THE RIGHT SCHOOL
CULTIVATING THE YOUTH

INVESTOR KIT



THE RIGHT SCHOOL
CULTIVATING THE YOUTH

www.trs.edu.pk



THE RIGHT MISSION

"The mission of THE RIGHT SCHOOL is to provide equal opportunity in admissions, education, employment and the use of facilities by prohibiting discrimination based on age, disability, gender, ethnicity, religion etc. It also expects all of its students, staff and board of directors to work together to encourage a climate of diversity where everyone values individual and group differences and respects others' perspectives."

CEO'S MESSAGE



Every new mind dreams of the opportunity to outshine the capabilities of the existing world but most of the time, due to lack of adequate resources and institutions talent goes to waste. It is a fact that the public sector has achieved considerable success in running effective schooling programs across the country, but there is still a void yet to be filled in the private sector.

The private sector is trying to bridge the gap with available resources; however, there is a dire need to institutionalise the private sector to maximize its productivity. That is the very core of the concept behind the inception of THE RIGHT SCHOOL.

I would like to take this opportunity to talk to you about the strengths of THE RIGHT SCHOOL, which are its unique and comprehensive academic support, backed up by a lifelong sustainability of its units across Pakistan.

THE RIGHT SCHOOL sustains the most important principles of modern education; that is self-induced transition that leads to an independent and analytical mind instilled with a positive attitude. Moreover, THE RIGHT SCHOOL is equipped with a unique professional potential and an unrelenting zeal to improve the current infrastructure of the private education system in Pakistan by setting an example as a national level educational service provider.

Industry experts at THE RIGHT SCHOOL promises a prosperous beginning for those who are aspiring to be a part of this network. Your progressive development is ensured by the effective utilisation of the resources that are offered here.

Wish you the best of luck!

Muhammad Faisal Thakur

PROJECT DIRECTOR'S MESSAGE



The best education institute seeks to actualise the potential in students in a positive way and is considered to be a benchmark for the success of any educational institute. Keeping the aforementioned in mind, THE RIGHT SCHOOL is striving to set new precedents of educational excellence.

We believe in the continuation of growth where each new day offers a chance for us to work together, pursue new opportunities and improve upon the past to carve out a bright future. We plan to establish in-depth relations with our Associates by learning their environments, challenges and goals firsthand, so that we can proceed with an informed perspective. By the grace of Almighty Allah, I am sure that we shall be at the forefront of change to deliver and add value.

Our team is our best asset and we take great pride in it. Our highly qualified diverse team is equipped with an extensive knowledge base, deep-rooted professionalism and unwavering commitment. That, in fact, is at the core of who we are and what we do. From top to bottom, our team is committed to delivering the highest quality and efficiency to provide unparalleled services to our network schools.

May Allah be with us!

Rasikh Zaheer

ABOUT US



THE RIGHT SCHOOL is a countrywide network of schools from playgroup to class X. Its operations are based on a franchise partnership between **THE RIGHT SCHOOL** and franchisees as licensees with the right to use the system and the proprietary marks of the project.

Utilising the best of professionals in the field of modern education, **THE RIGHT SCHOOL**, in line with its mission, seeks to provide value-based quality education to groom students with a futuristic vision and a clear sense of orientation to be competitive as well as cooperative in their learning environment. At the same time, we are equally focused on the grooming of the teachers and management who are the creators of the learning ethos in an educational structure. Therefore, round the year teacher-management development programs have been designed for their professional growth.

A rigorous instructional program tied to high standards builds student knowledge and strengthens critical thinking skills, while fair assessments monitor progress and measure the aptitude of students. Student achievement is the measure of school success, with resources and teaching strategies tied to this goal. The incorporated lessons will cover a wide range of material with students being taught not only their own religious values but also other major world beliefs to instill religious tolerance.

Having established the Right culture, the classroom experience will also focus on delivering and meeting the individual needs of every pupil. This requires each teacher to know the needs of every pupil, and for a structure to exist where students can be assigned to the right teaching groups to meet those needs.

Moreover, we have the honor to introduce a unique feature of technical skill development that will equip the child with vocational competence to deal with everyday affairs. It will incorporate self-dependency, confidence and a sense of dignity of work among the students.

The other features include but are not restricted to- a competitive fee structure, specially developed and proven educational aids and equipment for pre-school, parental involvement, inter-campus teacher/student transfer and support for the needy students/scholarships.

THE RIGHT PRE-SCHOOL

It is an established fact that the formative years of a child's life are the most important as their impressionable minds are very malleable to their surroundings. THE RIGHT PRE-SCHOOL pays special attention to the aforementioned and thus provides the children with an environment that caters to their learning needs and grooms them accordingly. We have devised a research based pre-school curriculum in sync with international standards. This leads to a smooth transition from pre-school to further education.

THE RIGHT PRE-SCHOOL features include:

-A superb learning environment

-Research based curriculum designed by experts

-Support in providing décor material

-Help providing pre-school equipment

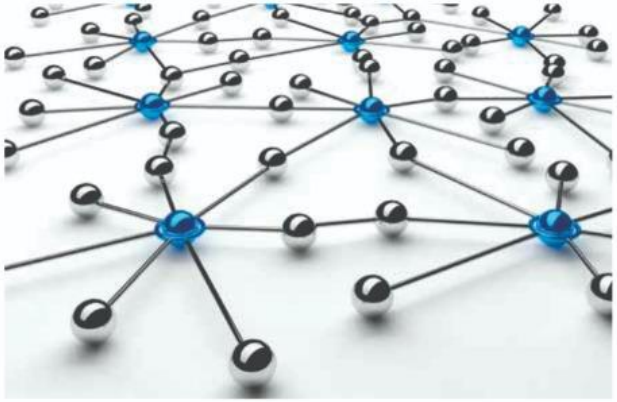
-Teacher training

-Activity based learning

-Curriculum Resource Packs



THE RIGHT SCHOOL FRANCHISE SYSTEM:



Business investment requires a great deal of risk free prospects, security of investment and early returns of the capital invested. THE RIGHT SCHOOL franchise system takes into consideration these concerns and provides opportunities of success at a minimum of risk. There are many contributing factors for having a franchise system, some of them are discussed here;

BRAND IMAGE

In this competitive era of brands, this is the time where only established brands will be able to flourish. Thus, THE RIGHT SCHOOL gives a brand name par excellence with minimum investment and harbours more

distinct features and privileges. It has become a brand not only in its market presence and recognition but also in delivering excellence in service and quality in education.

STANDARDISED QUALITY SERVICES

Having gone through extensive research and practice of delivering standardised quality service, THE RIGHT SCHOOL is providing policies and procedures complete in every aspect of an educational arrangement ranging from market research to quality education.

START UP ASSISTANCE

THE RIGHT SCHOOL has the experience and knowledge to provide technical and logistic support to new franchise owners in their transition from a start-up to a profitable ongoing business. Such assistance expedites the course of success and grooming. Moreover, it saves the franchisee from the hassle of starting from scratch.

MANAGEMENT ASSISTANCE

The system offers a range of management services to newly opened schools of the network, ranging from equipment mangement to human resource management. It transfers a wealth of knowledge on how to manage and operate a new school successfully.

TRAINING

A value-based quality education can only be ensured if the teaching staff and management are trained effectively throughout the year. THE RIGHT SCHOOL gives substantial importance to human resource development and ensures extensive training programs for all the concerned stakeholders in an educational set up.

RISK REDUCTION

THE RIGHT SCHOOL franchise provides the investor with a standardised system and strategies ensuring a successful and cost-effective launch of business unit with an effective market penetration. These measures help reducing the risk of loss.

MARKETING ASSISTANCE

It includes assistance in developing effective marketing plans and strategies not only for a local market but also at national and regional levels. As a result, the cost of marketing for the franchisee is reduced. At the same time, local marketing support is extended in an effective manner.

BETTER DEALS ON SUPPLIES

THE RIGHT SCHOOL has its own cost effective purchase and supply mechanism for goods and equipment that help the franchisee in terms of time and cost. The school can get better deals because the school equipment is purchased in bulk for the entire chain.

CONNECTIVITY/INTERACTION

The entire network schools are connected with each other in a chain through various forums provided by THE RIGHT SCHOOL.

This enables different schools to communicate and share their ideas and suggestions.

THE RIGHT SERVICES & SUPPORT

ACADEMIC SUPPORT MATERIAL

(PRE SCHOOL- CLASS V)

- Well Designed Curriculum Integrated with Islamic Teachings
- Teaching Resource Packs
- Block Distribution
- Academic & Activities Calendars (Pre School-V)
- Admission Tests
- Summer, Winter packs for Vacations
- Comprehensive Assessment System
- Online Support
- Additional Reading
- Teachers Training
- Booklist

QUALITY ASSURANCE AND EVALUATION SYSTEM

The head office ensures the quality in systems and procedures through a well placed quality assurance and evaluation mechanism round the year.

PROCEDURAL MANUALS

The head office provides a set of procedural manuals related to administration, academics and accounts. The said manuals helps ensure Standard Operating Procedures (SOP's) in the specific fields.

MARKETING

Head office embarks upon an effective Media Marketing campaign at National and Regional levels. Moreover, marketing at local level shall also be planned and supported by head office.

THE RIGHT SCHOOL'S COMPETITIVE EDGE:

- Value-based Personality Grooming as a subject
- Integration of IT in all subjects
- Contextual understanding of Quranic Values and Teachings in Curriculum
- Vocational training as a permanent subject
- Practical Approach Learning
- Parent-Teacher Association
- Science practicals at primary level
- Standard Course Outline
- Academic Discipline for teachers and students
- Uniformity in policies and procedures
- Healthy Competitions
- Linkups to further Careers and Professions
- Inter-branch transfer facility

THE RIGHT SCHOOL FRANCHISE STEPS FORWARD

SCHOOL OPENING PLAN

Contact our sales and promotion team to work out the school opening plan. A prior appointment will be required to visit THE RIGHT SCHOOL head office.

SITE ANALYSIS

Sales and promotion team shall visit the area or site as requested by the potential client and submit a report for the suitability of the area and the building. However, the head office reserves the right to grant or hold the license of the mentioned area based on the observation of the site.

TERRITORY RESERVATION

Taking into account the specifications and fee, an Association Agreement is then to be signed for opening of the school, thus reserving your right to open THE RIGHT SCHOOL in the agreed area. However, the agreement should be signed well in advance the school is operative.

SET UP

After initialising and adhering to the Association Agreement, meetings with our authorised uniform vendors, book sellers, furniture vendors, etc. shall take place.

HIRING

Hiring of the trained faculty will be processed with the assistance and consent of the head office, well before the school becomes functional. The medium of information related to the staff requirement and other employees can be newspapers and other advertisement sources as per feasible to the franchisee.

ADMISSIONS & TRAINING

THE RIGHT SCHOOL head office shall take on the admissions campaign countrywide before the start of sessions while imparting the required training to the franchisees, principals, and the teachers.

CONVERSION MODEL

THE RIGHT SCHOOL is keen to disseminate quality services in education industry and give the benefits of a growing brand image to already existing schools for their business development on win-win basis. Moreover, a standardised curriculum, round the year teacher-management training and massive media marketing guarantee better services and strong image for your existing school that will bring better business opportunities. So THE RIGHT SCHOOL offers a lucrative conversion plan for already existing schools who meet the criteria.

WHY SHOULD A RUNNING SCHOOL BE CONVERTED INTO TRS?

- Enjoy the reputation of a brand image connected with a countrywide network
- Have standardised systems and procedures
- Lesser franchise fee and royalty
- Extensive media marketing at national and regional levels
- Support in local marketing
- Better fee structure giving a financial edge to the school
- Round the year free of cost teacher-training

and many more features already reflected

CRITERIA FOR CONVERSION

If your existing school has:

- a strength of more than two hundred students
- a minimum one canal campus
- an eligible management

...then we cordially invite you to avail this mega opportunity at the earliest and be a part of a growing network.

THE RIGHT SCHOOL
CULTIVATING THE YOUTH

Franchise Application Form

Application Code:_____

Part-I Basic Personal Information

(Please write in CAPITAL letters)

- Name of Applicant
- Address of Applicant _____
- PTCL # Mobile #
- Fax # CNIC # -- --
- Email

EDUCATION

Qualification	Institution	Year

Part-II Experience Job ☐ Business ☐ Retired ☐

Occupation		Experience (years)	

Part-III References (if available)

Reference 1 _____ Reference 2 _____

Contact no. _____ Contact no. _____

Part-IV Intended Option to Open School

Levels	Pre-School ☐	Primary ☐	Comprehensive ☐

Part-V Proposed Location for New Campus

City	Area / Location within City
Preference I _____	_____
Preference II _____	_____

Part-VI Property for the Campus

	Status of Proposed Property	Owned ☐ Rented ☐	To be arranged ☐
	Type of Property	Residential ☐ Commercial ☐	
	Total Area of Property _____ Canals	Total Covered Area	
	Facilities / Utilities available in the Proposed Area / Location		
	Electricity ☐	Parking ☐	
	Telephone ☐	Sewerage System ☐	
	Internet ☐	Road Access Yes ☐	No ☐

Part-VII	Intended Fee Bracket		
	1000 – 1200 ☐	1300 -1600 ☐	1700 – 2000 ☐

Part-VIII	Financial Strength	
Your financial position depending upon the number and type of campuses		
	Proposed investment (approximate)	Rs. _____
	Intended financing of the Project	Self ☐ Partnership ☐ Loan ☐

- Any other relevant information that can support your application:

_____

_____

- Please return this Franchise Application Form along with a CNIC copy and a Demand Draft of Rs. 200,000/- in favor of The Right School and any other supporting document to:

Project Director
The Right School
2L-A, Gulberg III, Kalma Chowk, Lahore
Ph: 042-35883001-4

_____
Signature of the Applicant
Date: _____

FOR OFFICE USE ONLY

~ Acceptance of the Personal Profile	Accepted ☐	Rejected ☐	Under Consideration ☐
~ Suitability of Site	Accepted ☐	Rejected ☐	Under Consideration ☐
~ Financial Strength	Accepted ☐	Rejected ☐	Under Consideration ☐
~ Business Opportunity	Accepted ☐	Rejected ☐	Under Consideration ☐
~ Any Other_____			

Evaluator – I	Evaluator – II
Name _____	Name _____
Signature _____	Signature _____
Date _____	Date _____

APPROVAL BY PROJECT DIRECTOR Accepted ☐ Rejected ☐ Under Consideration ☐

Remarks (if any) _____

Name_____Signature_____Date_____