

## CAMBRIDGE ENGLISH FOR LIFE

## Name of Franchisor:

Cambridge English For Life Sdn Bhd

## Type of business:

Education Franchise — providing English language courses to children and adults, primary Mathematics and character building programmes for children aged 4-12.

## Franchise packages available:

Cambridge English For Life  
Cambridge Children's House  
Cambridge Maths For Life

## Company Description/Background:

Established in 2001, Cambridge English For Life (CEFL) is the leading provider of accredited ready-to-launch English language, Mathematics and early childhood development programmes. CEFL is characterised by its unique history, a commitment to quality education, a growing network of centres in Malaysia and a strict adherence to its guiding principles.

CEFL offers quality English language courses for children of all ages as well as adults. The courses are designed to achieve the following outcomes:

- Enhanced English language proficiency and capacity to use the language
- Development of thinking skills
- Success in the Cambridge ESOL examinations

## Country of Origin:

Registered in the UK; first launched in Malaysia

## Years of Establishment: 10 years

## Initial Capital:

RM150,000 – RM250,000

## Franchise fee: RM37,000 to

RM51,000 for an initial 5 years, subsequent renewal is at 20% of initial payment

## A&amp;P fee: 1% of tutorial fee

## Royalty: 18% of tutorial fee

## Head Office Address:

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## Contact Person/Position:

Michael Yong, Business Development Manager

## Current number of outlets:

41 centres (as of December 2010)

In building a high-income nation, it's vital that future generations be given a good education. Here we explore franchises in the field of early childhood education that help build language and real world skills for the children as well as present the perfect opportunity for potential franchisees

CAMBRIDGE English For Life (CEFL) aspires to be an essential reference on quality education, an institution that is an integral part of the community's success story, distinguished by its excellence in teaching, its highly effective systematic teaching methods, its passion for knowledge and innovation, its leadership in education and language learning and aptitude for diversity. Together with its member institutions, it hopes to lead the way in making today's learning tomorrow's success.

With more than 40 existing centres, CEFL's future plans include the further development of e-learning in its language related programmes. Future expansion and opportunities will continue in these markets as well as in the Asia Pacific region where both investors and consumers have expressed a keen interest in becoming CEFL member institutions.

This option is great for someone looking for a franchise because CEFL franchisees enjoy the advantages of owning their own businesses while receiving brand recognition, a proven product, ongoing guidance and support and camaraderie. CEFL provides support for new franchisees from the outset, assisting in identifying a suitable location for the centre, making renovation plans, signboards and business licence applications and Ministry of Education approval as well as 'Opening Day' promotion and being there on the day.

CEFL also makes procedures for becoming a franchisee as simple as possible with minimum bureaucracy in three easy steps. The first step is where applicants are invited for an interview. If they meet CEFL's requirements they may submit their application formally together with the appropriate fee. Secondly, 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. And finally, once the Franchise Agreement is signed and the relevant franchise fee paid,

# All the tools for mastering English



CEFL prepares the 'Start-up Kit' and arranges for the delivery of resources and training.

By joining an established group and operating under the internationally recognised Cambridge English For Life name and logo, a franchisee immediately becomes the manager of a centre, which will command respect from prospective clients and students. CEFL does not offer a 'get rich quick' scheme but seeks serious qualified franchisees who will contribute to the prestige of its name and logo. For anyone looking for English language programmes that carry respect and credibility, CEFL with its experience as a leader in the fields of English language teaching, curriculum development and teacher training is the answer.

CEFL courses are designed to

prepare learners for University of Cambridge ESOL (English for Speakers of Other Languages) tests and examinations. They start from a level for children as young as 4 years old and progress step-by-step to reach the Certificate of Proficiency in English that not only takes the level of proficiency of successful candidates close to a native speaker, but also meets English language entrance requirements of colleges and universities worldwide.

CEFL offers quality programmes that are unrivalled in instructional design, teaching methodology, programme effectiveness, ongoing support and provides a business development opportunity that enhances both career advancement and personal satisfaction. CEFL as an International Centre of the University of Cambridge

International Examinations (CIE), sparked a renaissance in teacher training. It conducts the Cambridge International Diploma for Teachers and Trainers (CIDTT) programme, which offers candidates the opportunity to receive an internationally recognised teaching qualification. Furthermore, CEFL received the unprecedented accolade of training the first candidate in the world to receive distinctions in each of the diploma's four modules.

CEFL's franchise packages are offered under the following brand names:

- Cambridge English For Life — Academic, Business and Bespoke English courses:
- Cambridge Young Learners English (aged 4 to 12)
- Cambridge Main Suite (aged 13 and above)
- Business English for adults (HRDF claimable)
- Cambridge Children's House (CCH) — Early childhood character and life skills development programme for children age 3-6 years
- Cambridge Maths For Life (CMFL) — Cambridge Maths for children age 4-12 years

CEFL has been offering its programmes since 2001, first introducing a licensing programme and later, in 2007, the present franchise programme. The 'system' CEFL has created has built in feedback procedures that enable CEFL to take account of its franchisees' views and suggestions on a continuous basis. Over the years CEFL has regularly augmented and enhanced its programmes, in part due to the feedback received from its franchisees. This is an ongoing process in the ever changing world of teaching and learning.