

**Are you Looking  
for a Business  
Opportunity with  
small investments?**



**Inviting  
Franchise Partners  
for  
Fastest Growing Pre-School  
Chain in Uttarakhand  
Become an Educationist**

# Why The Poly Kids Franchise?



**Qualified Team of Teachers**

**Smart Class Facility**



**Activity Based Learning**

**Innovative Teaching**



**Parent Teacher Interaction**



# THE POLY KIDS SUPPORT



## INITIAL

### **SET UP & OPERATION MANAGEMENT SUPPORT**

- Site Selection Support
- Marketing Support
- Inventory & Logistics Management

### **HUMAN RESOURCES SUPPORT**

- Initial training support
- Employee roles and responsibilities
- Talent acquisition support

### **PRE-OPENING FRANCHISE SUPPORT**

- Comprehensive turn-key assistance from site selection to set up and start operations.
- Layout and design: architectural & Interior's support.
- Pre-opening setup assistance.
- Assistance in organizing launch promotions.
- Training & Mentoring.

### **POST OPENING FRANCHISE SUPPORT**

- Training about running the centre as per changing trends as well as local adaptation
- Operational support-day to day operations, technical & administrative advices
- Regular advice on Inventory Control and administrative issues.

- Frequent official visits, advice on local promotion programs etc.
- Structured Marketing Ideas to suit a location
- PR support: Regular PR coverage at national as well as regional levels, centralized brand-building through all media – print, outdoor, web, retail, electronics, etc.

### **MARKETING & SALES SUPPORT – ACTIVE SUPPORT IN MARKETING THE FRANCHISEE'S OPERATION**

- Grand opening blitz to attract media attention
- Promote franchises through the deals on websites
- Pay per click regional web advertising
- Promotions through referrals and incentive systems
- Flyers and newspaper insert to reach out to the mass local audience
- Regional Yellow Pages advertisements
- Sponsorships of local and national events
- The domestic & PAN India branding and marketing roles & responsibilities must be clearly identified between the franchisor and franchisees.

# Franchise Process Flow

1

Initial meeting &  
Partner Evaluation

Understand who we are and our value proposition. The Poly Kids looks to partner with like minded people who are passionate towards Early childhood education.

2

Term Sheet Sign Up

Agree on terms and sign up with 20% of the consideration value.

3

Orientation and  
Alignment

Getting Aligned with The Poly Kids process and standards with the team.

4

Kick Off Meeting  
and Agreement

Meeting with HODs and execute franchise agreement by our legal team

5

Commencement  
of Project

- Staff Hiring & Training: The Poly Kids extends assistance towards recruitment. Post hiring all the staff will undergo training sessions.
- Online Marketing: The Poly Kids will start its online campaigns before the launch of center to generate enquiries.

6

Audit

Quality checks and audit as per The Poly Kids norms and standards.

7

Launch

Centre launch after audit and due diligence

# Project Needs & Specification



- 1.Space Requirement:** Min 1600 sq.ft. built up area, preferably on the ground floor
- 2. Franchise:** Rs 1.99 Lakh
- 3. Infrastructure & Ambience:** As per Franchisee Model
- 4. Investment:** Rs 4 Lakh to Rs 6 Lakh
- 5. Rate of Return:** 50% + Annually
- 6. Launch & Marketing:** The Poly Kids Team will support & guide in Launch & Marketing Strategy.
- 7. Agreement period and Renewal charges:** 3 years

# Frequently Asked Questions



## **1. What business qualifications does The Poly Kids seek in its potential preschool Franchises?**

You should possess entrepreneurial spirit and willingness to succeed. You should be enthusiastic about providing quality education to children. You must have reasonable financial resources and the ability to channel them. You do not need any prior pre-school experience to start a THE POLY KIDS franchise.

## **2. I currently own a pre-school. Is it possible to convert it into THE POLY KIDS Franchise school?**

Yes. You are welcome to join us and convert your existing school into a THE POLY KIDS Franchise school.

## **3. How much space does it take to start a The Poly Kids Pre-school Franchise?**

You would need to have a minimum of 1500 sq feet on the ground floor with an open play area to match in a residential location. Independent access, attached wash rooms and good ventilation are the other mandatory requirements. As a general rule bigger the area better are the chances of securing the The Poly Kids preschool franchise.

## **4. How much does it cost to start a The Poly Kids Franchise?**

Typically a new preschool Franchise will cost about INR 4,00,000/- to INR 7,00,000/- This cost would include the cost of setting up school ambience, equipment's and start up Franchise fees.

## **5. Will you provide help in finding suitable location to start the school?**

Yes. Once you sign the agreement, our site selection profession will assist you in evaluating the market and identify appropriate location for your school.



# Frequently Asked Questions

## **6. What kind of training will The Poly Kids provide to a Franchise?**

The Poly Kids India trains qualifying Franchises in the The Poly Kids curriculum and delivery method, as well as business strategies for owning and operating a successful The Poly Kids Franchise.

## **7. What are the types of fees involved in the Franchise?**

You will need to pay a non-refundable Initial Franchise Fee at the beginning of the Franchise term.

## **8. How much money will I make?**

Profitability varies depending upon a number of factors, including location, occupancy and operating costs and the ability of the Franchise to manage and control the business. Questions related to profit and loss are discussed during a later stage of the selection process.

## **9. What is the likely pay back period of capital for a unit franchise?**

You can recover the invested capital from the second operational year.

## **10. What is the likely pay back period of capital for a unit franchise?**

You can recover the invested capital from the second operational year.

## **11. What is the anticipated percentage return on investment?**

40-45% in 1st year. 200% over 5 years

## **12. Will someone from Head Office assist me when I open my franchise?**

Yes



# Frequently Asked Questions

## **13. What kind of support is provided to the franchise before launch of the school?**

We provide a comprehensive 5-tier support system that will ensure mutual growth and success to our franchise units. Assistance will be provided across various forms such as:

- Personalised support
- Recruitment & Training
- Marketing Guidance
- Academic Research & Development
- Systems and Quality Control

## **14. What form of continuing operational guidance will I receive?**

We have a school support team to provide guidance and extend support to our business partners for infrastructure set up, class observations, curriculum implementation, quality checks and conducting training programs for teachers at regular intervals.

## **15. How soon can the school be in operation once I have been accepted as a Franchise?**

The school can be operational within 50 days.

## **16. How do I proceed from here?**

All you have to do is call us directly. We will get in touch with you shortly.





# OUR BRANCHES



## Become an Educationist

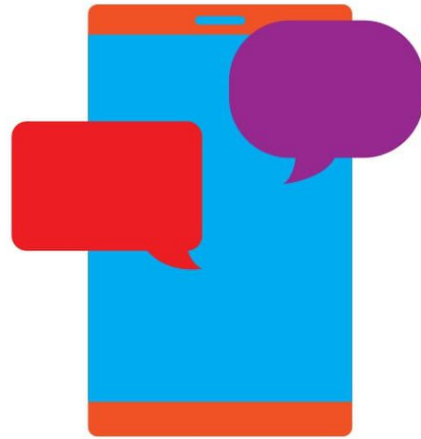
# Our Achievements



- Best Pre-School Chain in North India in 2016
- Ranked No.1 school in innovative thinking in Uttarakhand
- Ranked among TOP 100 Pre-Primary Schools in 2017
- Ranked No.2 in top pre-schools in Uttarakhand
- Awarded with Bharath Siksha Ratna in 2018
- International School Awards 2019 for best pre-school of the year
- Dainiik Jaagran Award for excellence pre-school education in 2019
- Best Play School Chain of the year 2020
- Uttarakhand Ratan Award 2021



# Contact Us



## **THE POLY KIDS**

26/2, Teg bahadur Road,  
Lane No.4, Dalanwala,  
Dehradun



+91 9897006426



[www.thepolykids.com](http://www.thepolykids.com)



[franchise@thepolykids.com](mailto:franchise@thepolykids.com)

## **Become an Educationist**