

# Open up to a brighter future with a Cambridge ESOL

**KUCHING:** Cambridge English For Life (CEFL) aspires to be an essential reference for quality education, an institution that is an integral part of the community's success story, distinguished by the group's excellence in teaching.

According to the group in a press release, CEFL's future plans include the development of e-learning of language-related programmes.

With 40 existing centres nationwide, the group hoped to leverage on its highly effective systematic teaching methods, its passion for knowledge and innovation, its leadership in education and language learning and its aptitude for diversity.

"Together with our member institutions, we will lead the way to making today's learning tomorrow's success," it affirmed.

Future expansion and opportunities would continue in these markets as well as in the Asia Pacific region where both investors and consumers had 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 the camaraderie that comes with it," it added.

CEFL provides support for new franchisees from the outset, assisting in various junctures of the process including identifying a suitable location for the centre, making renovation plans, signboard and business licence applications and Ministry of Education approval, 'Opening Day' promotion and being there on the day itself.

By joining an established group and operating under the internationally recognised CEFL 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



**STARTING FROM YOUNG:** CEFL courses start from a level for children as young as four 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.

Together with our member institutions, we will lead the way to making today's learning tomorrow's success.

Cambridge English For Life

contribute to the prestige of its name and logo," it affirmed.

"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 also designed to prepare learners for University of Cambridge ESOL (English for Speakers of Other Languages) tests and examinations.

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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, sparked a renaissance in teacher training and conducts the Cambridge International Diploma for Teachers and Trainers programme, which offers candidates the opportunity to receive an internationally recognised teaching qualification.

The programme also received the unprecedented accolade of

training the first candidate in the world to receive distinctions in each of the Diploma's four modules.

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 which 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, due in part to the feedback received from its franchisees. This is an ongoing process in the ever changing world of teaching and learning," it highlighted.

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# 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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