



Formal Education Division  
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# EDUCATION

is a serious affair with

## RESPECT,

## REPUTATION

&

# REVENUE

in its core...



a business opportunity

# EDUCATION is our FORTE since 1993... Pre-School to Ph.D



Trust of more than  
**3.11 lacs**  
students & parents  
so far.

## Career Point Group at a Glance

### Test Prep

**CAREER POINT**  
Pre-Engineering | Pre-Medical | Pre-Foundation

### Higher Education

**CAREER POINT  
UNIVERSITY**  
KOTA | HAMIRPUR

**CAREER POINT  
TECHNICAL CAMPUS**  
RAJSAMAND

### School

**CAREER POINT  
gurukul**  
Residential Coaching & School Campus  
KOTA | MOHALI

**CAREER POINT  
WORLD SCHOOL**

**GLOBAL  
PUBLIC SCHOOL**

**GLOBAL KIDS**  
A unit of CAREER POINT GROUP

### e-learning

Video Lectures on  
PEN DRIVE | MEMORY CARD

**eCareerPoint.com**  
Online Test Series

## Our Roots: Career Point

In year 1993, Career Point was incorporated to impart quality education to students preparing for various competitive examinations. With the sky-high ideals and commitment to excellence, now Career Point has taken a shape of vibrant, dynamic and responsible educational institution of the country. The group has diversified academic operations with multiple offerings including Test Preparation, Schools (Pre-schools and K12), Technical Campuses, and Private Universities in multiple geographies & e-learning. In short our continuum of services is from Pre-school to Ph.D.

Career Point shares the vision to become global leader in providing exemplary education for betterment of individuals through excellence in quality academic delivery and systems. The tradition of innovation and excellence continue with Career Point in all its ventures. The team is dedicated & devoted towards students success in every challenge.

Today, Career Point stands apart and well above the rest on a distinguished platform, as an epitome of success. This could be achieved simply by virtue of the excellent teaching methodology that Career Point has evolved, developed and implemented over the years.



# Our Core Values

## Our Mission: **Why we are here**

- To impart knowledge in order to activate the intellect, generate curiosity, form proper attitudes, inculcate human values, fearlessness, self reliance and self forgetfulness, all of which go to make a perfectly integrated personality.
- To provide wholesome development of the child i.e. the intellectual, physical, moral, social and emotional development.
- To foster simple values of life in the child's education at all levels, ensuring promotion of rich Indian values.
- To acquaint the students with the nation's cultural heritage & with the principles of democracy, secularism and national integration.
- To grow each child into a creative and confident citizen in wide range of activities so that he/she can achieve success in life.
- To raise the potential of each child to stand successfully not only at national level but also in global scenario.

## Our Approach: **How we achieve it**

Pursue excellence and all else shall follow.

We aspire to instil the right attitude, values and vision that will prepare the students for lifetime of continued learning and leadership in their chosen careers.

## Our values : **We believe in**

- Student Success
- Lifelong learning
- Respect, integrity, Trust, Honesty and Ethical Behavior
- Continuous Quality Improvement
- Excellence

## Career Point Group Campuses



Global Public School, Kota



Career Point World School, Jodhpur



Career Point World School, Bilaspur



Career Point Residential School & Coaching Campus, Mohali



Career Point Ltd., Kota



Career Point University, Kota



Career Point University, Hamirpur



Career Point Technical Campus, Rajsamand







# Career Point World School at a Glance

Career Point Group of school are equipped with facilities comparable with the best in the state, both in academics and extra-curricular activities. It is these 'extra' that will make your child's education complete.



People with education, vision and knowledge succeed in the battle of life. It can be the same with your child. An educated child will have greater opportunity to make life's dreams come true. At our school, we realise the full potential of your child, because we believe in complete education. We make each day count.

A School with a difference -

## Where Knowledge meets Success

- ✦ State-of-the-art Infrastructure
- ✦ Modern teaching aids
- ✦ Emphasis on physical, emotional and moral development of the child
- ✦ Ultimate Personal Care
- ✦ Low Teacher-Student Ratio
- ✦ Computer aided learning
- ✦ Special attention on child's personality development
- ✦ Motivating learning environment
- ✦ Innovative activity rooms for Art & Craft, Music and Dance
- ✦ Indoor and out-door games
- ✦ In Campus Hostel Facility for boys & Girls
- ✦ In Campus Medical Facility
- ✦ Transport Facility from all sites.

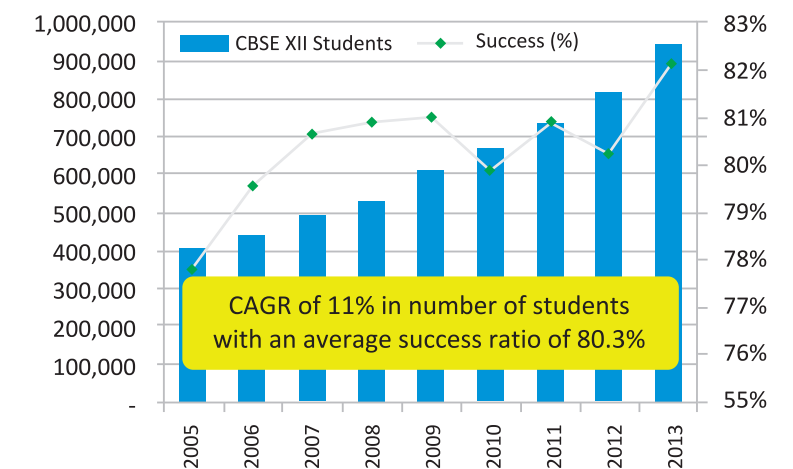
## Our School

- ✦ Global Public School, Kota
- ✦ Career Point World School, Jodhpur
- ✦ JBS Children Paradise School, Kota
- ✦ Career Point World School, Bilaspur

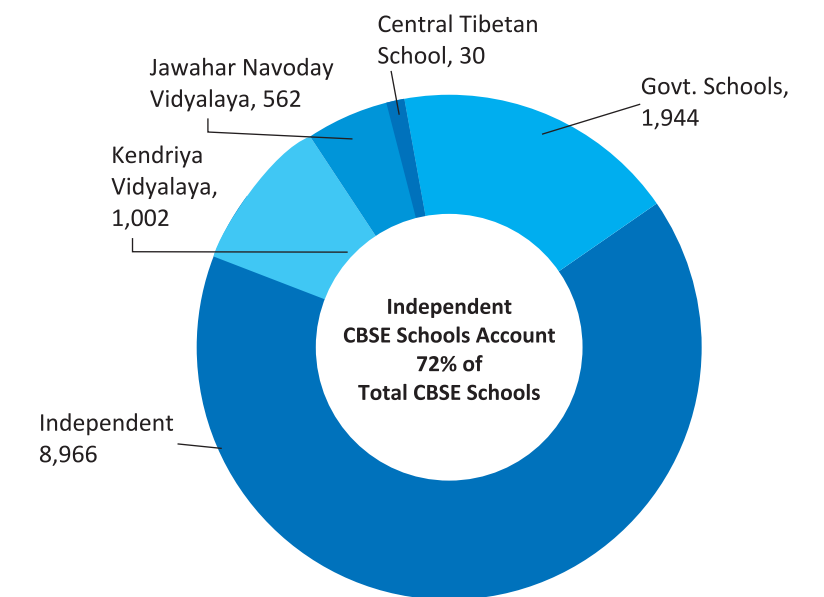
Be a part of multi-crore  
**EDUCATION SECTOR**  
 & start the journey  
 for something  
**BIG and BETTER**



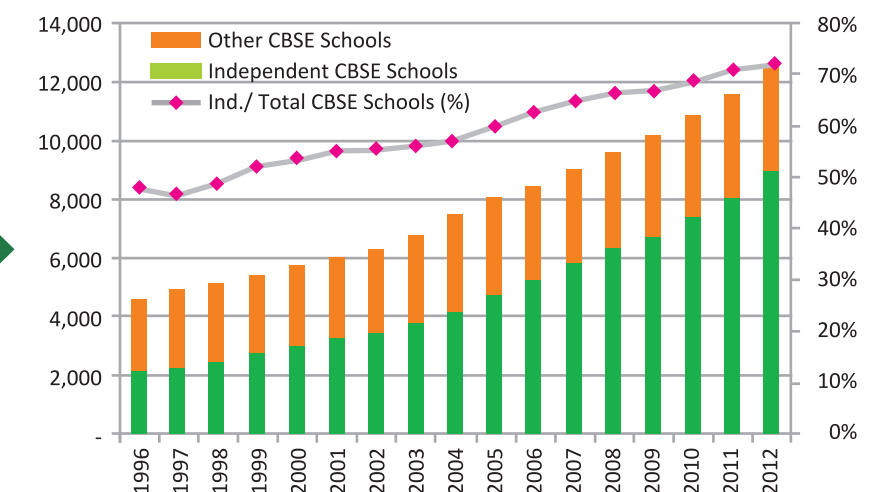
CBSE Class 12<sup>th</sup>  
 enrolments and  
 success ratio



Number of  
 CBSE Schools



Trend of CBSE  
 School: Independent  
 vs Others





# TAKE STEP for the everlasting, ever growing BUSINESS of EDUCATION to yield GOOD EARNING



## Why Franchisee?

- ✓ Proven and successful format of operating business.
- ✓ Established brand name and recognition.
- ✓ Complete technical know how.
- ✓ Fast market penetration.
- ✓ Structured support system.

## Own a World Class School by becoming Our Franchisee

Education sector as revealed earlier provide reputation, respect and revenue in its core. It is everlasting need and a sector to yield excellent returns. The education sector in India is poised to witness major growth in the years to come as India will have world's largest tertiary-age population. As of now the education market in India is worth US\$ 100 billion.

To be a part of this everlasting, ever-growing need we stressed upon the following aspects when we established ourselves as a new business venture:

- The continued viability/appeal of our business in terms of market sustainability;
- Being involved with a segment of business that combined constant growth and profit-making with a noble cause;
- Establishing a method where the investments were recovered quickly and the fear of failure was removed.

## Being an Owner of an established School means a lot

- **Self satisfaction:** Sense of being self satisfaction while interacting with Children and developing their overall personalities for future
- **Successful venture:** Assurance of a successful business venture, being part of an renowned and established group
- **Reputation:** Earning a reputation for playing the role of an Educationist in the society who provides an essential learning experience to the children
- **On-going demand:** Owning self sustaining business operation simply because the demand for quality Preschool education will never diminish
- **Recurring earning:** The comfort of getting scheduled earnings in the form of school fees, which would multiply every year due to increase in the number of admissions of Pre-school kids
- **Expansion and Diversification:** Ample Scope of expansion and diversification in the near future
- **Earning for Generations :** Education is a permanent sector if established once, having the power to generate business for generations.



# Ample **BENEFITS** as an associate to get Ample **RETURNS**

## **A few of the several benefits as an associate are**

- Pioneer & renowned national brand with vast experience in the education sector.
- Complete technical know how to run an educational entity with success
- Academic assistance, staff recruitment and training support
- Detailed marketing & promotion support with collateral design and marketing communication mix
- Procurement of Study material and other academic delivery tools
- Assistance in developing infrastructure and designing interiors.
- Guidance in interviewing, recruiting and evaluating teaching staff.
- Effective ways of solving administrative & financial problems.
- Continuous updates on current educational developments
- Assistance on a day-to-day basis.

# OUR PARTNER SHOULD HAVE...



## General Terms & Conditions



### COMMENCEMENT CHARGES FOR CPWS

For getting associated with the company for "Career Point World School" franchise business associate has to pay a non refundable amount as commencement charges, this amount will vary from location to location.



### ONGOING SUPPORT CHARGES

Ongoing support shall be levied as certain percentage of the revenue on quarterly basis. Business associate is requested to collect the fees from the students timely.



### SCHOOL FEE STRUCTURE

School fee will be decided with the mutual consent of both the parties, however before giving written approval to the affiliate company will consider several external factors some of them are: a) Paying capacity of the parents b) Competitors fee structure etc.



### TERRITORIAL LIMIT

The area of operation shall be defined, business affiliated will be allowed to do promotions in the defined territory.



### AGREEMENT TERM

Initially company will enter into the association of 20 years business affiliate will be allowed to use "Career Point World School" brand for the given period.



### TAXES

Taxes shall be liable as per Government policy and subject to change.



# We know, how you GROW.. Let's have a LOOK

## Being our Franchisee, you are among family

Being a Career Point World School Franchise owner, you are provided with our continued support and guidance in every possible manner

- ✦ We have created a Franchise Support System that will assist you with every conceivable issue that may arise in setting-up or running a Career Point World School branch.
- ✦ Our support mechanism is under a constant process of upgradation based on the feedback from our existing Franchisees. Our intensive research regarding new developments is the integral part of our support systems.
- ✦ You benefit from the presence of an organisation that provides extensive Franchise benefits in the following ways:



### Interiors/Exteriors support

- Site visit & layout plan
- Colour Scheme
- Modification in elevation/colour scheme
- Complete guidance on furniture / fixtures
- An Interior Designing Manual (for e.g. wall, ceiling, furniture, floor etc.)



### Marketing Support

- Guidelines for inauguration and launching of school.
- Timely visits by our support staff.
- Support in correspondence.
- Event-support such as Annual Day, Baby Show, Sports Day etc.
- Organising seminars, business fairs and presentations.



### Research & Development

- Curriculum & Activities.
- Study material & editorial support.
- Latest industry updates.
- Competitive Strategy Development.
- Improving day-to-day working with automation and IT tools.
- Above all, setting up a profitable organisation that provides quality education.



### Technical & Training support

- Availability of all manuals.
- Recruitment & Interview support.
- Training to all staff members.
- Regular trainings/PCP's.
- CD's related to support.
- Parent guidance & training support.

### Advertisement Support

- Local advertisement—layout, planning, conceptualization & implementation.
- Nationwide advertisements through newspapers, magazines & the electronic media.

**TOGETHER**, we can  
make a **DIFFERENCE...**  
Let's start the  
**JOURNEY !!**



## A Route Map for Career Point World School Franchisee

