

Feel good the franchise way

The company known for rendering training in image enhancement, social and professional etiquette,...

By [Ramanjit Kaur](#) | May 18, 2010



Sabrina Samuels, CEO, The Beckman Etiquette Company

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The company known for rendering training in image enhancement, social and professional etiquette, The Beckman Etiquette Company is all set to touch the Indian shores. In an interview, **Sabrina Samuels, CEO, The Beckman Etiquette Company** shares her plans of foraying into India through franchising.

Ramanjit Kaur (RK): Could you

please shed some light on the origin, growth and success of The Beckman Etiquette Company?

Sabrina Samuels (SS): The Beckman Etiquette Company was founded in 1982. I started this company out of the need to help people be the best they can be. It seemed to me even back in 1982, young people were lacking in self esteem. We all are faced with this issue at some point in our lives and I have the ability to help people feel good about themselves. The company success rate has been good in terms of producing quality people. Thus, helping the people realise that they are beautiful successful people both inside and outside.

RK: What inspired the company to take the franchise route to expand the brand in India?

SS: The inspiration of taking the franchise route to expand the brand in India came from the interested investors from India. I received an email from New Delhi requesting communication to do business with me. Because I had never franchised my business before, I had to seek professionals to guide me. I was then fortunate to meet Gaurav Marya at a Chicago business meeting and after that; I decided to take up franchising to expand the brand in India.

RK: You have plans of coming to India to seek franchisees. What will be you look for in your prospective franchisees?

SS: We will be coming to India for the 28th FRO 2010 Franchise India Franchise & Retail show to be held in Mumbai on May 22-23. We have already received many emails from interested investors. Whether it is in the beauty industry or the learning institutions, we teach the basic skills in etiquette and protocol to present the total package. Therefore, we are seeking all who are interested in this type of service to add to their current learning skills or start something from inception. As far as the investment is concerned, it will be discussed and handled by Franchise India exclusively.

RK: What kind of training and support a franchisee will get after partnering with your company?

SS: I hope that we will get a number of people to purchase a franchise in India. I will then plan to spend a month or two in the country to teach the skills and write the manual. The manual will give all the pertinent information and Franchise India will handle that aspect of it. I will give hands on information and discuss with Franchise India the best way to facilitate business in the future.

RK: Any advice for the young entrepreneurs?

SS: My advice to the aspiring entrepreneurs is to never compromise and remember in this type of business, integrity is very important and will outweigh any monetary gain. Live right and do right, because that is what you are selling. No one is perfect, but being the best you can be is a secret of success.