Franchise Proposal

Of

Apple Plus School
1. **Introduction**

Apple Plus School is owned by Apple Plus School International Pte Ltd.

Apple Plus School formerly is known as Li Chi language arts center. Center was established three years, successfully organized the International Children's Art Competition and calligraphy competition, and in the arts has made brilliant achievements. Apple Plus School is closely connected with the community center had planned to participate in the opening ceremony of LTA Club, Bishan RC, Punggol RC, Punggol CC New Year Spectacular, an evening party and other large cultural programs, access to the community alike!

In addition, Apple Plus School pay more attention to overall development of students, in addition to creation of calligraphy, fine arts, abacus and other programs for children and adults, in Chinese language teaching is unique. Apple Plus School teachers are all experienced teachers from Singapore and China's top institutions composed of rich teaching experience; the principals, student-centered, student fee remission for poor up to 50%! Apple Plus School believes that the "enthusiasm" is the impact a person has been the biggest factor in success.

Apple Plus School’s goal is to encourage the cultivation of attitudes, create the best learning environment and conditions, and stimulate students in learning the "enthusiasm" to more effective use of their potential! Proved, the approach to be effective, the teachers, students and parents work together, Apple Plus School made excellence: 80% of the students in the class obtained in the top five, to get satisfactory results A*, 60% of the students of their interest in Chinese language, there is a significant performance improvement!

Student success every step of condensation of all the sweat, the pride of Apple Plus
School! Let us work together to create opportunities for Singapore's education, for the hard work of students to create a better future!

2. **The Advantages of Apple Plus School**

- **Recognized Brand**

  Singapore has recognized as one of the top elementary education countries. Apple Plus School has registered at Singapore MOE and supported by Singapore MOE as one of the valued education brand.

- **Copyright Program**

  ★ **Star Program: Monkey Abacus**

  -----Registered at Singapore MOE. Invented by Apple Plus School International Pte Ltd, Singapore Government supported 70% of invention fee.

  **Little Genius**

  -----The best early language nurturing education program for 2 to 3 years old children.

  **Fun Arts**

  -----Learning language while children drawing. Develop both arts and language knowledge.

  **Speech & Drama**

  -----Improve children’s confidence in oral

- **Professional Teacher and Trainer**

  Our teachers and trainers are all from top colleges of China and Singapore. Senior teachers have rich experience in teaching and professional training. Our
The headmaster has won the award of best abacus teacher in Singapore. Our CEO, who is student-centered, has poverty reduction as much as 50% of the student tuition fees to some students.

3. **Our Support to Franchisee**

   **(A) Before Opening**
   
   **Professional Training**
   - Teacher training
   - Program training
   - Training of school management
   - Marketing Management Training (channel, promotion, management, promotion)
   
   **Franchisee School Design And Planning**
   - Unified design and planning of school
   - Preparation, planning matters of open school
   - Analysis of site selection and advise
   - Decoration guide

   **(B) After Opening**
   
   **The Conduct Of Business And Communication Schools**
   - Provide a automated centre management system of Apple Plus School and professional knowledge
   - Regular visits to discuss and resolve problems
   - Provide market information, understand the market, market navigation
   - Provide a channel construction, marketing, public relations, management, and other constructive ideas and strategies
Learning And Motivation

Ø Professional learning opportunities, exchange of experience Company

Ø Year-end summary of the General Assembly

(C) Student Work Book, Study Material, Certificate

4. Criteria of Franchisee

   ❖ A strong desire to own a successful education business
   ❖ Have sufficient funds as initial investment
   ❖ Built-up area of _____________ sq. meter
   ❖ Investor with good reputation
   ❖ With a certain brand awareness, can greatly develop the local market

5. Joining Process & Mode

   (A) Process

Ø Franchisees have to completed application form.

Ø Apple Plus School International Pte Ltd will investigate and understand the situation and make the appropriate qualifications of the franchisee.

Ø Delivery of deposit. If franchisees do not sign the final contract, the deposit will be non-refundable.
Ø Sign a franchise contract, the relevant procedures, delivery of Franchise fee to Apple Plus School.

Ø Professional training to teachers and staff

Ø unified logo, image, design, school renovation and preparation of opening.

Ø Daily operations develop the market.

Ø Regular visits, information communication, management communication.

(B) Mode of Operation

- Unit---Only can open single branch

- Master---Can open several branch in the Territory, and can develop unit franchisee in the Territory. Master franchisee can collect 70% of franchise fee from the unit franchisee fee, and another 30% will be received by Apple Plus School International Pte Ltd.

<table>
<thead>
<tr>
<th></th>
<th>SGD$60,000 for 5 years</th>
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</thead>
<tbody>
<tr>
<td>Unit</td>
<td></td>
</tr>
<tr>
<td>Master</td>
<td>SGD$500,000 for 10 years</td>
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Program Fee

<table>
<thead>
<tr>
<th>Program</th>
<th>Schedule</th>
<th>Tuition Fee</th>
<th>Material Fee</th>
<th>Royalty Fee</th>
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</thead>
<tbody>
<tr>
<td>Abacus</td>
<td>1.5 hours/lesson</td>
<td>SGD$300</td>
<td>1st term SGD$88 (1 bag, 1 T-shirt, 2</td>
<td>SGD$12</td>
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<tr>
<td></td>
<td>10 lesson in 1 term</td>
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### Opening of Capital and Return on Investment

<table>
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<tr>
<th>Others</th>
<th>1.5 hours/lesson</th>
<th>SGD$300</th>
<th>1st term SGD$68, From second term onwards is SGD$28</th>
<th>SGD$10</th>
</tr>
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#### Monthly Expenses:
- Salary (for 2 full time): SGD$1800 × 2 = SGD$3600
- Salary (for 2 part time): SGD$500 × 2 = SGD$1000
- Rental: SGD$3000
- Material: SGD$1000
- Others: SGD$1500

#### Monthly Income:
(150 student/month in 1st year)
- SGD$120 × 150 = SGD$18000

#### Monthly Net Profit:
- SGD$8000

#### Opening One-time Investment:
- Franchise Fee: SGD$60000
- School rental deposit: SGD$6000
- Decoration: SGD$25000
- Others: SGD$5000

#### Total:
- SGD$96000

#### Breakeven Period:
- 3 to 6 months

#### Return on Investment Period:
- 18 months