



CLASS APART: CEFL is distinguished by excellence in teaching.

Your pathway to success

DO you dream of freeing yourself from your nine-to-five job and being your own boss? Making money for yourself; seeing your dreams materialise? You know you can; you have sufficient funds, but you lack hands-on experience and to start from scratch would be onerous and stressful. Consult a few entrepreneur friends and they may well suggest you to take up a franchise.

When you take up a franchise, you are taking on a business that works, that has a proven model. There's no need to reinvent the wheel as franchisees get access to all they need to operate their business. You get support in terms of marketing, operations, accounting and training. There's a famous saying in franchising, "You're in the business yourself, but not by yourself." Starting a franchise of an established brand has less risk than starting a business from nothing.

So, after thorough research, you decide that franchising is a good idea. You stick to what you know best and what would be the most suitable and you decide on education.

Now, the question is, do you have what it takes? Being a good team player and having drive and determination are necessary characteristics for all franchisees. But the key factor in determining who is suitable to become involved in an educational venture is passion for teaching and learning. You have to have passion to want to go the extra mile; passion to persuade recalcitrant students (and unconvinced parents!); passion to stay committed in the face of challenges and frustrations. Of course, as with any enterprise, one has to work hard. While starting a franchise may be an easier pathway to success, it's not for those who want to get rich quick or for those who are averse to working hard.

These are the qualities that educational franchisors look for in their potential franchisees – those who have the drive and determination to push the envelope and take the business to another level. Established in 2001, Cambridge English For Life (CEFL) is the leading provider of accredited ready-to-launch English language programmes and is registered with the Registrar of Franchise, Ministry of Domestic Trade and Consumerism and with the Ministry of Education. In 2007, the very first CEFL franchised centre was launched. Today, CEFL is the proud franchisor of 35 centres around Malaysia and operator of six self-managed centres.

Most CEFL courses are designed to prepare learners for the University of Cambridge ESOL tests and examinations, which start for children as young as seven and progress step by step to reach the most advanced examination, the Certificate of Proficiency in English (CPE), which not only takes successful candidates to a level of proficiency close to that of a native speaker, it also allows them to meet the English language entrance requirements of colleges and universities worldwide.

CEFL offers courses for both junior and secondary level students

At junior level, children are encouraged to learn the correct forms of English in order to develop and benefit from a solid foundation. We offer Junior English (JE) at two levels for pre-schoolers and Young Learners English (YLE) courses for primary school students which lead to the Cambridge ESOL YLE Tests: Starters, Movers and Flyers. Emphasising listening,

speaking, reading and writing, courses are conducted using meaningful and stimulating activities in order to provide students with a thorough grounding for future success.

At secondary level, courses are designed to both teach and assess students' command of English from beginner to advanced levels, covering all four language skills as well as grammar and vocabulary. Each new student will take an initial placement test before commencing classes in order to determine their current language capability. On completion of this they will be allocated a class most closely matching their ability level.

Our Cambridge Main Suite courses comprise Lower Main Suite with Key English Test (KET) and Preliminary English Test (PET); and Upper Main Suite with First Certificate in English (FCE), Certificate in Advanced English (CAE) and Certificate of Proficiency in English (CPE). The Upper Main Suite certificates are recognised as English language entrance qualifications by universities worldwide.

CEFL is characterised by its commitment to quality education, a rapidly growing network of centres in Malaysia and a strict adherence to the following guiding principles:

- Working with a qualified and experienced teaching faculty,
- Keeping to its dynamic and proven effective syllabus,
- Offering practical courses of study leading to internationally recognised qualifications, and
- Developing lifelong skills for all age groups

CEFL aspires to be an essential reference on quality education, an institution that is an integral part of a community's success story, distinguished by excellence in teaching, a passion for knowledge and innovation, our leadership in education and language learning and our aptitude for diversity.

CEFL's future plans include the development of e-learning of language related programmes. Future expansion and opportunities will continue in Malaysia as well as in the Asia Pacific region where both investors and consumers have expressed a keen interest in becoming CEFL member institutions. CEFL makes procedures for becoming a franchisee as simple as possible with minimum bureaucracy. It takes just three easy steps:

• Applicants are invited for interview; if they meet CEFL's requirements they may submit their application formally together with the appropriate fee;

• A satisfactory inspection of the proposed location of the new centre premises leads to the formal completion of the legalities with regard to the Franchise Agreement;

• Once the Franchise Agreement is signed and the relevant franchise fee paid, CEFL prepares the 'Start-up Kit' and arranges for the delivery of resources and training.

By joining the CEFL family, you'll be part of a tested business operation that provides the opportunity for budding entrepreneurs to move ahead quickly, whilst at the same time receiving the CEFL brand recognition, a proven product, on-going guidance and support through the supply of improved materials, training, field consultations and regular communication. Together with our member institutions, we will lead the way to making today's learning tomorrow's success. For further information contact Cambridge English For Life at 03 78830912, email info@cambridgeforlife.org or log on to www.cambridgeforlife.org.

CAMBRIDGE ENGLISH FOR LIFE



Franchise
business
opportunities
available.

Making Today's Learning Tomorrow's Success

Established in 2001, Cambridge English For Life (CEFL), registered with the Ministry of Education and Registrar of Franchise, franchises accredited ready to launch English language programmes in Malaysia which culminate in the Cambridge ESOL examinations.

The CEFL franchise package is offered under the Cambridge English For Life brand name.

Cambridge Young Learners English for 4-12 year olds

- Junior English
- Starters
- Movers
- Flyers

The Cambridge Main Suite for 13 year olds and above

- Key English Test (KET)
- Preliminary English Test (PET)
- First Certificate in English (FCE)
- Certificate in Advanced English (CAE)
- Certificate of Proficiency in English (CPE)

Business English for Adults (HRDF-claimable)
Conversational English

Why take up a CEFL Franchise

- ✓ Opportunity to share a tried and tested education programme with prestigious branding
- ✓ Support and expert guidance in promotion, teaching methodology and school management
- ✓ Quality UK training materials
- ✓ Built-in quality control procedures
- ✓ Proven track record of success in the Cambridge ESOL examinations

PNS loans available for Bumiputera applicants.

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COMMON TOUCH: CEFL is an integral part of a community's success story.