



Edify



THE FIRST STEP

Proposal for the services under

EDIFY KIDS

MASTER FRANCHISE

MDN EDIFY EDUCATION PVT. LTD



Edify means **“To Educate Intellectually, Spiritually, Morally”**

MDN Edify Education Pvt. Ltd., an initiative of DRS Group caters to all segments of pre-primary, primary, secondary and higher secondary education. While maintaining the highest standards and quality of education, DRS Group offers a wide choice of schools, to suit every requirement in these segments through our pre-schools DRS KIDS, our high-end premier schools Edify School, our low-investment mid-budget MDN Future School and our DRS International School with national and international curriculum.

EDIFY KIDS VISION

Our vision is to foster a society of individuals capable of progressive thinking, creating and initiating positive change in the social, economic and cultural fabric.

To impact the global community through knowledge, understanding and attitude.

EDIFY KIDS MISSION

EdifyKIDS,pride itself in being only preschool chain following unique international curriculum that blends the principles of international baccalaureate to our independent kindergarten program. We aim to prepare our young minds confident to excel in becoming independent learners with sound understanding of concepts.

- To provide the finest quality education that will evolve in step with the changes that take place globally in the fields of education, science, commerce and arts.
- To provide an environment conducive to the development of progressive thinking.
- To provide educational facilities that rank on par with those offered in the world's finest educational institutions.
- To set new qualitative standards in education by employing innovative approaches.



EDIFY KIDS is a chain of preschools that provides a joyful learning environment and scientifically researched curriculum to maximize development of children during the early childhood years.

We provide a rich, stimulating environment to satisfy the learning needs of children for the development of their social, emotional, physical and academic skills.

ABOUT EDIFY KIDS SCHOOL



EDIFY KIDS is a fun play school that caters to children from 2.0 years to 6.0 years in a safe, learning & nurturing environment. Coupled with creche cum day care facilities make the EDIFY KIDS Pre School viable for urban and rural areas.



IMPORTANT FEATURES:

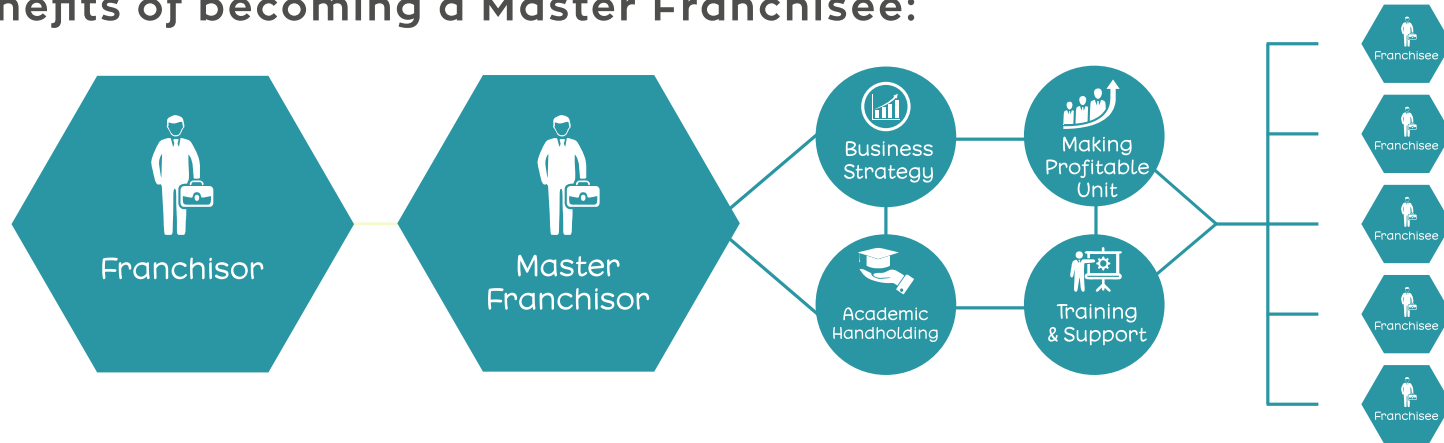
- | Well planned campus with all modern facilities
- | Spacious play area with splash pool and sandpit
- | Experienced and committed facilitators
- | Ideal teacher - student ratio 1:15
- | Theme based activity centric curriculum
- | Comprehensive reading and writing readiness programs
- | Emphasis on performing arts like, Music, Dance, Art & Craft etc.
- | Field trips and visits to places of cultural, historical and environmental importance
- | Monthly parent involvement activities

SLABS IN EDIFY KIDS

SLABS	INFRASTRUCTURE (SQFT)	INTERIOR AND SET UP COST PER SQFT	TOTAL COST OF INFRASTRUCTURE	INVESTMENT <small>(Including franchise fee, Consolidated kit, Furniture & Play Equipment)</small>	AVERAGE TUTION FEE / Per Annum	AVERAGE ANNUAL FEE	FRANCHISE FEE
EDIFY WORLD KIDS	3,500	150	5,25,000	18,22,000	60,000	11,760	4,00,000
EDIFY KIDS (Premium)	2,000	125	2,50,000	10,50,000	30,000	8,190	2,50,000
EDIFY KIDS (Classic)	1,200	100	1,20,000	6,97,000	20,400	4,266	1,50,000

ABOUT EDIFY KIDS MASTER FRANCHISE

Benefits of becoming a Master Franchisee:



- Exclusivity in selected territory
- Complete guidance for setting up the model school
- Lower franchise fee for Model Centre
- Revenue share through Franchise Fee
- Revenue share through reoccurring admin fee
- Training from H.O on franchise management and support
- Access to World Record Winning 3C Curriculum
- Become a Visionary, Leader and Entrepreneur
- Training on Leadership and Strategy development
- 360° orientation about Edify on Academic delivery, Operations and Business expansion

KEY

MF : Master Franchise
SF : Sub Franchise



Responsibilities

- | Search for potential areas to establish schools in the territory.
- | Ensure training & implementation.
- | Advise the sub franchises and guide them in site selection and centre visits.
- | Assist and provide aid to sub franchises for establishments.
- | Assure to have quality compliance.
- | To establish model school and run it as per DRS KIDS standards.
- | Business expansion to increase Edify Kids franchisee footprint and admissions in each SF centre.

SCOPE OF WORK

FRANCHISOR

- | The Macro and micro academic plans, Worksheets, Formats, Assessment assignments etc.
- | One quality audit annually at any MF and SF.
- | 2 annual trainings for MF and SF at MF premises.
- | Online Training twice a month.
- | Annual cluster training for MF and SF at Hyderabad.



MASTER FRANCHISE



- | Check the implementation of annual academic plan by SF.
- | MF submits a monthly report on the implementation.
- | Ensure complete attendance of sub franchisees in every training.
- | Visit SF every alternate month i.e. 5 times in an academic year for training & implementation.

SUB FRANCHISE

- | From Planning to Execution of the Academic as well as Event plan.
- | Print and Organize the required resources for the planners.
- | Ensure complete attendance in every training.
- | Documenting the progress.



SCOPE OF WORK

STRATEGIC PLANNING

FRANCHISOR

- | Specify the vision and mission for the pre-school.
- | OG, KRA, MIS and Reporting structure of all designation is defined.
- | Strategic business plan is provided based on market segment.



MASTER FRANCHISE

- | Ensure implementation of the Vision in totality by self and SF
- | Execution of the strategic plan by both MF and SF.
- | Asses sub Franchisee in recruiting Faculty.



SUB FRANCHISE

- | Schools execute the vision and mission.
- | Recruit people as per the organizational structure.



INFRA

- Y Corporate office issues design manual to setup the school.

- Y Ideal location for SF to setup a School.
- Y As per the guidelines of Selected tier, create a model school.

- Y In-built area in accordance to the selected tier.
- Y Appoint architect and design as per the guidelines.

SCOPE OF WORK

FRANCHISOR



- | Unique methods of parent communication like Home PTM, Coffee Mornings and Resource parent is introduced.
- | The centre Email ID for official use will be created.
- | Webpages are provided for MF and SF.
- | Mobile App for parents, teachers and school management.

MASTER FRANCHISE

- | One of the visits by MF to SF coincide with PTM.
- | Parent Orientation.
- | Facebook page is created for the centre.



SUB FRANCHISE

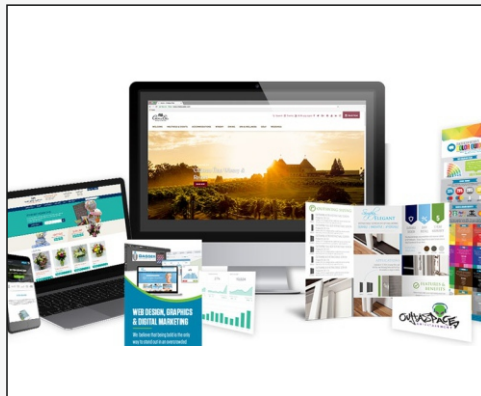


- | Maintain positive and Regular Communication with the parent.
- | SF shares information with MF.

SCOPE OF WORK

FRANCHISOR

- | Marketing Material provided to SF.
- | Designing of collaterals according to Franchisee.
- | Events will be planned for School Launch.
- | Admission Kit will be provided.
- | Training will be provided for the counsellor and centre head for handling Admissions.



MASTER FRANCHISE



- | Execution of designs by the Franchiser.
- | Pooled ad Campaign.
- | Visit to SF on school Launch.
- | Recruit an Academic person for planning events.
- | Attend and implement the strategies learnt in the training.

SUB FRANCHISE

- | Execute the marketing strategy with the franchisor.
- | Arrange press meets on the launch days.
- | Plan Schedule and Budget.
- | Achieve the targets.



SCOPE OF WORK

FRANCHISOR

- | Provide enquiry (x2 tier of potential target) monthly through digital campaign.
- | MF will be given Brochures, SOP and Presentations.
- | Marketing executive will accompany MF for prospective client visits.



MASTER FRANCHISE

- Y Access EDIMART and convert leads to conversion for the payments of all fees and dues.
- Y Visit prospective clients for sales presentation.
- Y Invite prospective clients to model school.
- Y Promote the brand as per the prescribed policy.



MASTER FRANCHISEE REVENUE PROJECTION

S.No	DESCRIPTION	% SHARE	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
1	Franchise Fee share (Assuming addition of 6 Centre/Year)	40%	6,00,000	6,00,000	6,00,000	6,00,000	6,00,000	30,00,000
2	Administrative Recurring Fee (Assuming 50 students per centre & per student RS 1500/-)	50%	4,50,000 (6 Centre's)	9,00,000 (12 Centre's)	13,50,000 (18 Centre's)	18,00,000 (24 Centre's)	22,50,000 (30 Centre's)	67,50,000
Grand Total		-	10,50,000	15,00,000	19,50,000	24,00,000	28,50,000	97,50,000

Note :

1. Master Franchisee, has to appoint atleast 6 centres / year, assuming 15 Lakhs Franchise Fee, the ROI is less than 2 years.
2. Agreement period is for 5 years.

Master Franchisee Fee : 15 Lakhs
Term: 5 yrs

BUSINESS PROPOSAL

❖ Target No of Franchise school in 5 years - 30

❖ Minimum Target per Year - 6

❖ Region (State)

❖ Model Pre-School Slab - Premium

MASTER FRANCHISE FEE

❖ 15 Lakhs + GST as applicable

❖ Tenure - 5 years

REVENUE SHARE MODEL TO MF

❖ 40 % of Franchise Fee

❖ 50 % of Administrative Recurring Fee

All Payments will be disbursed on pro rata basis after activation of payments from franchisees

Thank You !

Please feel free to contact us
for any kind of further queries.

EDIFY KIDS

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VIRTUAL TOUR OF EDIFY KIDS