**KNOW-HOW AND BRANDING**

* Branding will be under the banner of City International School or Nurture International School. These brands were founded by Dr. Sunita Gandhi, a visionary educator from the legacy of a family that runs the world’s largest school with 60,000 plus students currently on roll. CMS is a Guinness World Record Holder and recipient of the UNESCO Prize for Peace Education. CMS has produced India’s best results year after year, and the maximum number of national rank toppers. Sunita Gandhi is its Hon. Chief Academic Advisor and daughter of the founders.
* Coming from a background of pedigree educators, we understand the challenges schools face, whether it is enrolment, performance, or retention of parents, and hence offer solutions that are win-win for all stakeholders. We are committed to offer holistic improvement and a true partnership in every sense.
* CIS and NIS are the most innovative K-12 managed school brands. They are unique with its own in-house school system, Ed-Tech, and R&D departments, along with an international team that provides exclusive solutions to our partner schools.
* All CIS and NIS schools offer career foundation courses along with regular studies, coding classes, digital learning through innovative apps, well equipped labs for STEM, co curricular activities, huge play areas, hygienic and very safe campuses, highly secured transport facility etc.
* **Standardization**: NIS and CIS brands are the to provide standardization in academics through its proprietary diagnostic assessments, in-house advanced curriculum & training, quality audits, supervision, and more. Own K-12 content, study methods, diagnostic assessments, teacher training and supervision.
* NIS and CIS provides assessments to all its campuses to set common standards and to raise the bar on learning, to monitor every child’s progress on a real time basis.

Uses advanced pedagogy of the young child and integrates the pedagogies of the world's best education systems and thinkers.

**BUILDING CONCEPT AND DESIGN**

* GCPL have team of Architects that help in building concept and layout, design

based on the concept of BALA- Building as Learning Aid which is a way to holistically plan and use the school infrastructure. It incorporates the ideas of activity based learning, child friendliness and inclusive education for children. The building elements of normal concrete shapes are modified innovatively to involve children creatively. (costs to be borne by promoter)

**OUTREACH AND PARENT COMMUNICATIONS**

* GCPL support schools by way of organizing parent orientations, seminars and workshops which aims to give parents an opportunity to experience and understand the world their child explores in the school.
* GCPL organizes for its schools Class Presentations where students learn how to speak in front of group, a broadly applicable professional skill.
* GCPL help their schools organize Annual Sports Days that benefit children in various ways as:
* Develop Leadership Skills
* Positive Mentoring
* Boost Emotional Fitness
* Develop Social Life
* Develop Discipline
* Organizing Exhibitions, Annual Days etc. By doing so it provides the school with an opportunity to showcase its achievements. It also gives students an opportunity to showcase their various talents and interact with their teachers in a more informal environment.

**ACADEMICS**

* GCPL holds on to high standards of performance at all levels, ensuring a broader and bolder education that every child deserves and that every parent is looking for.

This includes:

* India’s best academic results
* Confident competent and caring children
* Self-regulated and self controlled, able to take care of themselves
* Respectful courteous and well mannered
* Independent thinkers
* Team players and leaders
* Creative and curious of a growth minds that enjoy taking on new challenges
* World citizens

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* The GCPL method of schooling uses advanced pedagogy and integrates the pedagogies of world’s best education systems and thinkers. GCPL uses framework of the four building blocks of education, and twelve Governing Principles of the Council for Global Education, USA. We also mainstream the principle of the Ipsative: Compared with Self.

**MANAGEMENT OPTION (Above and Beyond Franchise)**

* GCPL has a huge database of applicants for various posts such as Principal, Teachers, Academic Counselors, Admission Counselors and other staff as needed. GCPL supports its schools by way of hiring the most competent manpower. We give nationwide advertisement to appoint Principal and other staff as needed.
* GCPL offers for Principal, Teachers and Management:
* Training that ‘sticks’
* Support for quality of implementation along with unannounced audits
* Whatsapp and Email support 27/7
* International Trainers and guest presenters from the world’s top most performing countries bring evidence and share next practices in their countries: Australia, Singapore, Finland and New Zealand among others.

**SUPERVISION AND MANAGEMENT SUPPORT**

* GCPL ensures periodical supervision of Quality of Implementation, Management of Principal and Other Deliverables. Our team of expert visit the school unannounced and conduct class audits and identify any gaps and fix them

**PROMOTIONS INCLUDES:**

* Designing and implementation of school Prospectus, website, flyers, hoardings, Media interaction/Press Releases
* Organizing Open Days, Cultural Events, Promotional Activities, Door to Door Activities
* Social Media Marketing includes Facebook, Instagram, Linkedin, Twitter promotional campaigns
* Search Engine Optimization to have a more visible presence on the search engine
* Press conferences and media interactions (Press Invite, Press Release, Addressing queries of the media personnel and highlighting the unique features of the newly launched school)

**OTHER SUPPORT OPTIONS**

* **International Exposure**- With a view to promote the ideals of World Unity and World Peace across the globe, CIS/NIS students get an opportunity to participate in various international events, these events are organized on a variety of subjects like Geography, History, English language, Computer Science, Science and Technology and sports, the idea of making children participate in these events remains development of cultural understanding and unity in young minds. Such a stimulating environment let children appreciate first-hand the similarities and celebrate the differences between people from all over the world. Children gain enormous confidence and these are experiences of a lifetime.
* **After school Programs-** CIS/NIS schools offer a variety of Afterschool programs that include subject enrichment classes, homework supervision, coding classes and AI, hobbies, sports and much more.

**Franchise FAQs**

**What if Franchising? Where did the concept come from?**

The word franchisee comes from Old French, meaning privilege or freedom. Today franchising is an excellent opportunity for those individuals who realise their dream and go into business for themselves.  
  
Franchising is a format in which the franchisors grant a licence to a FRANCHISEE which permits the Franchisee to operate under the franchisor’s trademarks and to make use of an entire package comprising all the elements necessary to establish a previously untrained person in the business and run it with continual assistance on an ongoing basis.

**Why is Franchising Growing so rapidly?**

In a sense, franchising is a business model with primary risk minimisation. Every study ever done on the success rate of new (non-franchisee) business startups concludes that starting up a new business is very risky. Most studies show that over 90% fail within one year. The primary reason the failure rate is so high is that the owners have to go through the learning curve of operating the business. Unfortunately, the marketplace is not very tolerant of the inexperienced new type trying to learn how to manage a new business. If you can’t compete in the marketplace, you can go bust, and you lose money, your credit, your home, your reputation and sometimes even your family. Failing in business can be a horrible experience. Unfortunately, this happens to thousands of poor souls every year in the world. Itt is so necessary that unless you have considerable experience in the specific business you intend to get into, it is very probable that you will fail.

**What are the characteristics of a successful Franchisee?**

1. The franchisee’s location is essential. You want to ensure that you are working with a franchise close to you. This will make it easier for you to run your business.  
   2. The franchisee should be optimistic. This is important because it will keep you motivated.  
   3. The franchisee should be moderately independent. This is important because it will allow you to run your business in the best way for you.  
   4. The franchisee should be good at sales and marketing. This is important because it will help you to reach more customers.  
   5. The franchisee should be social. This is important because it will help you to build relationships with customers and other business partners.  
   6. The franchisee should be adept at following the system. This is important because it will help you to run your business smoothly.  
   7. The franchisee should be a jack of all trades. This is important because it will help you to be able to do a variety of things in your business.

**Starting your school Vs taking Franchisee of a School-Pros and cons**

There are many reasons to start school. The most common cause is the potential to make more money. With your school, you can set your tuition, choose your curriculum, and hire your staff. You also have the freedom to select your school name, colours, and mascot.  
  
However, there are also several disadvantages to starting your school. The most significant time and money it takes to get a new school up and running.  
  
There are also many reasons to take a school franchise. The most common cause is the support you will receive from the franchisor. Franchisors typically provide their franchisees with a turnkey operation, which includes a curriculum, marketing materials, and training. Additionally, many franchisors have a national or regional reputation, which can help attract students and families to your school.  
  
However, there are also several disadvantages to taking a school franchisee. The most significant burden is the cost. Franchisors typically charge an upfront franchise fee, as well as ongoing royalties. Additionally, you may be required to purchase supplies and materials from the franchisor.  
  
Considering taking a school franchise, you should weigh the pros and cons carefully to decide if it is the right decision for you.

**By taking a Global Franchisee, How does it increase the chances of success?**

1. Proven Model  
   When you take our franchise, you are buying into a proven model. Founded by Dr. Sunita Gandhi, a visionary educator from the legacy of a family that runs the world’s largest school with 60,000 plus students currently on roll. CMS is a Guinness World Record Holder and recipient of the UNESCO Prize for Peace Education. CMS has produced India’s best results year after year, and the maximum number of national rank toppers. Sunita Gandhi is its Hon. Chief Academic Advisor and daughter of the founders. This means we have the experience and the goodwill to ensure your franchise is booming.  
   2. No Prior Experience Required  
   You don’t need any prior experience to take our franchise. We will provide you with all the training you need to ensure you know how to run your franchise successfully.  
   3. Knowledge Transfer through Training  
   As part of our franchise agreement, we will train you on our business model and how to run your franchise. This knowledge transfer is essential to making sure your franchise is booming.  
   4. Assistance in Site Selection  
   We will assist you in finding the perfect location for your franchise. We have the experience and the knowledge to ensure your franchise is located in an area that will be successful.  
   5. One Stop Solution for all your needs  
   When you take our franchise, you get a one-stop solution for all your needs. We will provide you with the training, support, and resources you need to ensure your franchise is booming.  
   Taking our school franchise is a more intelligent setup because you are avoiding any potential mistakes.

**I already have a school- Can I convert into Global Franchise?**

If you already have a school, you may wonder if you can convert it into our franchise. The answer is yes! After years of trying unsuccessfully to run with “hit and trial” many school entrepreneurs, many school entrepreneurs convert their school into our franchise. There are many benefits to this, including the increased demand from parents for quality education and the ability to attract better quality teachers. Plus, having a brand name is always a plus! We will try to reuse whatever infrastructure you have and then discuss it with you based on your finances and investment plan. In most cases, the infrastructure is not up to par and does not create a “wow” factor among students and teachers. You may need to change the infrastructure, and together we will agree upon a plan going forward on how to ease the transition from your local school to our franchise.

**When I take a Franchisee, which departments will be giving me support to run the school?**

**Academics:**  
Our academic experts will ensure you have a cutting-edge curriculum in your school. We will work with you to ensure that your school offers your students the best possible education.  
  
**Training:**  
We will ensure that your team is regularly trained on your school’s latest teaching and administrative topics. This will help you stay updated with the latest educational trends and best practices.  
  
**Content Writing:**  
We will help you create engaging content for your internal and external messaging. This will help you communicate effectively with your students, parents, and the wider community.  
  
**Offline Marketing:**  
Our team will provide offline marketing support to help you create local visibility and get more leads and walk-ins to your school. We will help you develop and execute marketing campaigns to reach your target audience.  
  
**Digital Marketing:**  
Our team will provide digital marketing support to build your presence in search engines when parents are searching for a school and your social media presence. We will help you create and implement online marketing strategies that will raise awareness of your school and drive traffic to your website.  
  
**Admission Counselling:**  
We will train your counselling team, so you get maximum enrolments. Our admission counselling services will help you increase your enrolment in your school.  
  
**Accounts & Legal:**  
Our team of experts will help you manage your finances and guide you on legal matters. We will provide the support you need to run your school smoothly and compliantly.  
  
**HR:**  
We will assist you in the recruitment of staff for your school. Our HR experts will help you find the best candidates for your school.  
Web Design & Development:  
Our team of web designers and developers will design and update your website. We will ensure that your website is user-friendly and informative.

**We are in rural location, will local teachers be capable enough to implement GCPL curriculum? (to be discussed with Sunita Maam**

**How will taking GCPL Franchise lower my investment? (to be discussed with Sunita maam)**

**How will taking a GCPL Franchisee lower the working capital requirements?**

Bulk Purchasing- as we are opening more than one school every week- you get the advantage of bulk purchasing.  
Digital marketing – with our proven marketing methods,, you will be able to market with lower costs.  
Ongoing Training ensures you can achieve better results with the same staff.  
  
Franchising has become popular for those looking to open their project. And, with good reason. Buying a franchise can be less risky than starting a project from scratch. When you buy a franchise, you’re buying into an established brand. You benefit from the marketing that the franchisor has already done. And, you have access to tried-and-true systems and processes. But, what many people don’t realise is that franchises can also be a more efficient way to use your working capital.  
  
When you buy a franchise, you’re buying into an established brand. You don’t have to spend as much on marketing and advertising to get your school off the ground. The franchisor has already done the legwork to build brand awareness and attract parents. You can piggyback on that investment and get your school up and running more quickly and with less money.

Another way that forces can help you save on working capital is by providing ongoing training to franchisees and their staff. When you have access to ongoing training, you can ensure that your employees are always up-to-date on the latest products, services, and procedures. This can help you avoid mistakes and improve efficiency, saving you money in the long run.

As a franchisee, you can benefit from those relationships with suppliers for bulk rates and get better pricing on the things you need to run your school.

With an established brand, ongoing training, and bulk purchasing power, franchising can help you stretch your budget and get your school up and running more quickly and efficiently.

**How will the school fee be decided?**

After all, deciding the correct fee for your school is a critical decision. Once you’ve announced the launch of your school to the public, you can’t change the fee structure frequently. And if you make changes, it can show a lack of confidence in your actions. However, we understand that it can be challenging to decide on your own, which is why we offer guidance and support to help you make the best decision for your franchise.  
  
First, we look at what other branches of ours in similar locations are charging. This gives us an idea of what parents in that area are used to paying. We take into account the experience of similar franchises and surveys conducted in your area to help recommend a fee that will work best for you.  
  
Second, we look at what the local competition is charging. This helps us see the going rate for schools in that area. You don’t want to be the most expensive school. However, you also don’t want to be the cheapest – we want to offer parents the best “Value for Money” within the budget of the majority of parents.  
  
Based on these two factors, our marketing department will help you to decide the correct fee for your school. Ultimately, though, the decision is up to you,, and we want to ensure that you are comfortable with the fee you set. That is why we believe that you have the final say.

**As a Franchisor, what marketing efforts will you make?**

Our marketing efforts are designed to increase your revenue in several ways:  
1. We provide ready-to-use, SEO-optimised microsites that ensure a steady lead generation.  
2. We offer customisation of advertising designs to fit your school’s needs.  
3. We conduct training sessions on how to do digital marketing for your school.  
4. We guide you on conducting marketing events.  
5. We set up your social media accounts, webpage, and paid accounts.  
6. We provide ready-to-use posts for social media.  
7. We give you access to and training on tools for automation of your marketing.  
8. We run lead generation advertisements on social media.  
9. You benefit from the marketing efforts of other branches.  
10. We conduct on-site visits to analyse and fine-tune your marketing efforts.  
11. Our national branding efforts, including regular press coverages and awards, ensure parents have a favourable image of your brand.  
12. We offer pooled advertising when many branches in a region opt to go for pooled advertising with shared costs.

**Why is royalty charged on revenue, not net profit?**

It’s a common question asked by those new to franchising or considering investing in a franchise – why is royalty charged on revenue and not net profit?  
  
There are a few critical reasons for this. Firstly, profits can be manipulated since expenses can be inflated. This means that it would be difficult to accurately calculate what a franchisor’s actual net profit was.  
  
Secondly, checking bills and invoices to ensure there are no fake or inflated expenses would lead to much distrust between franchisor and franchisee. This would ultimately damage the relationship between them.  
  
And thirdly, taking royalty on revenue is simply a more straightforward way of calculating it. What should matter to franchisees is the amount they are paying and whether they feel they are getting value for money. If they are happy with the franchise, they will stay. If not, they will leave.  
  
So there you have it. Royalty is charged on revenue because it’s a more accurate and straightforward way of calculating it.

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