

The National Well Being



Benefit from proven Franchise success model since 1995.

Frequently Asked Questions (FAQ's)

School -Affiliation



By:- www.schoolsfranchise.org

Viresh singh chauhan

+91 91099 13365

E-Mail ID

info@schoolsfranchise.org

Q-1 - Is there any obligation to run a school by society or an individual can also do this?

Ans. - Yes, you should be running the school under a non-profit trust with a minimum of 2 members or a society with a minimum of 7 members.

Q-2 - Does a trust or society want to run the school also need to hold experience in the education field?

Ans. - No, you do not need to have prior experience because the same will be provided by our training and support programs.

Q-3 - I am already running a school but I wish to convert it into a Franchise to attain maximum benefits of your brand, system, etc. – is this possible?

Ans. Of course, this is really a rewarding decision that you want to come with a school franchise that has already become a brand in Indian Education Segment.

Q-4 – We have a shortage of funds. Will we get any kind of support regarding funds from your side?

Ans. No, we do not make available funding from our side. However, we have tie-ups with several financial institutions. The rate of interest will be decided by the financial agencies only.

Q-5- Let me know the investment amount.

Ans. It is decided by the potential area you have, the number of students you want to target, and the fee structure you have planned. On basis of your plan, we make a calculation that how much amount you would need to invest. You also have to invest a certain amount in advertising as well as for working capital for some years.

Q-6- What Franchise fee has to be paid? Is any part of the fee refundable?

Ans. The fee paid for the franchise is non-refundable and consists of 2 parts - an initial license fee and an ongoing royalty (which is a percentage of your revenue).

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Q-7- When a license fee is to be paid?

Ans. The fee is to be paid at the time of signing the agreement.

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Q- 8 -Will the royalty be paid on revenue or net income? Also, let us know the frequency of payments

Ans. Royalty is to be paid on revenue and is paid to the Organization.

Q-9- What is a perfect location for School?

Ans. The branch can be set at any location which is easily accessible by students. Other criteria like visibility, neighborhood, lease rental to be paid (if leased), competition, etc. also equally affect the selection of location.

Q-11 How much and what type of space is required?

Ans. You can use Residential, Agricultural, Institutional or Commercial land if allowed by the local authority to begin the school.

Q-12, Is it compulsory that the land should be owned or we can use rented land?

Ans. There is no compulsion like that and you can also use leased land as well. However, the lease has to be irrevocable and for 30 years

Q-13. Would you provide us support in constructing the infrastructure such as building, etc.?

Ans. We would make available architect plan and all construction work should be completed as per given specifications

Q-14. Do we require obtaining a license to run the school? How can our school get recognition from CBSE?

Ans. Yes, to run the school, you should have recognition from the state government and affiliation from CBSE. We may also guide you through the process.

Q-15. Which Education Board would the School be affiliated to?

Ans. Indian Education Boards such as the CBSE and ICSE are the most popular. Of late the CBSE has improvised its curriculum with new and innovative structural changes, such as the CCE (Continuous & Comprehensive Evaluation).

Q-16 How much land area is required for a School?

Ans. As per the CBSE norms, a land area of 1 acre is required if the School is in a metro area, a land area of 2 acres is required for a school in non-metro areas. However, a land area of 5 acres or greater would be preferred as it would be able to support playgrounds for children.

Q-17 How much built up area would be required for the School?

Ans. The School would need a built up area of about 80,000 square feet to 1,00,000 square feet. This can however vary to some extent based on the targeted student strength. New areas can be constructed at a later stage as well, provided there are ample land areas and the structural design and construction quality allows for it.

Q-18 What will be the school strength?

Ans. Optimum planned school strength should be in the range of 2,000 to 3,000 students. Overcrowded Schools are not able to offer personalized attention to the students.

Q-19 What structure should be used to operate and manage the School?

Ans. The School would be managed under a non-for-profit entity, either a Trust or a Society. An understanding of the legal structures and the benefits and concerns of each of these structures in the context of the objectives of the promoter will be essential to choosing the appropriate structure for managing the school.

Q-20 Will Right to Education Act 2009 (RTE) impact the School?

Ans. Yes, the Right to Education 2009 Act (RTE) will impact the functioning of the School. A holistic understanding of the RTE and its implications would be essential to managing the School such that it performs academically and becomes a financially viable.

Q-21. Who will sign the franchise agreement from our end?

Ans. The agreement will be signed by the Chairman of your Society/Trust along with a copy of a resolution by Trust /Society confirming the approval of the same. We will send 2 copies of the agreement and you will return both of them, with 2 copies of: (a) address proof of the Trust/Society (b) proof of the authenticity by the signature of the person signing the agreement (c) the initial license fees.

Q-22. What are the obligations of a franchisee in case if he/she does not want to continue after the period of agreement?

Ans. In case you do not wish to continue beyond the agreement period, you will no longer be allowed to use our brand name, curriculum, our school system & support, proprietary software and other material related to day-to-day operations.

Q-23. Do you grant exclusive territories?

Ans. We have the freedom to grow intelligently and respectfully and make decisions based on information provided by each case. Due to all this, we believe the fairest way to approve a new branch is to assess each location as it is proposed to us, based on a variety of factors and approve locations that we believe will allow for maximum opportunity for success. It is our goal in selling territories that are large enough for you to realize your full growth potential, but not so large that potential students are not served. However we do give you an exclusive radius of 20 kms within which we shall not open another branch.

Q-23. How long is the term of a Franchise Agreement?

Ans. The term is 5 years, beyond which a renewal is required.

Q-24. Do you offer a master franchise or you just have unit franchise?

Ans. Yes, we deal in both unit as well as master franchise.

Q-25. Can I start more than one franchise?

Ans. Yes, you can start more than one franchise but we would advise you to start the second about 6 months after the first one is established as your full efforts are needed to kick start the first one.

Q-26. Can I start a Preschool branch/branches in the same location or in the city to act as feeder preschool/s for franchise?

Ans. Sure, however you will have to sign a separate agreement for each Franchise location and branch.

Q-27. Do you also provide any funding facility and if you do, then at what cost?

Ans. We are sorry to inform you that there is no funding facility from our side but we have tie-ups with financial institutions. However, the financing will be at the sole discretion of the funding institution and the rate of interest applicable would also be determined by the institution only.

Q-28. How long will it take to open a school?

Ans. It depends upon the quality and condition of the existing infrastructure. Accordingly, it may take from 2 months – 12 months.

Q-29. Would you help in finding out a suitable place to start the school?

Ans. Yes, once the agreement is signed, a site selection professional will work with you as well as with local brokers or developers to evaluate sites in your market and help identify the proper location for your new school.

Q-30. How much space is required and of what kind is required (Residential, Agricultural, Institutional or Commercial)?

Ans. Any type of land will do as long as it is allowed by the local civic authorities or the conversion is permitted.

Q-31. Is it compulsory that the land should be owned or rented?

Ans. Not necessarily, you may lease it. The lease has to be irrevocable and for minimum 30 years.

Q-32. Will you help me to construct the building?

Ans. The construction of the school will be as per the specifications of our architect.

TO START YOUR OWN SHEMFORD BRANCH, JUST FOLLOW THE FOLLOWING STEPS

- Fill the Franchise Evaluation Form
- Get the Site Approved by the Management
- Sign the Standard Franchise Agreement
- Confirm the Funding Arrangements with Financial Institutions (if required)
- Start the School Design Process and Incorporate the Innovative Concepts in the Layout
- Start the School Construction
- Procure Teaching Equipment, Furniture, ICT Equipment etc. from Suppliers
- Follow guidelines to attract & appoint quality staff and arrange for their training on the System
- Launch the School with advertisements and PR in Consultation with the Marketing Department
- Congratulations! Now just follow the School System & the Curriculum on a day-to-day basis to ensure a World-Class Schooling Experience for your Children