

**Indian Abacus™**



**Business Opportunity**



**The new Generation Abacus**

## Business Opportunity: Indian Abacus Education

Indian Abacus Company offers an excellent business opportunity to the aspiring entrepreneurs.

Entrepreneurs who are interested to start a small business initially, work hard with vision and grow steadily to become a large business enterprise owner would find the business opportunity offered by the company a great boon. A business in the service sector, especially in the area of young children's education has immense potential. Such an opportunity knocks at your door now. We invite you to take advantage of it.

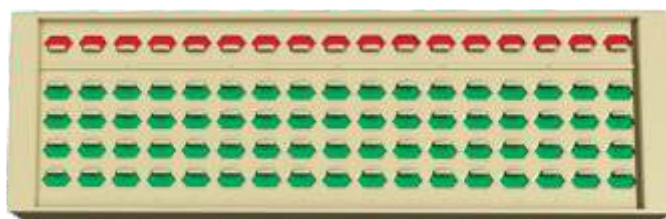


### Children's Age Group:

Indian Abacus Program offers children of the age group 5 – 13 years a great learning experience. The children trained will sharpen their mental arithmetic skills visible through the Speed and Accuracy. Children trained in Indian Abacus based computation apart from gaining Speed and Accuracy in calculations, simultaneously gain the brain skills Concentration skill, Visualization Skill, Listening Skill & Imagination and Creative Skills, which can rarely be learnt through training.

### Cutting edge of 'Indian Abacus'

Abacus education today is witnessing a market evolution. Due to lack of exclusivity in the Abacus program supporting tool and the program features, the quality of Abacus education is hampered, thereby the education offered in the market fell much short of the astonishing results that a totally-perfected Abacus tool and the program could really produce. Indian Abacus ends the days of the inadequacy and uncertainty by employing the revolutionary tool – Indian Abacus, which sets new standards in learning possibilities in Abacus education.



Indian Abacus, the new Generation Tool



## Indian Abacus Franchisees Network

Indian Abacus Program is well structured for operation under the Franchise format. The 13 years-experience has proved more than adequately that Indian Abacus Franchise business meets the aspirations of the small entrepreneurs. Those willing to earn attractive income and at the same time derive immense satisfaction with low investments to reap disproportionately higher incomes opt to seek the Franchise business opportunity being offered by the Indian Abacus. Indian Abacus program has been able to enthuse close to Thousands of Franchisees in India, who opted to sign up Franchise for the program.



## Learning Centres & E-Learning:

There is a large network of dedicated centres for Indian Abacus Program being professionally managed by the Franchisees with qualified Abacus Tutors doing the quality tutoring. Indian Abacus Program is also available in a well formatted On-line program. The learning of Indian Abacus Program on-line would be a great experience for the students, as the program is not only well-structured but also is supported by the best of technological tools resulting in assured and applicable skills.





## Marketing of the Program and Centre Activities

Basic concept of marketing the program is to make parents become aware of the program features and its benefits. This can be done by:

- Displaying a good name board with important information clearly available (Collect the general format options)
- Display of banners with product information, information on infrastructure and offer details
- Making periodical presentations to the parent audience through participation in community based activities.
- Staging live demonstrations of mental arithmetic skills on the stage in such events.
- Creating awareness in schools.

The crux of marketing lies in creating awareness of the program benefits and what the centre can do, since the parents would be keen to know what benefits children can attain. Once parents are aware of these and become confident about the competitive edge their children would achieve, they will not hesitate to enroll them in the program.



## Abacus Tutors

The Instructor should have the following most important qualities:

- **Right Attitude to tutor children- a humane, loving & patient approach.**
- **Realization that the teaching profession is a special & sacred service.**
- **Adequate knowledge and proper training in the subject**
- **Commitment to help children learn.**
- **To be available for handling special classes to support and nurture those children who lag behind others and help them go with the students who manage better.**

The Tutor should be a graduate, Knowledge & proper training could be exhibited only through good communication ability. Hence, instructors who have the ability to communicate in a clear and lucid manner would be the right candidates.

The Training will be provided by the Indian Abacus Company Chief Trainers, once the Franchise Centre has been signed and nominated tutor training fee is paid.

The Training is offered level wise. First Level, being the foundation level, would require 3 days and all the other levels training will be two levels per day, excepting the 4th Level which will need an entire day.

The Abacus Tutor would first undergo the 1st level training. After training the students for two months in the centre / class, the Tutor should attend training for the 2nd and 3rd Levels and then after taking classes for the second and Third Levels, i.e. after at least 8 classes in the 3rd level the Tutor is ready for the 4th level training. Training schedules will be followed in a similar fashion for further levels also. Periodical Training refreshers will be available, which the Tutor could utilize so that the quality of training that they offer would always be as per required standards.



### Tutor Fees

A Centre - 1st 3 years Agreement period	Rs. 20,000	Every Renewal 3 years period	Rs. 10,000
B Centre - 1st 3 years Agreement period	Rs. 15,000	Every Renewal 3 years period	Rs. 7,500
C Centre - 1st 3 years Agreement period	Rs. 10,000	Every Renewal 3 years period	Rs. 5,000

\*Service tax as Applicable

### Franchise Fees

A Centre - 1st 3 years Agreement period	Rs. 1,00,000	Every Renewal 3 years period	Rs. 50,000
B Centre - 1st 3 years Agreement period	Rs. 50,000	Every Renewal 3 years period	Rs. 25,000
C Centre - 1st 3 years Agreement period	Rs. 35,000	Every Renewal 3 years period	Rs. 17,500

\*Service tax as Applicable

### Fee Shares

Type of fee	Fees from Student	Franchisee	Tutor	Corporate Office
A Centre - Level Fees	Rs. 1800	Rs. 1035	Rs. 390	Rs. 375
B Centre - Level Fees	Rs. 1350	Rs. 750	Rs. 300	Rs. 300
C Centre - Level Fees	Rs. 900	Rs. 540	Rs. 180	Rs. 180

Type of fee	Fees from Student	Franchisee	Corporate Office
A & B Centre - Initial Student Kit & Regn.	Rs. 1100	Rs. 75	Rs. 1025
C Centre - Initial Student Kit & Regn.	Rs. 650	Rs. 25	Rs. 625

## Indian Abacus - School Centres

Indian Abacus Program is set to make a great presence in schools. The limitations of space & time have pushed Franchisees to realize that the major growth is in schools, which will be the extensions of Franchise centres. The Franchisees of the Indian Abacus program would run their centres and also manage the school-based centres. Schools, under the State, Matriculation and CBSE syllabi, are increasingly showing interest in adopting and introducing Indian Abacus program.





## Scope for Franchise

Franchise-based business is only two decades old in India, and only with the onset of Franchise-based business opportunities, small businesses in India grew in large numbers. The major advantage in this kind of business opportunity is that the franchisee would handle a branded product and services that enjoys a strong position in the market and there would be adequate scope for them to offer services in a qualitative manner, as a value addition. In the process, the franchisee enjoys an attractive share from the cost of the product or the service which the customer pays for.

**Indian Abacus Franchise** Opportunities provide great advantages – apart from the status of handling a popular educational product, the franchisee enjoys an attractive income.

The Franchisee is allotted an area / territory upon signing the Franchise Agreement, within which the franchisee works for realizing business. The distance between any two nearest franchise Centres is determined by the available market potential, which of course keeps changing with the growing market size. Compared to the level of potential which existed years before, the market is open today for any Franchisee to work and realise a business potential many times more than before, as the program popularity has increased several folds now due to the importance of the Abacus education required to be imparted to every child and the realization of this fact by most parents of young children.

### Scope for income from One Franchise Centre

Student Enrolments / Strength	Expected Net monthly income after expenses
100 ( 6 batches - Approximately)	Rs. 17,500
150 (10 batches - Approximately)	Rs. 27,500
200 (16 batches - Approximately)	Rs. 35,000



## Extended scope

The franchisees have scope for opening extension centres in and around their main centres (conditions apply). With two extension centres, each franchisee would be able to realize optimum potential of the territory. The total strength from one main centre and two extension centres could be approximately 400 – 500 students.



## Who can become a Franchisee

Anybody who has the following qualities could be a successful Franchisee:

- Strong urge to work to commitments
- Readiness to work hard in a dedicated manner
- Desire to earn an attractive income
- Appreciation of the need to invest time & money
- Understanding the need to involve other committed and skilled people
- Ability to learn from those who are successful
- Being humane yet assertive

## Infrastructure:

Franchise centres are the places where children come & learn brain skills and thus benefit from the Indian Abacus program training. The important requisites for a Learning Centre are:

- Class Rooms
- Office equipment – Computer, Telephone, Mobile & Desk for Students.
- Administrative area with material storage facility, parents waiting area, toilets, vehicle parking area, etc.

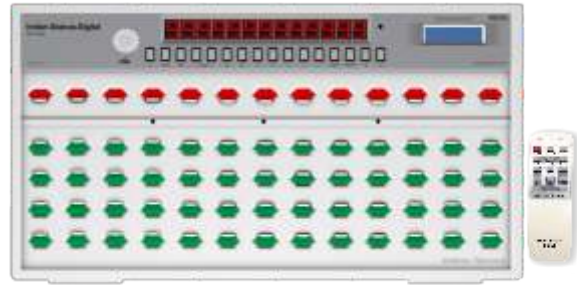
Franchise centres should have neat and well lit & ventilated class rooms and other facilities. No compromise should be made on any of the requirements. A good centre means to include the right & adequate infrastructure, trained staff, material & a good administrative set up. Franchisees should be available at the centre/s every day for not only monitoring the activities but also perfecting the systems. A Good Learning Centre is one where the children enjoy coming to and where the children have quality learning.

## Indian Abacus-Digital for Tutor

“Indian Abacus Digital for tutors” (Size 748 x 402 x 48 mm, 13 Rows) is designed for use by Tutors at the centres. The tool is used to explain to the students how the Abacus is to be operated to gain the Brain skills.

### The LCD & LED screens

The Digital Display screen is an integral part of IAD for Tutors and when the sliders are moved on the slots towards and away from the bar, values appear and disappear on the digital display screen. When the sliders are moved for a sum while explaining or demonstrating, the movement of the sliders post the values and numbers on the Digital display screen.



### Better & effective coaching possible

IAD for tutors has two major advantages over the conventional Teacher's abacus with beads. The sliders moved towards and away from the bar would unhide and hide the colour images which are strikingly effective in impression making. Hence the visualization is faster and stronger. The second advantage is that the LED displays the results of the working on the IAD, which enables the teacher and the students working on IAD to understand the concept and the formulae with much

### Oral Sums Call out & Remote Control

IAD for Tutor's is designed for other training & testing requirements. Calling out of sums (orals) – the system provides calling out (MP3 Inbuilt) of oral sums – the speaker provided on each Tutor's Abacus enables reaching of the output to the entire class room; Deferred Displaying of answers after verifying the children's answers; Conducting the assessments using the countdown timer; Setting time duration for the tests when conducted. Using the Remote control unit, the tutor could control all the activities from one place simultaneously observing the students' individual performances.



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