

+ Make
Languages
Your
Business



+ Flexible – Fun – Rewarding - Profitable

**Ever dreamed of starting your own business?
Are you passionate about children, languages and education?**

**Would you love to create a lifestyle business that will allow
you to spend more time with your own family?**

**Owning a Children's Fun Language Franchise or Preschool
Music Franchise could be your answer!**



About buying a franchise

Working smarter not harder!

If you do your due diligence well and find the right franchise, you will find that buying a franchise is a great way to avoid the expensive mistakes you are likely to make anyway for starting up alone!

Turnkey Business

With a franchise, the franchisee should be able to just turn the key to begin the business.

Proven System

When you buy a franchise, you buy a system. A detailed Operations Manual should be provided, based on a business model that has been proven to work. The systems are designed to increase productivity and sales of each franchisee.

More likely to succeed

Some studies show that franchises have a success rate of approximately 90% as compared to only about 15% for businesses that are started from the ground up.

The Power of the Brand

If you join a franchise, there should already be brand awareness. This will mean customers are more likely to buy from you if they already know and trust you.

Training Programs

Franchises should offer a training program and ongoing support as well as the opportunity to network with other franchisees.

Ongoing support

There should also be ongoing support and guidance as you learn new business skills and grow your new business. Make sure you are clear on how far this guidance extends! You should always be able to pick up the phone or book a skype call to request help from the franchisor or other franchisees.

Marketing

Franchises should have a clear marketing and advertising strategy and will take care of handling this at a national level.

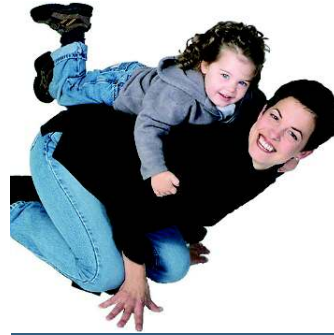
Network

If you buy a franchise, you will become part of a network of like-minded people who share your passion for your industry and who will become an invaluable source of support and guidance. In effect, you will work for yourself but not BY YOURSELF!

Risk Avoidance

For many of the reasons outlined above, you should be able to assess, with relative certainty, what will happen when you buy into your selected franchise, including a realistic timeframe for a return on your investment and future potential.

Remember... we have been supporting successful franchisees for many years. Don't be afraid to set up a time for a no-obligation chat to discuss how our system can work for you!



Why choose a language franchise?

How do I know there is a market?

There is a rapidly growing awareness of how important it is to learn foreign languages in Australia and New Zealand.

Research has shown that learning a second language enhances children's overall mental development. This results in increased language and reasoning skills, maths ability, earlier reading, higher self-esteem and more cultural understanding and tolerance.

The Market

The demand for languages continues to grow in multicultural Australia and New Zealand. Parents and educators realize that for young Aussies and Kiwis to compete on a global platform, they will need language skills.

LCF Fun Languages has been operating in Australasia for over 14 years and is now the leading provider of a wide range of solutions to schools and Childcare Centres, wishing to offer languages.

Demand for our popular after-school programs continues to grow, which will give you lots of opportunity to plenty of options in how you choose to grow your business.

Our comprehensive product range means we can offer solutions to schools, preschools, parents for everything from complete in-school programs and resources, to school holiday programs and fun after-school clubs!

.....AND WE SEND YOU THE LEADS!





How do the clubs operate?

Professionally designed materials including detailed lesson plans, flashcards, board games, CDs, songbooks and activity sheets support this interactive and communicative approach.

We are also able to adapt to the market, which we have proven over the years.

Here is a selection of the types of courses that you can offer through your LCF Fun Languages franchise:

- French, Mandarin Chinese, Spanish, Italian, German and ESL.
- Pre-school groups for mums and bubs
- Contracts with Childcare Centres.
- After-school and breakfast programs at primary schools
- In-school language programs and solutions to schools
- Support for secondary level French and Spanish
- Holiday Programs
- Drama and Art Clubs
- Language Experience days for schools
- Sale of additional language resources and merchandise
- Adult French and Spanish
- Language Tutoring

We generate leads through our on-going marketing campaigns and we pass them on to YOU!



HELPING THE WORLD COMMUNICATE!



Fun Language Clubs

Giving children the opportunity to learn. Giving you the opportunity to earn.



The Territory

With LCF Fun Languages you get to join an international franchise for a minimal investment for a FIVE year term! The joining fee is extremely LOW. We do not offer exclusive territory, as this would require a fee about 10 times greater than LCF Clubs is asking. You can grow your business as large as you like within Australia or NZ and we will protect your clients and clubs that you set up.

There are no boundaries placed on you, except that you cannot approach schools where other franchisees are already working. But you can spread as far and as wide as you like without a geographical boundary hemming you in.

Always remember that it is in the interests of LCF Fun Languages as a whole to have lots of franchisees who love their business.

Our success is dependent on your success – we WANT you to develop a fun, flexible, rewarding business that results in long-term franchisees!



The LCF Methodology

With the LCF Methodology, young children are quick to absorb pronunciation and vocabulary without inhibitions or self-consciousness. Experienced linguists, teachers, child psychologists and pedagogues have devised the proven and structured courses over many years.

Clubs' methodology is based on fun activities such as crafts, music, role-play, drama and plenty of lively and popular games. Children play and learn together in small groups.

Kids really do start USING the target language quickly and naturally!



LCF Training Programs

As an LCF franchise owner, you will receive ongoing business support and training.

As your business grows, we will support you with a database of language teachers to deliver the programs.

We also offer Teacher Training workshops, facilitated by qualified and very experienced teachers and manager.

Our workshops offer several modules, which cover many areas including:

- Preschool Teaching
- Teaching in the Primary Classroom
- Clubroom Management
- Using role-play and drama in language teaching
- How to run a holiday program

We also offer access to our online teacher training site.



Invest in a fast-growing industry with a proven model

When considering any investment, whether a business or other, it is important to look at the return potential on your money. While there are no guarantees, making an informed choice about a business with proven model, in a growing industry and market are the types of factors you should be considering.



What teaching resources does LCF Fun Languages provide?

We provide you with everything you need in order to set up and run the Clubs in your area, including:

- Detailed lesson plans and worksheets supplied digitally in your chosen languages These are regularly updated to ensure we remain at the forefront of children's language learning.
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- Access to our popular teacher training workshops for you and your teachers.
- Marketing support and training to help you set and achieve your goals.



What business support does LCF Fun Languages provide?

- Business plan templates
- Initial Marketing training with your local support manager
- Annual national LCF Fun Languages Conference for all franchisees
- Ongoing business training and support at no extra cost
- Personalised marketing templates for your campaigns
- Your own webpage on our site and access to secure area of our Members website
- 100 page Operations Manual updated annually
- Fliers, posters, business cards and vehicle signage



What is the cost of buying an LCF Franchise?

If you are invited to become an LCF franchisee, the cost of investing in the franchise starts at \$10,000 +gst. This is a one-off upfront fee and you are then free to begin setting up classes and teaching.

Quarterly royalties are paid at a rate of 12.5% of Revenue. Public liability insurance to the value of \$20 million is compulsory and provided through head office at a reduced group rate.

Return on investment is generally 5-9 months, depending on your rate of growth and the term of the agreement is 5 years!

What can you earn?

How much you earn is up to you! We know the demand is there and, for over 25 years, we have proven that our business model works.

All you need is your **PASSION, COMMITMENT TO SUCCESS** and your **SKILLS** and we will support you in growing and scaling a profitable business.

Some of our franchisees choose to run a relatively small business due to family commitments and turn over \$30,000-\$50,000 per year. However, our more successful franchisees turn over in excess of \$120,000+++ per year!

IT REALLY IS UP TO YOU!





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Giving kids the
opportunity to learn
and YOU the
opportunity to
EARN!



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LCF Fun Languages Australia
Work FOR yourself, not BY yourself!

If you are feeling excited, why not let us know and we can set up a time for an informal chat to see how this business could work for you?

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