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Institute of English Speaking



Greetings from Sheetal Academy!

Sheetal Academy is a premier English language training institute founded in 1989, by Mr. Ketan Shah in Mumbai. Today, with a vision to make sure that the English language turns into strength not weakness. It has successfully trained more than a million students through its 250 franchisees spread across India & Nepal.

We acknowledge the unique importance the English language holds in India and in the world. However, we also recognize the fact that people face a lot of hurdles while communicating in English. Our aim is to help our students clear this hurdle and move ahead successfully in their respective careers. Our proprietary English language courses have been prepared considering the psyche of the student and provide useful inputs on communication methods, both verbal and non-verbal.

Gauging the wide prospects and the promising future of this industry, Sheetal Academy has decided to open its centres throughout the world and is currently looking to appoint franchisees for the same.





Respected Sir / Madam,

It gives me an immense pleasure to introduce our institute as one of the leading institutes in the field of education and it imparts the knowledge of the English language to the school, college goers students as well as professionals and grown ups aspiring to be fluent in the English Language. Sir/ Madam today the institution is having a strong presence in almost 175 cities and villages in India and Nepal. Sir/ Madam those students who come to your institute will definitely be tempted to learn the English Language at your institute only. With the same infrastructure, the same premises ,the the same staff, the same place and the same overheads you can start teaching the English Language to your Students. Sir/ Madam seize this opportunity and Sir/ Madam you can double up your income and increase footfalls in your institute. Be with the brand.

- The company shall provide a set of books (per student) containing 11 books
- The company shall provide digital learning of all the books.
- The company shall provide a device for online admission.
- The company shall provide prospectus, glow sign board and a standee / flex board and other required stationeries.

The franchisee should have computers with the high configuration. The deposit is per franchisee is ₹50,000/-

Out of the fees mentioned in the prospectus 50% will go to the franchisee and 50% will go to the franchiser.



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**Set up required :** minimum 600-1000 sq. ft. comprising theory section, Group Discussion section/ Public Speaking section (Both can be separate or joined) and Computers with the following configuration.

- The company shall provide a set of books. (per student) containing 11 books
- The company shall provide digital learning of all the books.
- The company shall provide a device for online admission.
- The company shall provide prospectus, a glow sign board and a standee / flex board and other required stationeries.

### **Deposit**

(Of the above mentioned deposit 50% is refundable 50% is non-refundable)

for fees structure and other details please refer to prospectus attached herewith.

### **Revenue generation**

of the fees collected 50% will go to the franchisee and 50% will go to the franchiser



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## Introduction

No corner of the world is without schools and colleges. Here is an opportunity to get a huge number of students at a time at one place. Today's parents do spend money on quality education provided rightly .

## Activities

- The franchisee himself / herself or his / her executives shall visit the schools, colleges and nurseries to enroll the students of schools, colleges.

## Set Up

- 100-200 sq. ft. with interior as suggested by the franchiser.

## Deposit

Of the above deposit 50% is refundable and 50% is non-refundable.

## Revenue Generation :

- A) For learning the English language charges will be ₹3,500/- per student.
  - B) For speaking practice the charges will be ₹20,000/- per month, per group.
- 50% of the collection from schools and colleges will go to the franchiser and
  - 50% will go to the franchisee.



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## Introduction

There cannot be a better opportunity to learn the English language other than at home to office. The parents are always skeptical about the development of their child / children. Here is an opportunity to the franchisee to get many groups for home tutions.

## Activities

- The franchisee shall act on enquiries forwarded by the franchiser and try to convert them into Home Tutions.

## Set Up

- 100-200 sq. ft. office and staff as per requirements.

## Revenue Generation :

A) The charges are ₹20,000/- per month.(Per course material kit ₹2,500/- extra)

- 50% of the collection from Home Tutions will go to the franchiser and
- 50% will go to the franchisee. (₹750/- course material kit will go to the franchisee)

## Deposit





## Introduction

Whenever there is quantity and quality there is exponential profit. Herein Sheetal Academy Corporate no. of students is exponential and so the profit.

## Activities

- The Franchisee has to contact police force of the state, big political parties, big security agencies, big placement services, the education department of the state, ministers, corporate companies, call centres and with the permission of Franchiser, wherever there are bulk admissions and big computer classes like JetKing, MS-CIT, Frankfinn or any group having many franchisees, big coaching classes.

## Set Up

- Minimum 100 to 200 sq. ft. of area for office.

## Deposit

## Revenue Generation

As per the discussion with the franchiser



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## Introduction

Today right from Amazon, Flipkart, Snapdeal to Domino's Pizza all are thriving on online business. Now, within a short period the concept of marketing will be online marketing only and here is an opportunity to both the franchisee and the franchiser to net the student through Net.

The franchiser has a positive minimum 10 Lakh enquiries p.a. for the prospective students. The franchisee is inclined to appoint one franchiser per lakh enquiries for online marketing.

The location can be anywhere in the country and the franchiser will provide almost 250 enquiries per day, per franchisee.

Total **10** franchises for India are available.

## Activities

- The center shall contact the prospective students through mediums like Voice call, Email, WhatsApp, Messages, Facebook or any other like social media and try to sell the kit along with explanation.

## Set Up

- Set up that of a call center.

## Deposit

(50% refundable and 50% non-refundable)

## Revenue Generation

As per the discussion with the franchiser



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## Introduction

In every society of the world, there are people of a different league who want VIP treatment. Hereby, the franchiser provides a special opportunity to a prospective franchisee to teach the English language to a class.

## Activities

The franchisee himself/herself will take up counseling of professionals like Builders, Advocates, C.As., Engineers, Teachers, Principals, I.A.S. Officers, Doctors, Bank Managers, Graduates, Post Graduates anybody who wants to learn the English language and having a personal tutor.

- In this case, the franchiser shall provide the enquiries or the franchisee shall generate enquiries by appointing marketing executives.
- To appoint number of teachers, as per number of students

## Set Up

- 600-1000 sq. ft. with interior as suggested by the franchiser.

## Deposit

(50% refundable and 50% non-refundable)

## Revenue Generation

50% of the revenue generated will go to the franchisee and remaining 50% will go to the franchiser



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# Franchisee Proposal For Sheetal Online Speaking Practice (one Franchisee One Country)



## Introduction

What a use of technology Sheetal Academy has thought of! One can learn the English language from any corner of the world and millions are in queue to learn the English language through video conferencing. Yes this is the fact..

## Activities

- The franchisee shall provide speaking practice through video conferencing like Skype, WhatsApp, Video calling etc. in whichever the student is comfortable with.
- The staff must be absolutely fluent in English.
- The students will be given by the franchiser.

## Revenue Generation

- The franchisee has to provide online training.
- The franchiser will pay ₹4,000/- per student per month at the end of every month.

## Deposit

(50% refundable and 50% non-refundable)



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## Terms And Conditions

1. Sheetal Academy Pvt Ltd is the owner of titles: Sheetal, Sheetal Exclusive Centre, Sheetal Publishers, Sheetal Publications, Sheetal Digital English, Sheetal Home Tutions, Sheetal VIP, Sheetal Online Marketing, Sheetal Online Speaking Practice, Sheetal Schools and Colleges. With or without logo the franchisee has no claim over this.
2. All the expenses on the advertisements and promotional activities will be borne by the franchiser.
3. The franchisees are allocated area wise.
4. The franchisee has to appoint Sheetal certified teachers. The process will be through video calling.
5. The appointment of franchisee is either through video calling or through personal visit at the Corporate office situated at A/218 Kasturi Plaza, Manpada Road, Dombivli East, Dist. Thane Near Mumbai, Maharashtra India
6. Sometimes discounts are also offered like during festivals, Sundays and slack season which has to be followed by the franchisee.
7. Any legal disputes the jurisdiction will be Kalyan, Dist Thane Maharashtra India.
8. Without the permission in writing from the franchiser the place of the franchisee cannot be changed.
9. The franchisee is not transferable.
10. The validity of this agreement is 60 months. After that period with mutual consent it can be renewed.
11. Without permission in writing the institution (Franchisee) cannot remain closed. If it is so the fine per day is ₹5,000/-
12. If any unauthorized student found studying in the institution will attract the fine of ₹5, 000/- per student or cancellation of the franchisee without any refund.



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All organisations begin with a dream, a vision, a hope for a better tomorrow. The successful ones are those that never say die, never give up, until the dream is realised, the vision turns into reality. SHEETAL ACADEMY is one such Institution founded almost three decades ago, Today Sheetal Academy is today, one of the India's finest Institutions. The entrepreneurial drive and commitment of the founder has been the guiding force of the Institution continues today, as the Institution looks forward to even greater success in the future.

### VISION

'To make sure that the English language turns into strength of the not a weakness'.

### MISSION

'To create an innovative English language learning program that is easily understandable, affordable, and reachable worldwide'.

**Others know the fruits...  
...we know the roots.**



### Sheetal Academy Pvt. Ltd.

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