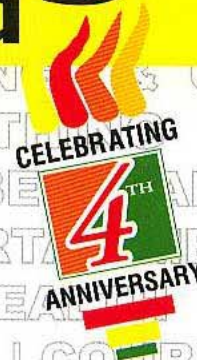


The Franchising World

India's First Business Opportunity Magazine



INSIDE

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Recruiting the right franchisees

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OMAXE PLAZA

Internet Empire Rises out of the Dot-Com Ruins

Like a Phoenix rising from the ashes of the Dot-Com industry, WSI Internet is turning other companies' internet failures into new found profits. "Our position is simple," explains Louis Zalany, WSI's Chief Executive Officer, "most websites don't work, and our unique systems turn these internet failures into success stories...day in and day out."



It all started in Toronto, Canada, in 1995 and today, with over 700 franchised offices serving small- to medium-sized businesses in 87 countries internationally, WSI is rated the world's #1 Internet Franchise. This #1 ranking, bestowed upon WSI by *Entrepreneur* magazine in its annual Franchise 500 report, is also accompanied by WSI's ranking as the 14th fastest-growing franchise of any kind in the United States.

In the business of developing websites, WSI has deployed a "virtual soapbox" strategy by registering the domain <http://www.websitesdontwork.com>. Here they set the record straight on some of the common misconceptions small business people have about the web. "Without a complete analysis of a company's business, it's impossible to best develop or deploy a business strategy. Their Internet Business Analysis"™ examines all aspects of a client's business and then identifies Hidden Profit Centers within their business that

they can exploit through the Internet."

Every year, WSI develops thousands of websites through a global network of almost a dozen certified production centers located in low-cost, high-tech regions like Asia-Pacific and Central America. This production network is all tied together through a central business management software system known as MAPS. "MAPS was initially developed in conjunction with the Canadian Government as a Master Production System (hence the acronym MAPS)," states Bob Lewis, WSI's Chief Technology Officer, "but it soon became more than just the 'nerve center' that managed the production side of an internet consultant's business. Today it represents a complete business system that controls everything, including the internet consultant's marketing, web development and back-end hosting environment."

WSI's business processes are so unique and sophisticated that they are now patent-pending with the US Patent and Trademark Office. But surprisingly, when recruiting new franchisees, WSI is not looking for technical people. "Our success is built on proven business processes," asserts Zalany. "Success in this business is not dependent on any person's background. We look to attract the best caliber of people possible, but we don't look for any specific technical expertise. Our comprehensive training system ensures that each franchisee is certified as an Internet Consultant with all the skills necessary to deploy our systems and deliver results for their clients," he says.

While WSI is locking up market-share around the world, International Data Corporation is predicting that spending on technology to support web initiatives will more than double to 2.2 trillion by the end of 2004. While the ashes of its competitors are still warm, this phoenix is rising and bringing over 700 franchisees and their clients along for the flight!

