



# LITTLE NEWTON

A Step Towards Excellence

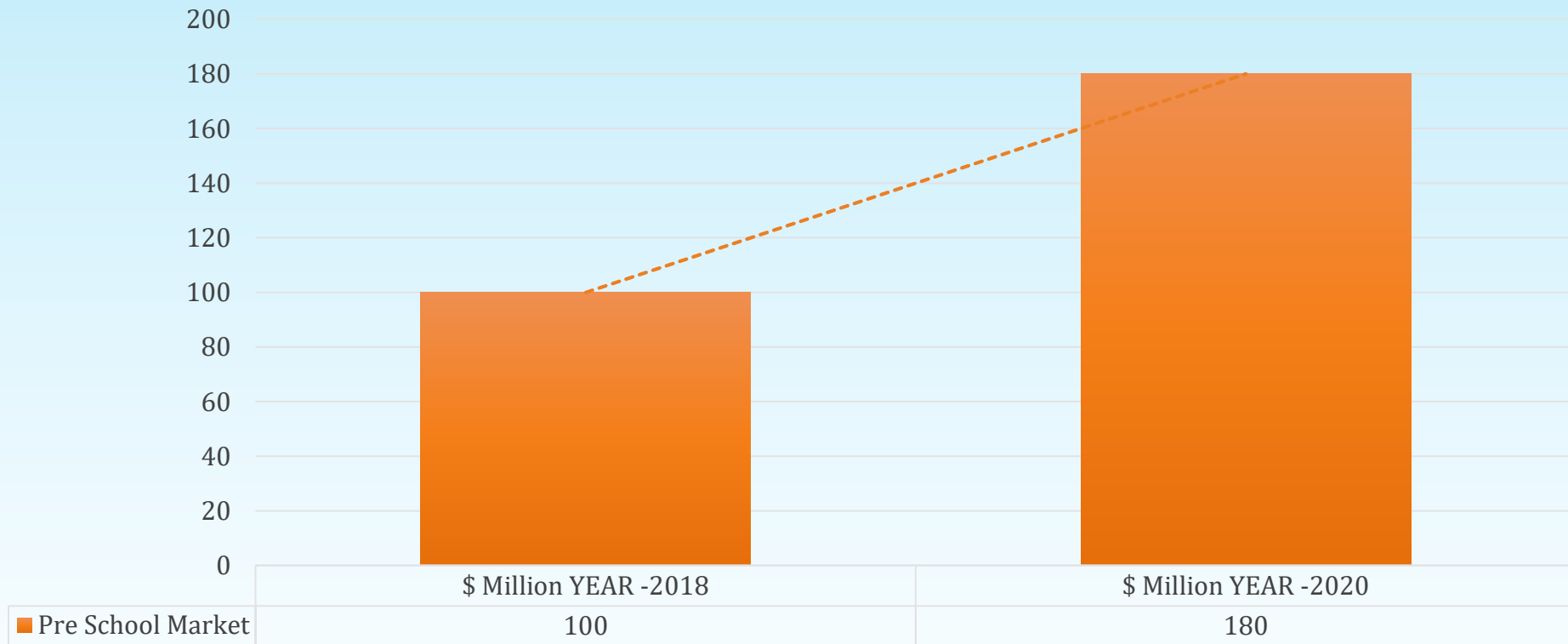
# PRE-SCHOOL REVENUE



- **INDIAN PRE-SCHOOL REVENUE TO INCREASE AT CAGR OF 15% FROM \$1.5 BILLION IN 2011 TO \$5 BILLION BY 2020**
- **THIS MARKET IS GROWING AT ASTOUNDING RATE OF 8% WHICH IS MAINLY DRIVEN BY INCREASING DEMAND OF PRE- SCHOOL BY PARENTS**
- **ONLY 20% OF MARKET IS ORGANISED THAT GIVES HUGE OPPORTUNITY TO EXPLOIT**





# EDUCATION INDUSTRY

## Pre School Market





# BE YOUR OWN BOSS !!

- SAVE TIME AND ENERGY CREATING A BRAND NAME
  - GET ALL THE KNOW HOW OF INFRASTRUCTURE, EDUCATIONAL TECHNOLOGY, MARKETING AT NATIONAL AND LOCAL LEVEL
  - TAKE BENEFIT OF EXCLUSIVE PARENTING SESSION BY THE EXPERTS WITH YEARS OF EXPERIENCE
  - GET ALL ADMISSION KIT , MARKETING KIT AND E-SUPPORT AT YOUR BUDGET
  - CREATE ONLINE AND OFFLINE PRESENCE ALL AROUND THE GLOBE
  - GET ASSISTANCE FROM OPENING TO RUNNING A PRE-SCHOOL
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# FRANCHISE OUTLOOK

## GOLD

- BROCHURE
- HANDBILLS
- VISITNG CARD
- STICKERS
- T-SHIRTS
- SIGN BOARDS
- CURRICULUM**
- STUDENT ID
- LETTER HEAD
- FORMS
- BOOKLET
- FEES STRUCTURE
- TEACHERS TRAINING**
- SCHOOL MOVIE**
- YOUTUBE CHANNEL
- WEBSITE SPACE**
- UNLIMITED E-MAIL ID
- FACEBOOK CAMPAIGN
- DIGITAL MARKETING**
- ADMISSION SOFTWARE**

## SILVER





- CURRICULUM**
- ADMISSION SOFTWARE**
- WEBSITE SPACE
- UNLIMITED EMAIL ID
- SCHOOL MOVIE**
- DIGITAL MARKETING
- TEACHERS TRAINING
- T- SHIRTS

## BRONZE

- BRAND NAME
- WEBSITE SPACE
- UNLIMITED EMAIL ID







# WHAT MAKES US **DIFFERENT !!**

- LITTLE NEWTON HAS COME UP WITH **JAPANESE CURRICULUM** IN INDIA
  - OUR VISION IS TO PROVIDE GURUKUL KIND OF EDUCATION ALL OVER INDIA THAT FOCUSES ON OVERALL DEVELOPMENT OF A CHILD
  - WE ARE GIVING AFFORDABLE FRANCHISE OPPORTUNITY TO INCREASE PEOPLE INVOLVEMENT IN EDUCATION INDUSTRY
  - THIS AGE OF CHILD IS VERY CRUCIAL AS IT DRAWS A LINE FOR HIS FUTURE SUCCESS AND WE TRY TO GROOM THEM TO BECOME LEADERS IN FUTURE
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# PRE-REQUISTIES FOR OWNING A BRANCH

- MINIMUM SPACE 1500 Sq Ft – 2000 Sq Ft
  - DEDICATED STAFF TO WORK FOR PRE-SCHOOL
  - MODERATE INITIAL INVESTMENT OF Rs 5 Lakhs To 6 Lakhs
  - WILLINGNESS TO EXCEL IN EDUCATION SECTOR
  - LOVE AND CARING FOR CHILDREN
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# BENEFITS



INFRASTRUCTURE  
AND AMBIENCE  
DESIGN ( SETUP  
SUPPORT)

DAY TO DAY  
GUIDANCE AND  
EQUIPEMENT AND  
TEACHING AIDS

INTERNATIONAL  
RESEARCHED  
CURRICULUM AND  
TEACHERS TRAINING



MARKETING,  
ADVERTISING,  
SOCIAL MEDIA  
SUPPORT

SUPPORT AND  
GUIDANCE IN  
ORGANISING  
EVENTS

LEAD MANAGEMENT SUPPORT  
CONTINIOUS RESEARCH AND  
DEVELOPMENT







## **REVENUE SOURCES**

- ❖ CENTER ADMISSION- MORNING/NOON
- ❖ DAY CARE
- ❖ SUMMER- WINTER CAMPS
- ❖ EVENING ACTIVITY CENTER FOR STUDENTS AND MOTHERS



## **LITTLE NEWTON POLICIES**

- ❖ WE DON'T ENTERTAIN BARGAINING
- ❖ TRAINING DATES WILL BE DECIDED BY THE HEAD OFFICE
- ❖ TRANSPORTATION OF INITIAL PACKAGE WILL BE AROUND 10K TO 15K
- ❖ THE DISTANCE BETWEEN TWO BRANCHES IS TO BE MAINTAINED 4-5 KM
- ❖ FRANCHISE RENEWS EVERY YEAR Rs 5000+Taxes



## **STEP TO BECOME OUR PARTNER**

- ❖ SELECTION OF SITE FOR THE CENTER.
- ❖ GETTING ALL QUERIES SOLVED WITH HEAD OFFICE.
- ❖ FILLING APPLICATION FORM ALONG WITH.



### **DOCUMENTS REQUIRED**

- ❖ 4 PASSPORT SIZE PHOTOS OF OWNER
  - ❖ RENTAL AGREEMENT OR ADDRESS PROOF OF CENTER BUILDING
  - ❖ ANY 2 ID PROOF OF BRANCH OWNER
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# LITTLE NEWTON

## HEAD OFFICE

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