

A close-up, low-angle photograph of a stingray's head and upper body. The stingray has a mottled, light-colored pattern on its skin. Its mouth is slightly open, showing its teeth and tongue. The background is dark and out of focus.

STINGRAYS

FRANCHISE HANDBOOK

A close-up photograph of a young child with light-colored hair, smiling broadly. The child is submerged in clear blue water, with several stingrays visible around them. The stingrays have distinct dark spots and stripes on their bodies. The background is slightly blurred, showing more of the underwater environment.

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OUR VISION
IS TO
PROVIDE
QUALITY
SPORTS
COACHING
SERVICES
IN
THE
COUNTRY





OUR MISSION

REDUCE
THE
DROWNING
DEATH
RATE
IN
THE
COUNTRY





WHY STINGRAYS?

Our mantra of 'Reduce the drowning death rate in the country' not only applies to our swim programs, but also to our Franchise Owners. It reflects the journey of entrepreneurs – just like you – who have turned limited investment capital into multi-unit, successful businesses.

Stingrays Swim School concentrates on starting children in swimming programs at a young age, equipping them with the instincts and skills to not only survive a water accident, but the foundation needed to enjoy the water for life. It's imperative that a child's interaction with water is a positive experience, and that's why we pair gentle interactions with fun techniques.

Stingrays Swim School and our Franchise Owners are determined to prevent every parent from ever having to lose a child through drowning. If you have the passion for improving lives of families across the nation, for assisting in our mission of ensuring the Reduce the drowning death rate in the country, and the drive to create a business you can be proud of, then we invite you to read on.



WHO IS AVANTHA?

As a life-long swimmer, Member of the South Asian Federation (SAF) Games team 2001 and Represented Sri Lanka in the first Asian Schools Swimming Championships in Singapore – 2001, Avantha Rammal Dias Weerasinha realized the need for quality swim lessons focused solely on children in a family-friendly environment.

Together with his wife, Dinethri, Avantha traveled the country to research the learn-to-swim industry and began the two-year development of their business plan.

In early 2013, Avantha and Dinethri brought to life the Stingrays Swim School concept by conceptualizing the tropically-themed facility and developing the systems and processes that make the Stingrays Swim School model the premier learn-to-swim franchise

He has spent his life in and around the water and understands first hand both the fun and the risks it offers to young children. Drowning is a silent killer, and sadly, it is still the leading cause of death in children aged five and younger.

This distressing statistic drove Avantha to bring his swim school to Sri Lanka, with the aim of preventing child drownings across the country. Avantha focused on teaching children of all ages the ability to Survive in the water.

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TRAINING

Stingray's provide detailed and ongoing training and development to Franchisees and their staff. We believe our greatest asset is our people, and this team of people drives our vision, so we make the effort to invest into them.

All Franchisees and staff are trained at our training facility.

As a partner of Stingray's you will have access to this facility for your own development, as well as sending your own staff for real training and real development.

Additional training is available through scheduled training blocks, where Franchisees and key staff are invited to attend throughout the year. This is an opportunity to attend industry workshops, presentations and discussions.

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M A R K E T I N G

S U P P O R T



BRANDING



As a franchise partner, you become a part of our brand and you receive all the loyalty and recognition we have been building over the years. The Stingray's branding is impacting and memorable, and has been developed over time to become our identity. In a world that moves so quick it's important to be able to stand out, to be loud and be heard. Stingray's branding is designed to do just this, to draw attention and capture the gaze of passing trade and invite them in and engage with your staff.

"THE STINGRAYS BRANDING IS IMPACTING AND MEMORABLE, AND HAS BEEN DEVELOPED OVER TIME TO BECOME OUR IDENTITY"





GRAND OPENING SUPPORT

A key difference when investing with Stingrays's is the amount and the quality of support provided to Franchisees.

We understand that some of you will be coming into business for the first time, or that this may be your first time in doing a business.

Regardless of your background, becoming a franchise partner is a big deal and we are excited for you, and we want all the best for you and your business.



In the lead up to, and for the two weeks following your Grand Opening you will be equipped with Stingrays Support Team.

RECRUITMENT SUPPORT



We recognize that people are our greatest asset and that's why we help you recruit the best people.

Stingrays have a stylized recruitment process that evaluates much more than what appears on a resume or in an interview. We have a system that goes beyond first impressions and identifies potential stars for your Swimming School. We believe every employee is a core member to a team and plays a pivotal part in its success and operation.

As a partner of the Stingrays Swim School franchise, you get the full support of ensuring your team is as strong as possible and that we will guide you every step of the way.



OPERATING SUPPORT



Stingrays ensure our franchise partners have the level of support necessary to be successful in operating their Swimming School. Our support is more than, emails and phone calls. Stingrays have a dedicated Operations team who are available seven days a week to answer any queries and come on-site and be hands on in providing support and resolution to any issues you may face.



ARE YOU READY?

Stingray's is the only franchise business available within the Swimming School industry in Sri Lanka as well as it is exciting. The Stingray's franchise model equips franchisees with what we believe is necessary to comprehensively run their own business.

We have experienced tremendous organic growth since launching our brand and we are excited to now be in a position to present you with the opportunity to become a part of it. Seizing the chance to become a franchise partner not only opens the avenue to becoming a part of a future iconic brand, but also a business network with support and reward. With a clear direction of where the brand is going, we are looking for partners who will share in the pursuit of our vision and deliver the best thing to Sri Lankan Swimming School industry.

Franchisees operate alongside other franchise partners and company employees to ensure their School is performing to its full potential and to reap the rewards and benefits of Stingray's franchise model.



YOUR INVESTMENT

Launching your Stingrays franchise requires an initial capital investment of approximately,

50,000 LKR – for an Individual or

150,000 LKR – for a Center-Based franchise

There is initial Franchise Licensing Fee that enables Stingray's to establish your business and facilitate:

- Grand Opening Support
- Stingray's Intellectual Property

Following the opening of your new Swim School, there is an ongoing franchise fee (6%) and marketing fee (3%). These entitle franchisees to benefit from:

- Marketing & Branding
- Group Buying Power

- Staff Development & Training
- Research & Product Development
- Ongoing business mentorship & coaching

THANKS !

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