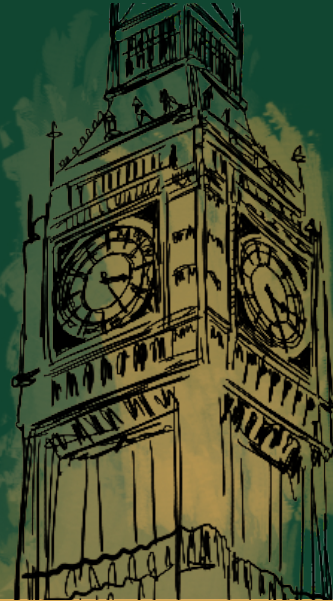




Language
Link®



Language
Link®



CONTACT US

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

A PARTNERSHIP IN
EDUCATION FRANCHISING

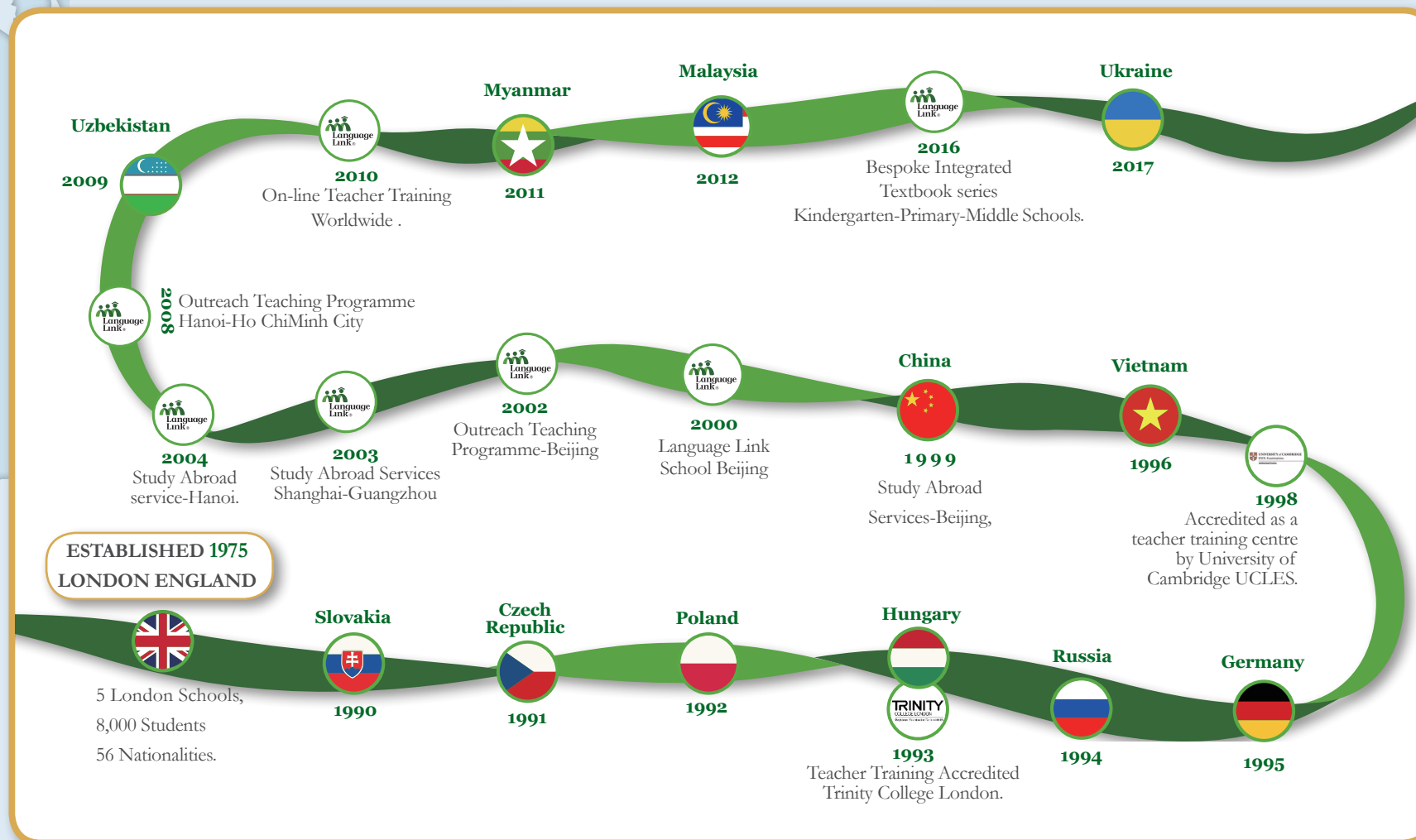
A BRIEF HISTORY

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

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.

TEACHING EXCELLENCE SINCE 1975



OUR MISSION

- To promote English as the pathway to further development and an essential pathway to further education and professional development
- To ensure that our classrooms are places of discovery and cooperation, where our teachers are facilitators in the learning process
- To utilise methods that are “learner centered” with the needs of our students at the forefront of everything we do

OUR AIMS

- To help students communicate in English for business or pleasure
- To treat each learner as an individual and help them achieve academic excellence
- To ensure that all of our students make maximum progress in a timely manner
- To reach every corner of the earth that wants to learn English the Language Link way

OUR VALUES

- Commitment to continuous learning
- Raising the standards of teaching
- Striving for educational excellence
- Providing education as a passport to the future
- Maintaining a strong code of ethics to ensure best practice in all that we do

TEACHING EXCELLENCE SINCE 1975

LICENCES, AWARDS AND ACCREDITATIONS



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

LICENCES, AWARDS AND ACCREDITATIONS



FRANCHISE LICENCES

- The franchise business model is well established, with many well-known global brands using the system effectively, profitably and as a core part of their growth strategy.
- A franchise agreement is a partnership, where integrity, trust, values and interests are aligned to ensure the success of the business.
- Language Link (Franchisor) will grant a licence or licences to people or companies (franchisees) who want to replicate the Language Link business model, using our brand, our sales and marketing strategy, and our formula for success.

OUR PLATFORM

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.

FRANCHISE AGREEMENT

Licence

In granting a franchise licence, LanguageLink 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.

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.

A 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

WHO ARE WE LOOKING FOR?

People of integrity

Sufficient capital to launch and grow the business

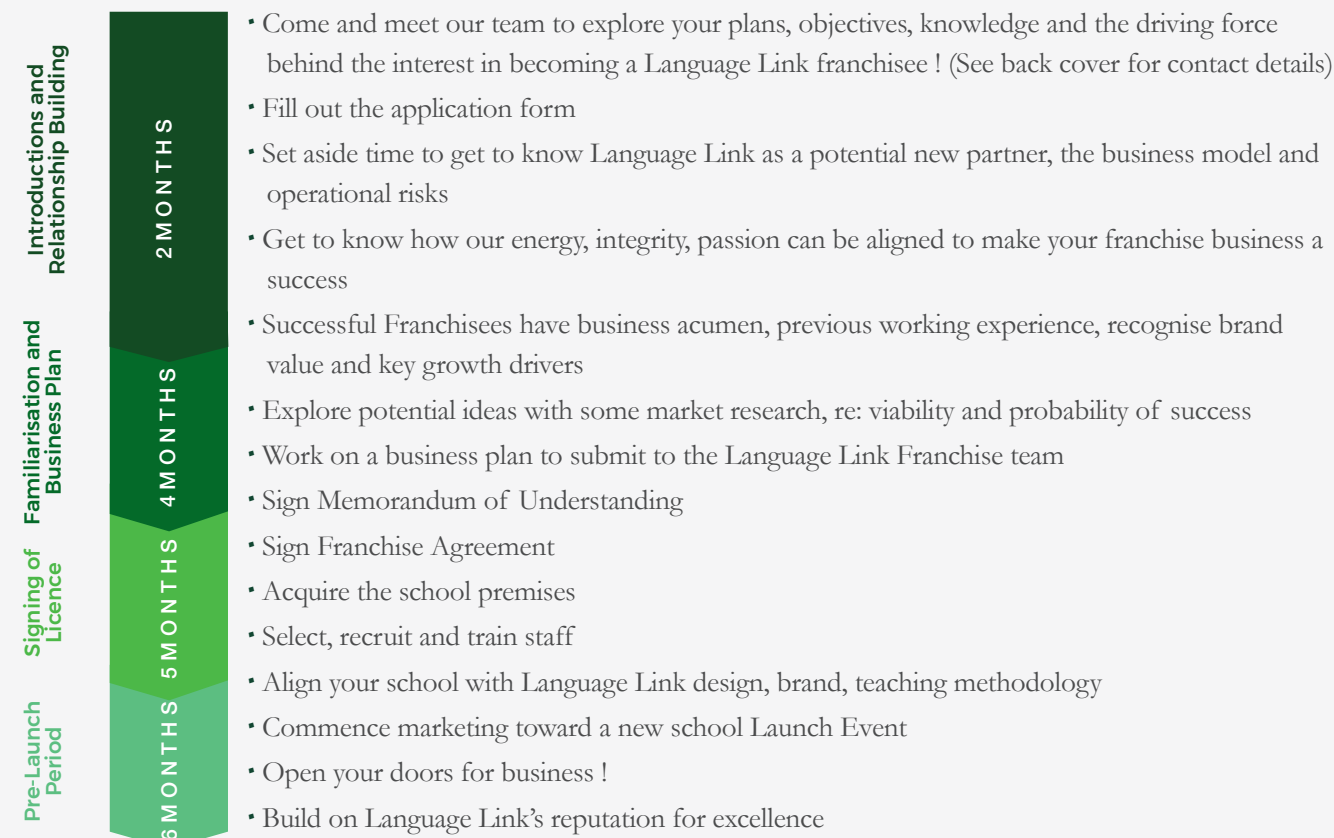
Sound knowledge of local market conditions

Business acumen, drive and energy to succeed

Good leadership and communication skills

NEXT STEPS

If you wish to explore this franchise opportunity, the next steps are:



Contact us: franchise@languagelink.com

LANGUAGE LINK



- Unique Brand.
- Over 40 years experience teaching the English language around the globe.
- Over 120 wholly owned or affiliate schools in 10 countries.
- An integrated platform of Face-to-face, On-line and Blended Learning Programmes:
- Compatible with the “Common European Framework of Reference for Languages” (CEFR)
- Linked with all major International Testing and Examination Systems.

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 GuidedHomework

Primary Schools (7-12)

- 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

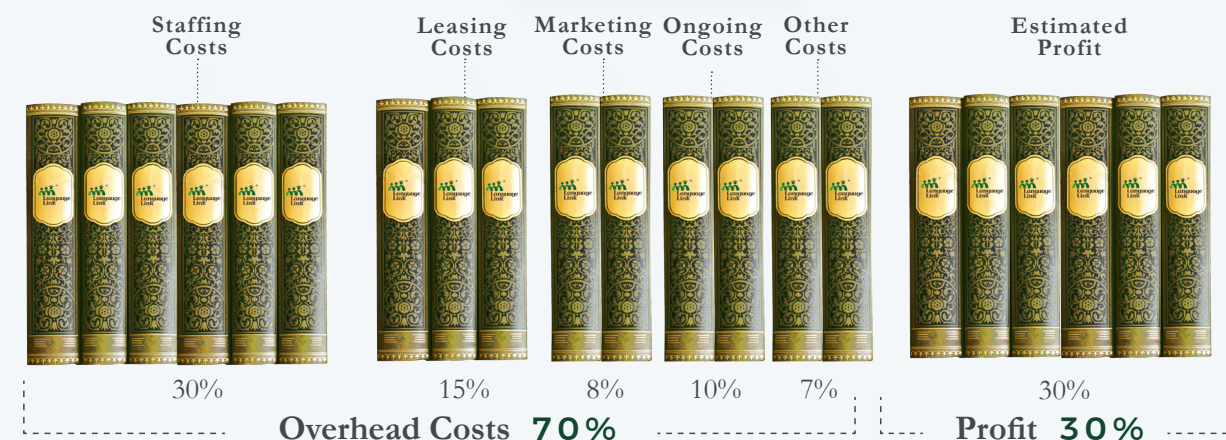
All our materials are compatible with:

- 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.

LANGUAGE LINK

FRANCHISING SUMMARY

Indicative Profit and Loss statement
average sized centre



Average set up cost
\$250,000 TO \$450,000



Return on Investment
UP TO 30%



42 year
Track record



150,000+
Students currently
studying with us



120+
Centres in
10 countries



1,000+
Teachers currently
employed globally

LARGEST TEACHING CENTRE 2,000M²

