



FRANCHISE PROPOSAL

INDIAN PRE-SCHOOL SCENARIO

Pre-school market is fast growing in India and is attracting many entrepreneurs to enter this space. The pre-school market is set to cross USD 1 billion (Rs 4525 Crores) by 2014, registering a high 36% annual growth. There is a huge potential to earn real good income per year in running a Pre-school.

The demand drivers are

- ◆ 3/4th of Indian population is below 35 years
- ◆ Increasing number of working couples
- ◆ Increase in number of nuclear families in cities
- ◆ Awareness of importance of quality early childhood education and overall development of the children
- ◆ Education is the top priority of Indian parents
- ◆ More income to spend on quality education

Overall, the number of Preschools today is insufficient to serve the needs of school going children. With 30% of our population in the school going age, India needs on an average 6500 schools to be setup every year for the next five years in Urban India alone. In wake of dual income households and nuclear families traditional form of household care and learning are fast vanishing. Therefore, the need for an affective pre-school system is essential.

MOST POTENTIALLY PROGRESSIVE & SOCIALLY NEEDED VENTURE

This is a great opportunity for a budding entrepreneur to take up a venture that fulfils a vital social need and has a great potential for setting up a highly profitable business. People who are involved in imparting education with dedication and commitment are always treated with respect in the society and society acknowledges their contribution towards future for their children.

The traditional education is no longer acceptable to the masses as it has failed to achieve its objectives. They want the children to be creative, caring, have knowledge & not be burdened with heavy school bags. Going to school must be a joyful experience. CLAP fulfills all these conditions.

ABOUT US

CLAPS – Is synonym of Encouragement, Appreciate and Success

We have been around in the city of Hyderabad since 2005 and our concept is to provide world class Pre-schooling services. We also offer childcare services, 24x7 and 365 days a year.

We are known for our unparalleled high quality services and loved for the attention we offer to our children. We are praised for our innovative technological approaches we use each day to communicate with our children & parents. Every staff member at CLAPS is highly passionate about their work.

In addition to the above CLAPS has a Franchise Management System, which would be an effective medium to deliver top class support system to all its franchisees across the globe.

A combination of highly experienced corporate sales and supports team, highly qualified educationists and trainers, child centric curriculum along with high end technology and best business practices, offers a huge competitive edge to CLAPS when compared to other service providers.

MISSION

Keep on innovating the new methodologies in Childcare Services that can be used to provide a balanced environment focused on shaping children into intellectuals and leaders of tomorrow.

VISION

To become one of the leading Pre-school service providers, be a benchmark and contribute towards in creating a novel holistic education system.

WHY CLAPS ?

LEARNING - THE NEW WAY

At CLAPS, children are provided with the kind of experiences which will help them attain optimum development not only in their creative expression through play, but in self-control, self-discipline and co-operation with others.

We provide an integrated curriculum (a blend of Montessori techniques and international methodology) through which the children have the opportunity to acquire knowledge and understanding, providing progression which develops skills, concepts, positive attitudes and values. We encourage internationalism – where in we promote Indian Values with Global Thinking. We encourage children to understand different cultures. On the whole CLAPS is a Beehive of activities.

SALIENT FEATURES

- ◆ Unique approach to learning where child is empowered to learn at his own pace
- ◆ Thematic Rooms - Each and every room at CLAPS is built with a theme and a concept that enables your child to associate with, appreciate and learn from the environment
- ◆ Training methodologies and curriculum developed by Professionals and Experts of International repute
- ◆ Excellent Teacher to the Child ratio
- ◆ World class training to the CRMs (Child Relationship Managers)
- ◆ Fantastic Ambience & Infrastructure
- ◆ Excellent & Interactive website
- ◆ Corporate Tie up's with big names in the Industry
- ◆ Highly Dedicated, Committed and Skilled Staff
- ◆ Appropriate Teaching and Learning Aids

- ◆ Technology Aided Learning
- ◆ Modern Automated Facilities for smooth functioning of school operations
- ◆ State of the art Franchise Management Support System
- ◆ Plans of building up it's own K-12 chain

TECHNOLOGY AND AUTOMATION

CLAPS believes in delivering quality results with a strong dependency on latest technology and automation solutions. We use technology right from the moment a child enters CLAPS. A fine mix of technology and qualified human resources has given us the quality edge for many years now.

◆ CHILD ENTERING CLAPS

Attendance is tracked by RFID or tag scanners and online attendance update on the website which can further help in analyzing your child's punctuality to school. Child's food intake is monitored and entered onto the system every day. The system generates nutritional data of the child's intake and you can generate graphs and analysis on the website. You can as well understand, Example : Your child's protein intake over a period of time.

◆ LEARNING/ACTIVITY AREAS

Whatever your child does at CLAPS is monitored by professionals and assessed during designated intervals. This information is fed onto the system, which will help you see and generate numerous reports and analysis on various skill sets and aspects of your child. This can be done through the website and is more or less a virtual PTM [Parent Teacher Meet] Entire activity report for the day, also known as the DAR [Daily Activity Report] is updated for each child each day by their respective teachers or supervisors on the website. This will help you see and understand and analyse as to what your child does every day at school, sitting at any remote location. The DAR comprises of every activity right from learning, playing, sleeping, eating, crying and more.

◆ REMOTE SURVEILLANCE

Watch your child LIVE from any part of the world, through our advanced CCTV systems. We will give you a simple software to download along with a login & password.

◆ LIVE UPDATES ON MOBILE PHONE

For those who are always on the move, we have this facility for them. Just use your mobile phone to get instant updates or entire day report of your child, just by typing an SMS to our shortcode. You will have information at your finger tips, know matter where you are or what you are doing.

◆ CUSTOMER SERVICE

You can be rest assured on completion or fulfillment of any of your day to day requests pertaining to your child. Our advanced automated systems, will help us take down all your requests, suggestions or complaints in a detailed manner and ensure that no information is lost midway or due to gaps in communication. Our systems & personnel will trigger messages and reminders to you on the escalation & completion of jobs. Our strength lies in our customer service personnel who are passionate about their job to serve our dear parents in the best possible way.

THE CLAPS FRANCHISE ADVANTAGE

- ◆ Complete guidance and solutions to establish, operate and manage the Pre-school
- ◆ Interior layout design
- ◆ Extensive Marketing Support
- ◆ Complete Course material with necessary modifications required from time to time
- ◆ Complete knowhow and training of the Automation along with access to software
- ◆ Assistance in Recruitment and Training of Faculty
- ◆ Additional revenue generation through Adhoc Activities and Programs like summer camps, special care etc.
- ◆ Reasonable Franchise Fee & Royalty, No Hidden cost & No False promises

FRANCHISE SUPPORT SYSTEM

PRE-OPENING FRANCHISOR SUPPORT

- ◆ Assistance in site selection
- ◆ Interior lay out design
- ◆ Systems and procedural disclosure for smooth operations of the Preschool
- ◆ Assistance in Recruitment of Academic, Administrative and Marketing Staff
- ◆ Startup training to the staff
- ◆ Training on Automation Software
- ◆ List of Learning & Teaching material along with vendor details
- ◆ Detailed Curriculum, Prospectus & other Academic supports
- ◆ Email identity and presence on website
- ◆ Assistance and representation in organizing of Launch along with marketing support

POST-OPENING FRANCHISOR SUPPORT

- ◆ Assistance in day to day operations & periodic review to ensure good strength of students in the school
- ◆ Updated Curriculum and academic material
- ◆ Ongoing Training to the faculties and other staff
- ◆ Access to High end Automation Software with regular training sessions
- ◆ Marketing and promotional support
- ◆ Centralized brand building and design support for local promotions
- ◆ Assistance in organizing events for local promotions
- ◆ Ongoing support for Complete Automation with the latest updated software
- ◆ Guidance in resolving any kind of operational issues relating to staff and parents
- ◆ Regular checks, feedbacks and guidance on revenue generation and cost control
- ◆ Annual/ Quarterly – National /Regional meet for Franchisees

FRANCHISE FACTS

CLAPS is offering Worldwide Franchises of its both Preschool and Child Care verticals.

The Worldwide Franchise network of this brand is expected to create ripples throughout the entire Preschooling Industry. CLAPS is looking to setup 500+ schools over the next 4 years, with a main ideology of being the most advanced and affordable Preschool Franchise ever in the history of the industry. The company expects to add an average student base of around 10,000 each year starting 2012 across the globe.

The target market for a brand like CLAPS, would be a market covering all towns and cities across the country with a basic business mindset and a willingness to invest on quality education with care, more importantly a passion to work with kids.

To expand our network we are offering Master Franchise and Unit Franchise Worldwide:

Unit Franchise :
Space : 500 -1000 sft
Investment : 8 to 20 lakhs

Master Franchise : 25 - 100 lakhs
Space : 1500 - 3000 sft
Investment : 8 to 20 lakhs

The initial investment would be towards the cost of interiors, equipments and startup Franchise Fee. Please note that this initial investment is dependent on the model of Pre-school and could vary based on location and other factors.

Any person / group / organization willing to invest with this upcoming brand, to open Fully Automated Quality Preschools, may collaborate with us to become a part of this Education Revolution.

Royalty

@ 20 % of Total Fee Received from students (Annually/Monthly on a/c of Admission / Tuition/ Any other, except any amount charged on account of optional facilities like transportation, student kit etc..)

SIMPLE STEPS TO BECOME OUR FRANCHISEE

1. Understanding CLAPS
2. Obtain Business Proposal with Application Form
3. Site Inspection
4. Deposit Franchise Fee
5. Sign the Franchise Agreement
6. Setting up the School
7. Recruitment of Staff & Training
8. Launch of School
9. Day to Day Support from CLAPS

**For any further clarity, Please call
Ramesh Shetty on +91- 9032234567
We have 4 branches in Hydersabad and
3 branches in UAE, Dubai, Sharjah and
RAK**



www.clapswikids.com