
LUMORA INTERNATIONAL SCHOOL

Shaping Minds, Building Character, Inspiring
Futures.



LUMORA
INTERNATIONAL SCHOOL

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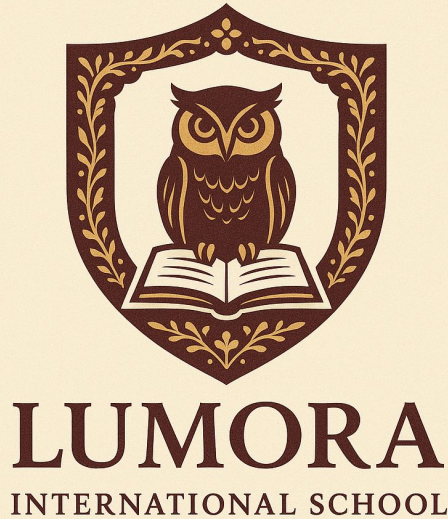
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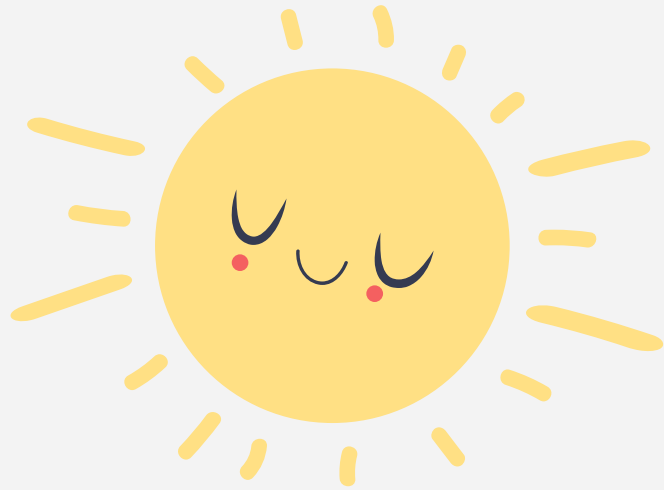


WHAT IS LUMORA INTERNATIONAL SCHOOL?

LUMORA International School is an affordable, English medium school located in the heart of Dhaka. We offer the Cambridge curriculum for grades 1-7, making high-quality education accessible to middle-class families. Our focus goes beyond academics; we aim to build strong moral character in our students by integrating Islamic teachings alongside a global education. With small class sizes, we ensure that each child receives the personalized attention they deserve.

INTERNATIONAL SCHOOL

SCHOOL CONCEPT



Target Audience:
Middle-class families in Dhaka



Problem:
High tuition fees & limited access to
English medium schools in affordable
locations

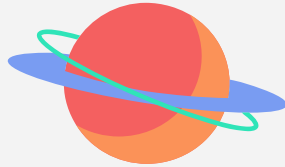


Solution:
Quality education at an **affordable** price
Centrally located, reducing transportation
costs



Integration of Cambridge curriculum with
Islamic values

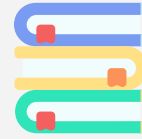
VISION AND PHILOSOPHY



VISION

To be the **leading** educational institution in Dhaka, combining academic excellence and moral growth

Provide a **comprehensive** Cambridge education along with character-building values



EDUCATIONAL PHILOSOPHY

Focus on intellectual, emotional, and spiritual **development**

Integration of Islamic teachings alongside international education for **holistic** student growth

CORE VALUES & OBJECTIVES



INTEGRITY

Honesty and moral courage



EXCELLENCE

Striving for the highest standards in education and character



EMPATHY

Fostering respect and understanding



COMMUNITY

Building strong partnerships with parents and stakeholders



DISCIPLINE

Encouraging accountability and respect



DELIVER

High-quality education at an affordable price



FOSTER

Moral and ethical development through Islamic studies



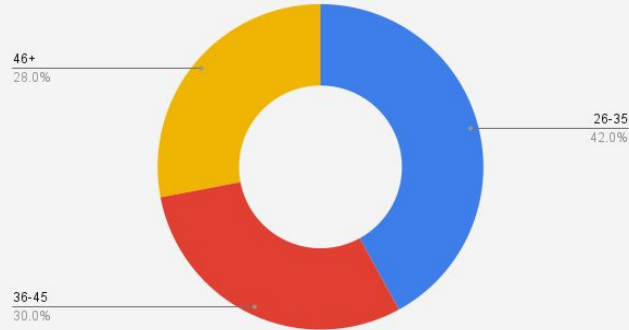
BUILD

Strong community relationships to support student success

MARKET ANALYSIS

“Shantinagar Rising Aspirations”

Count of Age group



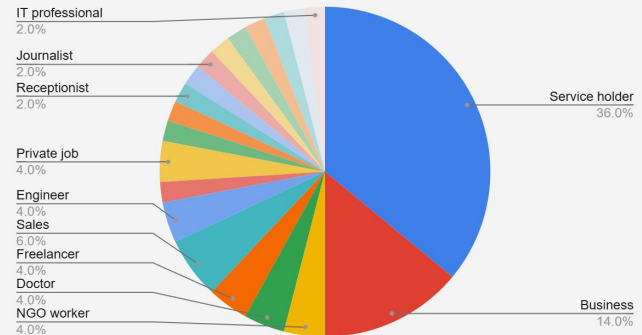
The Opportunity

- Huge potential between quality and affordability.
- English medium education with values.
- Provide islamic and ethical education.

Who they are:-

- Families in banking, govt. jobs, small business.
- Monthly income BDT (50-150) thousand taka.
- Children aged 4-16.

Count of Occupation



WORKING TOWARDS A SOLUTION

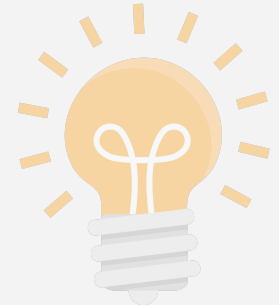
PARENT'S CONCERN:-

- English version is no longer
- No Islamic Values
- Expensive
- No focus on character



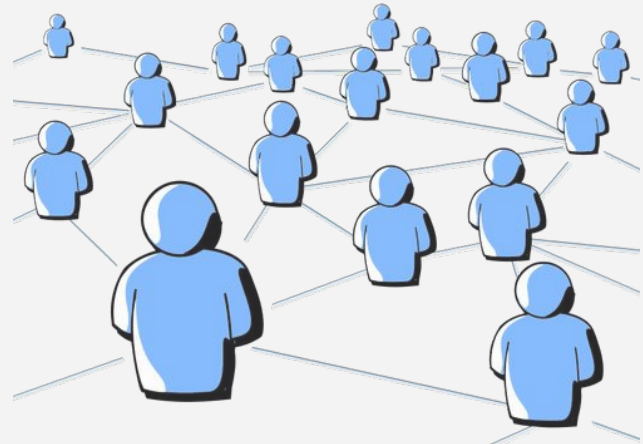
SOLUTIONS:-

- Global curriculum(cambridge)
- Ethical education
- Affordable
- Emphasis on morals and confidence



MARKETING STRATEGY

- Facebook,Instagram ads
- Emotional Video
- Demo free classes
- SEO website
- Free monthly parenting
- Posters,Banners in local places
- Parenting blog



TARGET INFOGRAPHIC

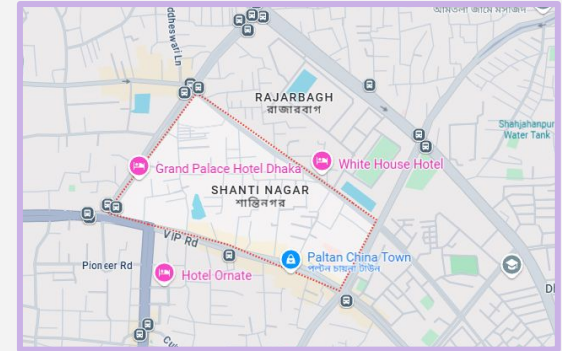
DEMOGRAPHIC

Family situation	Middle-Income Families
Income	50k-100k BDT/Month

BEHAVIOR

- Hoping to admit children to a nearby school
- Willing to spend some amount for their education and growth

LOCATION



Area

Shantinagar

WHY WOULD ANYONE CHOOSE US?



- **Renowned institutes are further away**
 - **Nearby Schools are also small in scale**
-
- **NCTB followed curriculum during school hours**
 - **After School program eliminating need of extra tutoring and providing extra help to children**

Progressive Growth of Staff & Facilities



YEAR 1	→	YEAR 2	→	YEAR 3
4 to 6 teachers	→	+2	→	+8
Nursery & K.G.	→	Class 1 & 2	→	Upto 7th Grade
4 to 6 rooms	→	+4 to 6	→	Relocating or Renting a second campus, adding more space



FINANCIAL PLAN



FINANCIAL
ADVISER



BUDGET
PLANNING



FAMILY
BENEFIT

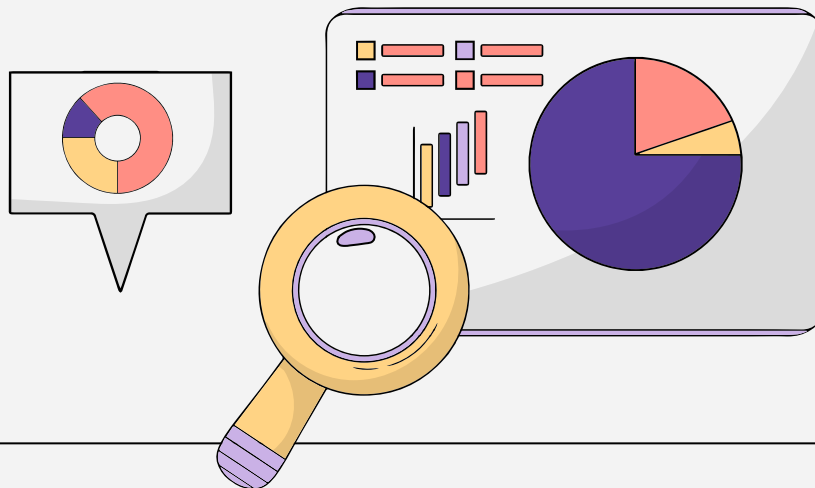
FINANCIAL PLAN



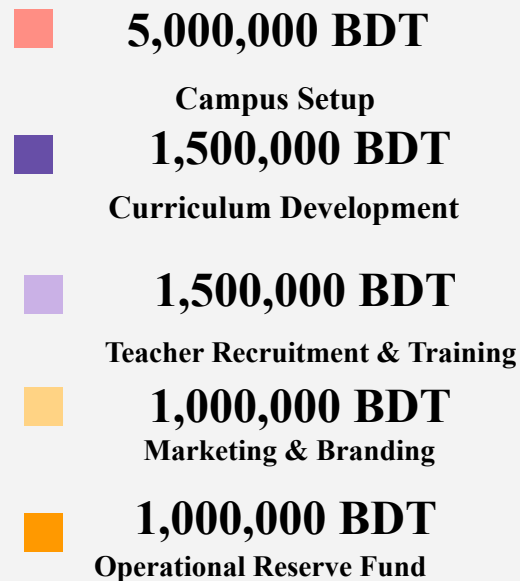
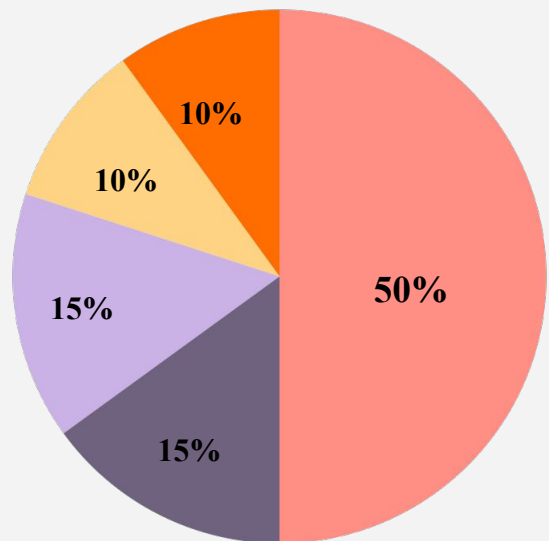
10000000 Tk



Budget for the Opening an English Medium School in
Shantinagar, Dhaka



BUDGET BREAKDOWN

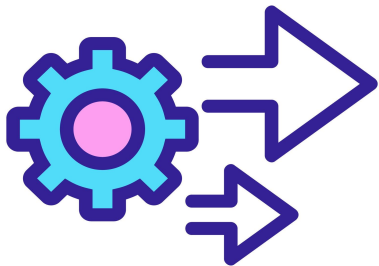


Follow the link in the graph to modify its data and then paste the new one here. [For more info, click here](#)

REVENUE INFORMATION

Year	Estimated Students	Avg. Monthly Tuition (BDT)	Annual Tuition Revenue (BDT)
Year 1	90	4,500	4,860,000
Year 2	200	4,800	11,520,000
Year 3-5	450	5000	27,000,000/year

- Tuition Fees (85–88)%
- Admission Fees (5–6%)
- Extracurricular Activity Fees (3–4%)
- Sponsorships and Donations (2–3%)



RISK ANALYSIS



Mitigation Strategies



Implementation

Roadmap

Feasibility and Pre launch

Feasibility Phase (Jun–Aug 2025):

Market Research	Location Scouting	Securing Capital
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Pre-Launch (Sep–Nov 2025):

Finalizing Location	Recruitment	Initial Marketing
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Implementation Roadmap

Launch and Expansion

Launch (Mar 2026):

Opening with **50–100 students**.

Expansion (2027 onwards):

Gradual expansion of grade levels and student capacity.



THANKS!

DO YOU HAVE ANY QUESTIONS?

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