WHERE CAN I WATCH FASHIONTV?

It's available globally via leading OTT platforms, cable satellites, and public TV sets in over 250 locations.

### 44 | HOW MUCH NEW CONTENT DOES FASHIONTV PRODUCE WEEKLY?

FashionTV creates over 100 hours of fresh content weekly, keeping its programming constantly updated.

## 45 | WHAT IS THE REACH OF THE FASHIONTV APP?

The app garners around 500,000 subscribers and sees 35,000 new installs per month.

## 46 | WHAT MAKES FASHIONTV AN AUTHORITY IN FASHION?

Its global presence, continuous content flow, and partnerships with fashion leaders position it as a top fashion media channel.

## FRANCHISE BENEFITS

### 47 | WHAT KIND OF BUSINESS OPPORTUNITY DOES FTV OFFER?

You join the world's largest fashion & lifestyle television channel, with strong ROI and exclusive market visibility.

### 48 | WILL I GET NETWORKING OPPORTUNITIES?

Yes, franchisees get to build elite networks within the fashion and lifestyle industry of their cities.

### 49 | CAN THIS FRANCHISE ELEVATE MY PERSONAL BRAND?

Absolutely. As a partner, you become a VIP influencer in your city's fashion circuit.



# 50 | DOES THE FTV BRAND HELP WITH STATUS BUILDING?

Definitely. Carrying an FTV visiting card positions you among the elite in fashion and hospitality circles.

## 360° PARTNERSHIP SUPPORT

### 51 | WHAT KIND OF SUPPORT DO I RECEIVE PRE-LAUNCH?

Support includes location analysis, architectural design, recruitment, vendor tie-ups, and staff training.

### 52 | IS LAUNCH SUPPORT PART OF THE PACKAGE?

Yes. FTV helps with PR, social media marketing, event planning, and promotions during launch.

### 53 | WHAT HAPPENS AFTER THE LAUNCH?

You get continued support like sales strategies, audits, loyalty programs, and marketing assistance.

# 54 | DOES FTV PROVIDE PROPRIETARY PRODUCTS?

Yes, FTV supplies exclusive branded merchandise and integrates it into your business model.

## FRANCHISE REQUIREMENTS

### 55 | WHAT ARE THE LOCATION REQUIREMENTS?

Franchises must be in a prime AAA location to ensure high footfall and visibility.

### 56 | DO I NEED TO SHOW FINANCIAL STRENGTH?

Yes, solid financial backing is mandatory to ensure long-term sustainability.

### 57 | IS PRIOR EXPERIENCE IN EDUCATION NECESSARY?

Not required, but a keen interest in hospitality or education is preferred.

## 58 | IS PASSION FOR THE INDUSTRY OR LIFESTYLE IMPORTANT?

Yes, the ideal partner should resonate with fashion, luxury, and global lifestyle trends.

## 59 | CAN I GROW WITHIN THE FTV ECOSYSTEM?

Absolutely. The brand supports your journey to becoming richer, more famous, and successful.

## COURSES OFFERED

### 60 | WHAT TYPE OF COURSES ARE OFFERED?

Courses span Culinary Arts, Hospitality Management, Luxury Dining, and Beverage Management.

### 61 | ARE THESE GLOBALLY RELEVANT PROGRAMS?

Yes, they align with international hospitality standards and industry needs.

### 62 | ARE SOFT SKILLS LIKE GUEST RELATIONS COVERED?

Definitely. Customer service and guest relations are key course elements.

## USPs (UNIQUE SELLING PROPOSITIONS)

### 63 | WHAT MAKES THE AMBIANCE UNIQUE?

Diamond-inspired designs, 3D fashion floors, and immersive video walls offer unmatched luxury.

### 64 | IS THERE A LIVE FASHIONTV STREAM IN THE VENUE?

Yes, live streams and promotional FashionTV content play continuously inside the premises.

### 65 | WHAT ALL PROPRIETARY PRODUCTS WILL BE PROVIDED ?

You'll have access to exclusive FTV products like Uniforms, Crockery, Stationery, Champagne, Vodka, Water, Energy Drinks, etc.

## MARKETING & MEDIA

### 66 | WHAT KIND OF SOCIAL MEDIA MARKETING IS PROVIDED?

You get dedicated pages across Instagram, Facebook, Twitter (X), LinkedIn, YouTube, etc.

### 67 | WILL I BENEFIT FROM USER-GENERATED CONTENT?

Yes, FTV's locations become hotspots with 300+ stories daily, boosting organic engagement.

### 68 | WHAT KIND OF REACH DOES FASHIONTV HAVE ONLINE?

FTV has 3M+ Facebook fans, 15M+ monthly YouTube views, and 1M YouTube subscribers.