

BUSINESS OPPORTUNITY IN MYANMAR



SEGMENT : **INTERNATIONAL PRESCHOOL**

COUNTRY / CITY : **MYANMAR / YANGON**

BRANDING : **TM Registered in Singapore, Malaysia, Myanmar and China**

EARLY YEARS (Ages 2 to 5)

Overview

We aim to provide children in Early Years with educational experiences that will help them develop a positive approach to learning. By creating a learning environment where children feel at home, they will be more willing to explore new concepts and ideas. Self-discipline, a sense of responsibility, and respect for others are encouraged. Classroom walls are covered with displays of children's art and crafts, as well as language-based information to help them develop literacy skills. Displays of educational material related to topics being studied and an ever changing role-play area helps further stimulate their enthusiasm.

Pre-Nursery, Nursery & Reception (ages 2 to 5)

The classes for two to five year olds provide a stimulating and creative environment where young children may experience a wide range of activities that lead into Key Stage 1 of the English National Curriculum. These four years are very important as they form the basis of a child's future education.

At Our International School Yangon we follow the requirements set out in the Desirable Outcomes for Children's Learning (i.e. 6 goals for children's learning within the Early Years setting):

Language and Literacy covers important aspects of language development and provides the foundation for literacy. Children are helped to acquire competence in English as soon as possible. Particular emphasis is laid on speaking and listening and in pre-reading and pre-writing activities. In **Mathematics** children are introduced to important aspects of mathematical understanding and are provided with the foundation for numeracy. This is achieved through practical activities and by using and understanding simple mathematical language.

In **Knowledge and Understanding** of the World children acquire a basic knowledge and understanding of their environment, other people and features of the natural and man-made world.

The **Personal and Social Development** programme focuses on children learning how to work, play, co-operate with others and function in a group beyond the family.

The **Physical Development** programme aims to help children develop physical control, mobility, awareness of space and manipulative skills in indoor and outdoor environments. Children are actively encouraged to establish positive attitudes towards a healthy and active way of life. **Creative Development** focuses on stimulating children's imagination and their ability to communicate and express ideas and feelings in a creative way.

INVESTMENT PLAN

SET UP INVESTMENT

Franchise Fee	USD 18,000
Furniture/Play Toys	USD 20,000
Computers, IB Board	USD 10,000
Advertisement,web, social Media(6 month)	USD10,000
Branding/Renovation/Paintin g	USD10,000
Rental (USD3000) (12 months+2 month dep)	USD42,000
Initial Operating Fund	USD25,000
Lisence fee,other fees, Co Registration	USD10,000
School Bus	USD20,000
Total Investment	USD165,000

Franchisor will commit 25% Share, Franchisee 75% :USD123,750
SGD170,000

Frachisor will set out everything, and franchisee just need to pay SGD170,000 for 75% Share

Branding/Royalty Fee: 6% of revenue

INVESTMENT ANALYSIS Revenue/Month

Intake 100 Students	
School Fee USD250 X 100 =	USD 25,000
Labour Cost	USD 3200
Principal	USD500X1
Expariate Teacher	USD1200X1
Local Teacher	USD200X 5
Helper	USD100X 5
Other Cost	USD1000
Royalty Fee	USD1250
Rental	USD3000

Profit Per Month USD16,500
Per Year USD198,000
Enrichment Side Contribution 10 % USD 20,000 Projected Total Profit (before tax)
USD 218,000

This not include other incomes a) Text books, uniforms, Toy and multi media

Further the trend of Myanmar people is 80% will pay 1 term full fee, and thus the breakeven is even shorter). It will take around 6 months to breakeven.ROI is expected at 25-35% over a 4 yrs cycle.

Other Centre Comparison

Eaton Intl	ALBA Pre Sch	ILBC Total Learning
USD840/month	USD 300/month USD160 (Half day)	USD300/month