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2020/21

Pingu's English  
Franchise Brochure



## Rewarding Franchise opportunities with Pingu's English

Invest in the multi-billion dollar English language training and kindergarten business with Pingu's English – already a **worldwide leader in early years' education** in over 20 countries worldwide.

### A proven UK-based brand

Pingu's English is the educational, fun and effective pre-school English language training and kindergarten franchise from the UK that enables children to be speaking English fluently before they start school.

Pingu's English's industry-leading system is **tried, tested and trusted** to help your business grow. Our **internationally recognised and respected curricula**, coupled with the global brand appeal of Pingu™, ensure strong competitive advantages from the start. And to maximise your investment, when you join us, you could gain the exclusive Licensee rights to both of our Pingu's English international education programs.

Pingu's English is about much more than benefiting from a successful formula with a proven business model. **It's about joining a global network of franchisees committed to providing young children with all the skills they need to succeed.** And to help you succeed, you'll receive the **training, marketing, operational and business development** support you'd expect from a franchise that's been revolutionising the global children's education market since 2009.

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The English language training market is a **\$50 billion** global industry that's expanding every day  
”



**+115 Years**  
LEARNING EXCELLENCE  
Since 1901

**4**  
Continents

Over  
**250,000**  
Enrolments

**250+**  
Schools  
Worldwide

**20+**  
Countries



## Why do other investors join us globally?

### Proven business model

From an internationally recognised and respected global education company

### High growth industry

Believed to be worth over \$50 billion and growing

### Strong global brand

Already operating in over 20 countries worldwide

### No education experience necessary

Just investment, ambition and business acumen

### World-leading teaching resources

Including Student Packs and Teacher Manuals

### First-class partner support

Training, marketing, operational and business development support from day one

## Two premium English language training programs. One international brand.

Through both of our highly respected international education programs, Pingu's English offers parents recognised and respected international curricula they can rely on.

As our Pingu's English franchisee, you'll have the rights, to reach the **lucrative children's education market**, all year round, using both of our premium international programs:



A three-year full-time **INTERNATIONAL KINDERGARTEN** curriculum for young children of 3 - 6 years old. Developed in partnership with Kingston University London, leaders in early childhood development and teacher training. Over 3,500 hours of teaching content, 36 Teacher Manuals and daily lesson plans.



A four-level international **ENGLISH LANGUAGE TRAINING (ELT)** program for children from 3 - 8+ years, aimed at stimulating each child's confidence in the English language, and exam preparation.



### Qualified teachers

Our qualified Pingu's English teachers follow **a robust, and outcome-focused curriculum** built on key milestones in our students' social and academic development.



### Play-based curricula

Pingu's English engages children right from the start with **highly stimulating** play-based methodology, helping each child find the learning style that suits them best.



### Creative and academic skills

Children develop fundamental creative and learning skills in **reading, speaking, writing and understanding in English**, as well as STEM and Maths. They will also develop broader social skills such as team work, communication and confidence to prepare them for formal education.



### Ongoing review and assessment

Pingu's English assesses children throughout the course and has strong learning outcomes that are used to review progress.

## 10 great reasons to become a Pingu's English Franchisee

1. A potentially lucrative monthly income, fast-tracking your business with a proven system.
2. The flexibility to run your own business, capitalising on a high growth sector.
3. A sound, scalable investment.
4. The only international kindergarten program worldwide to feature Pingu, the lovable, award-winning character loved by over 1 billion people worldwide.
5. A detailed training program for both teachers and management.
6. First-class HQ team development team experienced in the children's education market.
7. Comprehensive support with sales and marketing to help generate new customers.
8. Backing from the highly respected UK-based Linguaphone Group, an international education company with over 115 years of experience.
9. The opportunity to join a passionate and ambitious team in {Country} to develop Pingu's English nationwide.
10. And lastly, the unique opportunity to make a difference to the lives of children and help them get a crucial head start in life that parents rightly demand. And crucially, that children deserve.





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Pingu's English offers a unique combination of a fun and solid learning experience for children, delivered in an engaging, safe, and vibrant learning environment.

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## Join our winning global team

Pingu's English is a global education brand from Linguaphone Group Ltd, a world-leading training company from the UK with over 115 years of experience in the international education market.

Their experience, knowledge and global training expertise have earned them the reputation as a world-leading authority and international leader in children's education.

Pingu's English is the only children's education franchise based around the lovable and award-winning character, Pingu, combined with the experience of a global language training provider.

As a British company, they are passionate and committed to delivering first-class customer service and strong learning outcomes for all our students. That's why they're successful in over 20 countries worldwide, including in **China, Thailand, Myanmar, Brazil, Pakistan, Saudi Arabia, Italy, Cyprus and Estonia.**

(Pingu's English (Country) was appointed the exclusive nationwide Master Licensee for Pingu's English in {year}. We are already present in {X} locations and are now looking to develop our presence across the country by appointing new franchise partners.

## WE'RE LOOKING FOR AMBITIOUS AND DRIVEN PARTNERS TO WORK WITH US, TO DEVELOP BRANDED PINGU'S ENGLISH SCHOOLS AND KINDERGARTENS.

While it's important that you share a passion for education, **no education experience is necessary**. Many Pingu's English partners are investors and entrepreneurs from other sectors. These include hospitality, real estate and oil and gas – all of whom have seen the huge potential that Pingu's English offers.

We're looking for partners who are prepared to work hard to achieve success. Evidence of effectively developing a successful business will be key, as will the necessary vision to promote our industry-leading Pingu's English programs.



If you're serious about working with us, we'd love to hear from you!

{email@yoururl.com}

{www.yoururl.com}

**The business you want.  
With the support you need.**



**Teaching resources**

World-leading teaching resources for both of our international education programs, including Student Packs, Teacher Manuals and daily lesson plans developed by a team of experienced pedagogical experts.



**Training program**

A training program delivered to both teachers and senior management.



**Brand / Marketing / PR support**

First-class strategic and operational support for all your marketing needs from staff based at our headquarters.

