

CamellianKidz Franchise Brochure



Camellia International Schools- OUR SENIOR SCHOOL PROJECT

Camellia group has also entered the 10+2 school segment with the launch of Camellia International School which are opening in various places across West Bengal. Camellia International Schools have been conceptualized as one of the country's most futuristic chain of 10+2 schools powered by an unique research based SMART school system. Camellian Kidz preschools will serve as feeder school for Camellia International Schools, this way both the brands will support each other while parents don't have to worry about "what next" after Camellian Kidz!

YOU ARE NOT ALONE NOR DO YOU HAVE TO REINVENT THE WHEEL

As a Camellian Kidz branch, you are a part of the team that is focused on supporting your school with the best. We shall provide you and the staff with the right training, tools and support. We are constantly updating and improving our system with the best available international concepts and have fine tuned tools that you will need to ensure your success in the project. There will be a single point of contact for all your set up needs.

WHAT WE OFFER

Camellian Kidz offers a complete business format franchise in the Pre School/kindergarten services. The unique franchise concept provides individuals with complete know how to build and operate a successful Pre School. Camellian Kidz offers its franchisees:-

- The goodwill of the CAMELLIAN KIDZ brand
- A proven, well researched curriculum for Pre School and kindergarten
- Content for Summer and Winter club programs
- A unique fitness program-CAMELLIAN GYM
- Training for the curriculum and the business process
- Continuing research and development
- Marketing support

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Franchise orientation program (FOP)

Orientation program will be held for training your key personnel in Kolkata. The FOP aims at helping you to understand the Pre School business and transferring the knowledge ware gathered by us over decades.

Curriculum & counselors training

Curriculum training will be imparted to teachers on an ongoing basis along with the specially developed training module for counselors on admission prospecting. Curriculum training is imparted on a quarterly basis in a year.

Operations

You will be provided with ambience manual- which will help to construct the CAMELLIAN KIDZ Pre School as per the standardized design template and the standard operating procedures manual for conduct of the Pre School. You can contact our support staffs at any time to assist you with day-to-day operating matters. Additionally, our representative will visit your branch periodically to review the progress and provide any assistance you may need. We will also help you analyze your project to determine where you are strong and where you can improve.

Supply of equipment

You will be provided with specs and model of required equipment for the Pre School.

Curriculum

You will receive the tools you need to run your branch. The curriculum for all programs will be provided in the printed form along with audio visual aids.

Product Development

The benefits of on going research and development will be transferred to the franchisee to keep abreast of the curriculum development.

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Marketing support

We work with you to execute highly professional, cost efficient and effective marketing effort – all in step with Camellia’s dynamic image. You will have access to professionally prepared advertising, promotional and marketing materials including prospectus, brochures, newspaper advertisements, direct mailers public relations material, leaflets, banners, cable advertising etc.

OUR REQUIREMENT

To start a CAMELLIAN KIDZ franchise, an estimated sum of INR 5,00,000 – 6,00,000/- will be required. This sum will cover expenses for:

Ambience as per standardized design
Furniture and fittings. Furniture will be at an average cost of INR 1,50,000/-
Equipments and educational material

However, this sum does not include pre operating expenses such as rental and staff costs.

TERMS OF FRANCHISE

The initial agreement is for tenure of three (3) years.Option to renew for another term of three (3) years, under mutual agreement on payment of Rs.25000/- only as renewal fee.

The franchisee fees is INR 2, 00,000/- for the term of agreement of three (3) years inclusive of taxes.

Fees collected at the pre-school shall be divided after meeting all expenses in the mode of two DD/Cheques one for 40% in favor of CAMELLIA EDUCARE SERVICES PVT.LTD, and the rest 60% in favor of the Franchisee.

SITE SEPCIFICATIONS

To conduct a CAMELLIAN KIDZ Pre School you will require

- A minimum of 1000- 1500 sq. feet built up area in the ground/first floor with outdoor of about similar or more area.
- Good frontage
- Reasonable rental rates
- Lease arrangement for the tenure of the agreement
- To be situated in a residential area and not on a busy traffic road.

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WHAT WE LOOK FOR?

We are looking for committed partners who will help us carry forward our ambition of making learning a fun experience for kids. You must have

- A college degree
- A keen interest in education services
- A love for working with young kids
- Reasonable financial resources

If you possess the above you too can be part of this rewarding experience by becoming a CAMELLIAN KIDZ franchisee. We bet you'll have as much fun earning, as kids will have learning!

STEPS TOWARDS SUCCESS!

Initial meeting and discussions



Submission of Information Sheet Application and remit franchisee fees



Identify suitable sites



Obtain approval for site



Signing of agreement



Release of ambience manual for design of Pre School.



Prepare the ambience at approved location as per manual.



Recruitment of staff



Attend franchise orientation program (FOP) in Kolkata



Release of standard operating procedures manuals



Training for curriculum

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Commencement of operations

CAMELLIA'S EDGE

- ✓ 15 years of proven success – a proven brand
- ✓ Owned and managed by highly qualified & most experienced management team in the education industry
- ✓ 100% focus on running educational institutes
- ✓ Having it's own futuristic 10+2 school chain- Camellia International School
- ✓ Continuity in relationships as there is a direct access to the management
- ✓ Free inter branch transfer of children
- ✓ Special price on opening further branches
- ✓ Bonus profit from Summer & Winter Camps etc
- ✓ Goodwill among the parents means that they are willing to pay a premium for the brand
- ✓ A culture of trust & faith built on sound values
- ✓ Reasonable Franchise fee, No hidden cost, No false promises

TOP 10 REASONS TO START A PRESCHOOL

1. Not impacted by business cycle
2. A Grooming market- Awareness for quality preschool growing
3. All cash business- No credit
4. No stress of unsold inventory & wastages
5. Low real estate cost- prime commercial location not required
6. Easy work timings (8 am – 2 pm)
7. Holiday as per your children's holidays
8. A positive work environment
9. Respect from the community
10. High degree of satisfaction as you are giving a foundation to so many children's lives

Contact us at:

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