If you require further information, or would like to speak directly to our educational consultants, please feel free to contact us at:

Language Link London
6 Dukes Road, Bloomsbury,
London WC1H 9AD
info@languagelink.com
www.languagelink.co.uk

Language Link Franchise
37 Ton Duc Thang, Dist 1, HCMC
Tel: +84(0) 28 3820 7225
franchise@languagelink.com
www.languagelink.com

CONTACT US

A PARTNERSHIP IN EDUCATION FRANCHISING
Language Link was founded in London in 1975, and is a Member of English UK (the National Association of Accredited English Language Centres in the UK), and accredited by the British Council in London. We are also accredited by the University of Cambridge UCLES (University of Cambridge Local Examinations Syndicate), as a provider of certificated teacher training programmes.

Language Link operates in 10 countries and in over 120 different centres and is a leading provider of English language training, teacher training and professional development programmes. Our Franchise business represents 42 years of teaching, including 20 years of international experience, running schools and training teachers and students.

“Successful living is continuous learning, and at Language Link, we aim to play our part in helping people achieve their dreams through education.”

“A mind is not a vessel to be filled, but a flame to be kindled.” (Plutarch)
Language Link Franchise Licence

Our platform provides the following to our franchise partners:
- Advice on location and set-up of a new school.
- Access to all Language Link educational products for use in the school.
- Proprietary teacher training programmes accredited by the University of Cambridge and Trinity College, London.
- Academic support - a testing system and teaching materials.
- Administrative support in Governance, Accreditations and database.
- Financial management support with planning, systems, credit control, banking and accounting.
- Comprehensive operational support.
- Staff selection, recruitment and training.
- Language Link branding, marketing and sales provided.
- Ability to plug into the network of centres across the Language Link Group.
- On-going support, training, and advice to make sure the franchise is a success.

Our People
People are key to the success of our business, both in terms of how we select, recruit and train staff, to providing a professional working environment that makes them proud to be part of the Language Link success story. All teachers will hold the proper English teaching qualifications, with most being native-speakers. Staff remuneration and conditions of employment will be attractive and in keeping with the professional aspirations of the company.

Our Brand
Language Link is a brand of excellence, striving to maintain the highest standards in all aspects of the teaching of the English language. It is therefore imperative that the business model be carried out in accordance with the terms of the agreement, which is a long established formula of success, over many years and in many different countries and centres.

Operational risk
Operational risk is always present in any business, in particular a new business. This risk can be reduced if the correct procedures are applied, which have been proven to be successful. Language Link will assist with ongoing support, training, sales and marketing to ensure that the new school is being run in accordance with the procedures and processes of the company’s brand.

Financial Agreement Highlights
Once all the terms and conditions have been fulfilled, a franchisee may purchase the right to operate a Language Link Franchise Licence, provided the following fees are received:
- An initial franchise fee
- A monthly Royalty fee
- A monthly Advertising fee

Details of these and all other aspects of the Licence agreement will be made available once the successful applicant has completed all the necessary documentation.

Language Link Franchise Agreement

License
In granting a franchise licence, Language Link will strive to maintain the integrity of its brand, with a clear concise contract outlining the obligations of its potential partners.

Business Model
Data shared, business model outlined, with the core sales and marketing strategies made available. This confidential information will be protected under the legal aspects of the agreement.

Management System
Our unique management system, CRM - Customer Relationship Management – will assist in managing the school, as it records competency, and helps ensure schools can easily monitor class size, attendance and progress.

School Set-Up
School locations, set-up and design will always be in keeping with the brand image of Language Link. Modern, well designed spaces must be built, creating an environment where people want to come and learn, and compatible with the highest standards set and maintained by Language Link.

If you wish to explore this franchise opportunity, the next steps are:
- Come and meet our team to explore your plans, objectives, knowledge and the driving force behind the interest in becoming a Language Link franchisee! (See back cover for contact details)
- Fill out the application form
- Set aside time to get to know Language Link as a potential new partner, the business model and operational risks
- Get to know how our energy, integrity, passion can be aligned to make your franchise business a success
- Successful Franchisees have business acumen, previous working experience, recognise brand value and key growth drivers
- Explore potential ideas with some market research, re: viability and probability of success
- Work on a business plan to submit to the Language Link Franchise team
- Sign Memorandum of Understanding
- Sign Franchise Agreement
- Acquire the school premises
- Select, recruit and train staff
- Align your school with Language Link design, brand, teaching methodology
- Commerce marketing toward a new school Launch Event
- Open your doors for business!
- Build on Language Link’s reputation for excellence

Language Link Franchisee’s Perspective

As a franchisee you will be working for yourself but you will never be on your own, thanks to Language Link’s ongoing support.

There is a minimum investment required to become a franchisee.

Buying a franchise means you have the right to implement the Language Link corporate strategy.

Successful franchisees work hard, and have stated that being passionate, patient and persevering all helped deliver their success.

Franchising requires full time commitment and a good attitude to achieving your goal.

Good marketing and networking are essential to growing the franchise business.

Exploring new ways to increase customers and sales is a very important part of the business.

If you think you have what it takes to be our partner, then contact us at: franchise@languagelink.com

Contact us: franchise@languagelink.com

Language Link

FRANCHISE AGREEMENT

WHO ARE WE LOOKING FOR?

- People of integrity
- Sufficient capital to launch and grow the business
- Sound knowledge of local market conditions
- Business acumen, drive and energy to succeed
- Good leadership and communication skills

NEXT STEPS

- Financial Agreement
- Business Plan
- License Agreement
- Introductions and Relationship Building
- Sufficient capital
- Pre-Launch
- Familiarisation and Training
THE BRAND

SCHOOLS AND SERVICES

SCHOOL MANAGEMENT
A unique Customer Relationship Management System (CRM) designed to facilitate efficient internal school management.

PROGRAMMES AND PRODUCTS

Pre-School (3-6)
- Books
- Parental Guides
- Teacher Guides
- Special Assessment
- Workbooks and Guided Homework

Primary Schools (7-12)
- Teachers Books
- Homework Books
- On-line Study
- Student books

Middle School (12-17)
- Teachers Books
- Homework Books
- On-line Study
- Student books

Adult Courses (18+)
- A Blended course for Adult Learners with 24/7 access and flexible timetables.
- Online Course
- Student Manuals

REVENUE STREAMS

- School Courses:
  - English for Kids
  - English for Adults
  - Academic English
  - Test Preparation
  - Teacher Training
- Schools Link: Outreach Programme
- Summer and Winter camps in US and UK
- Corporate Link: Executive Training
- Study Abroad Services, Student Placement
- Study Guidance, Scholarship Programmes
- Text Book Sales

QUALITY ASSESSMENT
All our materials are compatible with:
- The Common European Framework of Reference for Languages (CEFR)
- Linked to all International English Language Examinations including
  - University of Cambridge Examination Suites.
  - Trinity College London Spoken Examinations.
  - IELTS, TOEFL, TOEIC and Pearson Examinations.

FRANCHISING SUMMARY

Indicative Profit and Loss statement
average sized centre

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<thead>
<tr>
<th>Overhead Costs</th>
<th>Leasing Costs</th>
<th>Marketing Costs</th>
<th>Ongoing Costs</th>
<th>Other Costs</th>
<th>Estimated Profit</th>
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<td>8%</td>
<td>10%</td>
<td>7%</td>
<td>30%</td>
<td>30%</td>
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</tbody>
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Average set up cost
$250,000 TO $450,000

Profit
Return on Investment
UP TO 30%

LARGEST TEACHING CENTRE 2,000M²

4.2 year Track record
150,000+ Students currently studying with us
120+ Centres in 10 countries
1,000+ Teachers currently employed globally