

## DM STEPS

DM Steps was started in 2017 with a Vision to spread the Knowledge of Digital Marketing in India.

The Institute is founded by Ashish Aggarwal and DM Steps is Currently Operational in Dhanbad and also in New Delhi. It is a Platform where you will Learn Digital Marketing Online & Offline.

## Why Digital Marketing?

The rise of Smart Phones and the availability of the Internet at low rates lead to an increase in the online activity of humans due to which Online Marketing plays an important role. Even though for generating more Business this Course is really beneficial for everyone.

You can increase your sales or get a High Paid Jobs easily. It is easy to do Targeted Marketing at a very low cost. Digital Marketing opens many doors to success after successfully Completion of the Course.

## Franchise Opportunity:

### ***Franchise Profile:***

- An individual entrepreneur who wants to invest in the educational sector.
- A person who already has a proven track record in a similar business will be in a plus point.

## Why Digital Marketing Business?

Digital marketing is Cost Effective. It entices people to take a favorable action, you can also get connected to the Mobile Customers easily because as per today statistics mobile users are more as compared to pc and laptops.

In this Business, there is a better ROI for your Investment and also the potential to earn higher revenues.

For Opening a [Digital Marketing Franchise](#) you need:-

- 400 Plus Sq.ft. Space at Easy Approachable Place.
- A Classroom with a seating capacity of 20 People
- One Projector / 50' TV
- Internet Connectivity
- 2 Employees

## 2. FOFO MODEL

Investment INR –	4 – 5 Lakhs
Franchise/Brand Fee INR	1.25 Lakhs
Royalty/Commission	15% of the Revenue
Variable Cost	Covered by Franchise

## 2. FOCO MODEL

In this Model, all the Expenses other than Rent and Maintenance will be covered by the company.

Investment INR –	5 Lakhs
Franchise/Brand Fee INR –	2.50 Lakhs
Commission –	30% of the Revenue
Variable Cost –	Covered by Company

### **FAQ:**

How long is the franchise term for?	5 Years
Is the term renewable?	Yes
Is there any renewable charge?	No
Will it be Up to date as per Industry?	Yes

Contact for Franchise

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