



INITIAL INFORMATION DOCUMENT FOR FRANCHISING

Brief introduction to Winsor Education along with details about franchising mechanism

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Introduction



Winsor Education is an established educational institution with the aim of contributing to global society by providing excellent educational services.

Our high educational standards are quality assured by the UK's leading inspection bodies; **Independent Schools Inspectorate for Private Further Education (ISI)** and **Accreditation Service for International Colleges (ASIC)**.

Winsor Education is a vibrant institution committed to providing standardised education to its learners and at the same time aspiring to become a leading institution by providing excellent teaching, welfare and governance to its learners and employees from around the world.

Our vision

- to serve as a leader of further education, to maximize the potential for learning and achievement of each learner through nurturing talent and advancing knowledge in a diverse and fully exclusive community and to sustain high quality and international standards of education.

Our mission

- WE believes that learning or gaining new skills and knowledge is a journey that the learner takes. We desire to play an active and important role by becoming a part of this journey and providing the required support and assistance to every deserving learner to achieve his/her academic and personal goals.

What we do and what is the scope of business?

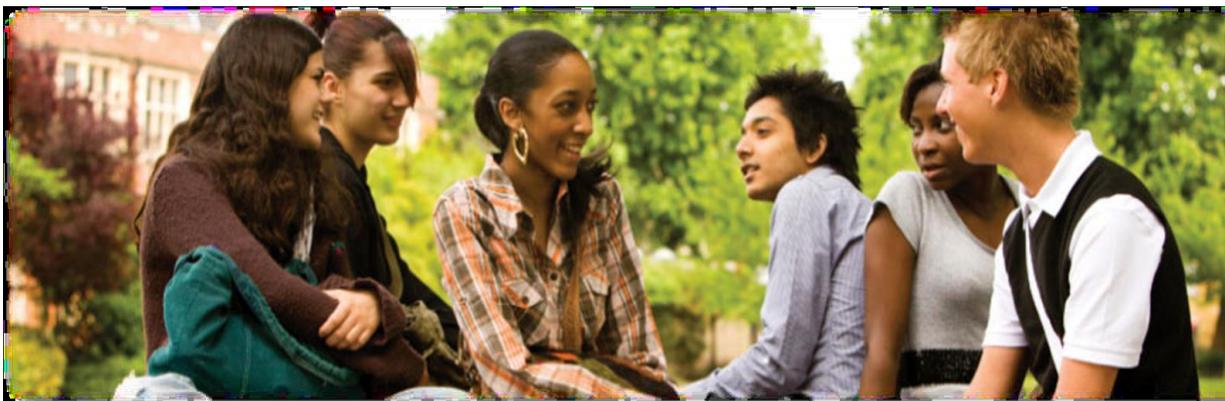
We take pride in saying that we educate and train people to the best of our ability by providing them an interesting learning environment with adequate facilities. We run programmes ranging from English to Management studies, suitable for people from different backgrounds and sectors.

We have set very high standards of quality. Our main focus is on the quality of our teaching rather than mass education. Although our courses and training programme ingredients are well organised, catering to the needs of market requirements, yet they fully prepare students to face up to the challenges of professional life.

Learning never ends – this is what we strongly believe. Lifelong learning opportunities are essential to prosper and participate in society and to thrive in a city's and country's growing knowledge-based economy.

Education sector – A big market segment

Every individual in life comes across learning whether it be in schooling, college days or professional development; gaining and updating skills and knowledge is mandatory in today's global, competitive market.



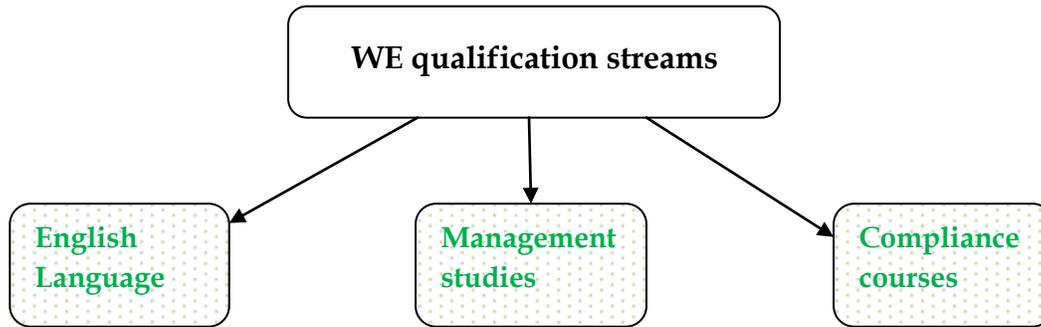
What makes WE so special?

To cater to the need and demand for education, WE works hard and continuously strives to formulate strategies and methodologies to impart quality education. Our courses are designed to suit the level and aims of the learners. Our experience helps us to recruit and work with highly experienced and qualified teachers and trained support staff who better understand the requirements of the learners.



- WE is accredited by [ASIC and ISI - UK](#) renowned over sighting bodies for colleges and institutions
- WE is approved by the [Saudi government](#) to educate and teach Saudi citizens.
- WE has staff from different backgrounds and ethnicities
- All its teaching staff is experienced and qualified. English language teachers are [CELTA qualified and hold a minimum of 2-3 years](#) teaching experience. Management tutors come from a practical background with a minimum [master's qualification](#) in their particular subject
- Management and operational staff holds nearly [7-9 years of industry experience](#) which promotes a smooth and organized pattern of work
- WE works with the [UK's renowned universities and famous](#) local colleges
 - De Montfort University, the University of Northampton and Coventry University
 - Walsall College, UCB college, South and City College
- [Extensive know-how](#) of UK educational regulations and standards

- Well tailored range of qualifications, suitable for learners from different backgrounds.



ENGLISH LANGUAGE COURSES (GEL)

Our courses are designed to meet the individual needs of students and assist them to increase their confidence and skills in English, in order to progress to higher education or take other job responsibilities. The course focuses on developing grammar, vocabulary, pronunciation and the skills of reading, writing, listening and speaking. There is a variety of courses to suit the purpose of every individual.

- σ General English language
- σ Higher English (Pre-Masters / Foundation Year)
- σ Higher English (Undergraduate / Foundation Year)
- σ Business English
- σ English for Academics



Scope:

Y English, being the main communication language used in the business world, encourages individuals to learn and acquire proficiency for better prospects. Higher English language programmes alone or embedded with other modules are ideal in terms of job prospects and for people looking to enter higher education.

- Y British qualifications are internationally recognized and valued. They boost career and salary, no matter where people work.
- Y The UK has some of the best English teaching centres in the world. Whether it is a university, a local college or a privately-run centre, there the latest teaching methods as well as traditional techniques are used
- Y The UK is the home of the English language. Where else would one want to learn it?
- Y The UK has the largest range of English language courses in the world. One can study IELTS or General English – or English with law, football, art and design, horse-riding, tennis...the list is endless.

MANAGEMENT STUDIES AT ALL LEVELS (LEVEL 3 – LEVEL 7)

Business and Administrative Management Qualifications are designed to provide learners with enhanced job prospects in a range of industries. There is a core selection of generic management subjects such as Human Resources, Marketing, Finance and Strategy and a wide selection of optional specialisms such as Ethics, Islamic Finance and European Business. The sub streams for management courses are listed below:

- o Business
- o Travel and Tourism
- o Health and Social Care
- o Information Technology



Most of the management course students progress on to university studies. Through WE's awarding body, it is in line with well known UK universities such as Coventry, Anglia Ruskin, and the University of Northampton to name but a few. Locally, we work with other colleges like UCB, South and City College and Walsall College

Scope:

People from all over the world recognise the benefits of graduating or studying with a UK-based university or college.

Y International perspective: The world is a small place these days with business becoming more and more of a global endeavour. Business degrees reflect this trend throughout their delivery with specialist international modules and placements.

Y Recognised worldwide: Qualifications gained from UK universities and colleges are recognised throughout the world and have better job prospects for individuals.

Y Greater exposure: People educating from a UK based organisation benefit from international companies' case studies which has greater global perspective. World class companies such as Cadbury's, Land Rover and others could be visited to get an inside view of their success.



Y There is a huge demand for UK management courses in Asia, Africa, the Middle East and in other European countries.

COMPLIANCE COURSES

Compliance training refers to the process of educating candidates on the laws, regulations and company policies that apply to their day-to-day job responsibilities in different roles. It is an essential part of the training which almost every organisation undertakes for the welfare and development of their staff. The below are a few important courses we deliver:



- First Aid
- Paediatric First Aid
- Child Protection & Safeguarding
- Health and Safety
- Food and Hygiene, etc.



Scope / market

- Y Compliance requirement is a must for every business to operate according to the laws and regulation of each country in which they work. Not only big businesses but also government organisations, institutes, shops, call-centres, etc. must abide by local regulations in order to maintain a safe and healthy working environment for their employees, as well as their customers.
- Y Training staff and hiring well-educated and trained professionals in key posts is appreciated by all employers.
- Y Developing and developed countries continuously strive to educate people for the betterment of society. This ongoing high demand inspires institutes like WE to improve and extend its services to reach far and wide.

What is the role of a franchisee?

WE has maintained high standards of quality in terms of setting up the business, business network, management and operations. WE expects the same from its partners. This will help WE to continue to serve the international community for years to come. WE expects that each franchisee:

- should be able to carry out operations according to the **standards** mentioned by WE
- should be able to **comply with the local authority regulations** along with additional monitoring checks set by WE
- should be able **to invest** into the business as per the requirement
- should be highly **motivated** and with a strong desire and passion to progress
- should display **confidence** and **enthusiasm** for what we are offering
- should have the ability to **motivate** themselves and others
- should be a **quick learner** and be able to pass their skills and knowledge on to their staff
- should be able to express a **good knowledge** of the business and the industry in which they would be operating
- should possess **excellent management and sales skills**, and demonstrate a high level of customer service.

Financial role of the franchisee

There are 2 models available to choose in terms of investment and achieving WE franchise.

Model A:

- Initial franchise fee of £75,000/-
- Annual fee of £5,000/- from 2nd year of operation.



Model B:

- Initial franchise fee of £50,000/-
- A 5% (of course fees) registration charge for each student enrolled at the institute

Estimated total investment as per the models of investment

<u>Model</u>	<u>Heads of investment</u>	<u>Amount</u>	<u>Estimated</u>
A	Franchise fee	£ 75,000	£ 75,000
	Accreditations and authority fees	£ 20,000	£ 20,000
	Premises – deposit or initial setup cost	Depends on various factors such as location, capacity and condition of the premises	£ 15,000
	Total – Initial investment		£ 110,000

<u>Model</u>	<u>Heads of investment</u>	<u>Amount</u>	<u>Estimated</u>
B	Franchise fee	£ 50,000	£ 50,000
	Accreditations and authority fees	£ 20,000	£ 20,000
	Premises: Initial deposit and setup	Depends on various factors such as location, capacity and condition of the premises	£ 15,000
Total - Initial investment			£ 85,000

What will you get out of it?

1. Monetary benefits

Table 1: Highlights the forecasted revenue from different streams for a year

Streams	Fees	Projection	Value	Profit margin
English Language courses	Range between £ 500 - £5,000 depending upon the duration	1 st year : 25 with an annual increase of 20%	£ 37,500 (25 @ £1,500)	40% (total fees)
Management courses	£ 3,500 - £ 5,500	1 st Year: 75 with an annual increase of 10%	£ 262,500 (75 @ £3,500)	40%(total fees)
Compliance courses	£ 75 - £ 175	1 st Year: 35 with an annual increase of 5%	£ 4,375 (35 @ £125)	40%(total fees)
Total amount			£ 304,375	

Table 2: Highlights the forecasted revenue with further break down of cost with respect to the different model chosen

<i>Model A</i>	Your company	WE
Total fees collected	£304,375	
Cost of operations (60% of fees)	£182,625	£0
Profit	£121,750	

Note: An annual charge of £5,000/- payable to WE from the second year of operation

<i>Model B</i>	Your company	WE
Total fees collected	£304,375	
Cost of operations (60% of fees)	£182,625 +	£15,219
Profit	£106,531	

2. Initial set up:

WE will work with you closely to help and support to set up your business. We will support you in;

- ✓ Preparing the necessary documentation for the authorities
- ✓ Getting the affiliation with awarding bodies and universities
- ✓ Help to decide the suitability of the premises
- ✓ Arrange and structure the premises to suit the requirement
- ✓ Train the top management to carry out their responsibilities
- ✓ Assist in setting up a business network

3. Competitive edge

Franchising enables a small businessman to compete with big businesses and a franchisee can take advantage of the economies of scale.

4. Training and Support

Through training imparted by us, the franchisee climbs a very steep learning curve in a short period of time, thereby increasing their chances of succeeding considerably.

The franchisee has the benefit of the management and administrative experience of the franchisor in addition to which WE provides back up and support including trouble shooting services to assist franchisees in their daily endeavours.



5. Hit the ground running

Franchisees “hit the ground running” when they open a franchised outlet as they enter the market with a recognised brand name, proven business system and products and or services which have been market tested.

6. Pooled resources

A franchisee has the ostensible backing of a large organisation and this is achieved by the pooling of resources, particularly in the field of advertising, marketing and promotions where each franchisee, by contributing a little, can have the benefit of a large fund for this purpose.

7. Less risk

In a nutshell, the greatest advantage of a franchise system is that it reduces risk of business failure. This is due to the fact that WE has a tried, tested and proven business concept in the market place. Therefore most of the wrinkles will have been ironed out and the risks to the franchisee minimized.

8. Exclusive territory

Your centre will be given exclusive territorial rights and this, in effect, gives a monopoly over the area allocated, certainly in terms of doing business under the WE’s trade name.

How and where to begin?

Easy 3-step process: There are 3 simple and easy steps to follow in order to commence your business being a part of the Winsor Family.

Step - 1

WE would require some information from you in order to make a decision and hence would like to be contacted through email or telephone. Fill in the interest form available on our website or email the form to us: info@winsoreducation.org.uk

Step - 2

WE will process the information provided by yourself and inform you about the decision which will be followed by an initial meeting at your location. In this stage, WE can make suggestions regarding your approach in terms of the resources and premises. An initial payment of the franchise fee is required at this stage along with signing a franchisee agreement.

Step - 3

WE will prepare the setup plan accordingly and commence the required documentation process. This is the engagement step where WE will be communicating frequently to assist you to set up the business and provide the necessary information and procedures to follow.

Our contact details

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