



*A Smart School is
A Smart Investment*

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INVESTORS KIT

VISION

To empower the future of the nation through affordable, yet standardised, quality education.

MISSION

The Smart School's mission is to establish a network that provides consistently high quality, standardised education without discrimination. We aim to holistically develop our youth, empowering them with the latest learning techniques and technologies, while instilling in them the values, morals and ethics to put their knowledge to the best possible use.

WHAT
IS OUR NEXT
MILESTONE?

GROUP CHAIRPERSON'S MESSAGE

Welcome to The Smart School. The fact that The Smart School has emerged as one of the fastest growing franchise school projects in Pakistan, within the first year of its launch in 2012, is no coincidence. The broad principles that continue to guide us in this venture are derived from the same values, aims and principles that are rooted in The City School's foundation. Our franchise schools and their school communities, including their students, teachers, managers, and parents, are as important to us as all the City School communities everywhere and we aim to facilitate an educational experience for students across the country that will motivate, enthuse and encourage them.

Together, we can provide the kind of education that all discerning parents want for their children, in schools that are efficient, well organised and, most importantly, respect the dignity and wellbeing of the child, the teacher and, indeed, that of the whole school community.

I would say therefore to our Associate school communities, "Be the best you can be . . . and by so doing, Pakistan, too, will be the very best that it can be."

Group Chairperson, City Schools (Pvt.) Ltd.

OVERVIEW

The rapid and organic growth of The City School since it was first established in Karachi, Pakistan in 1978 has seen it develop into an organisation with a presence in six countries and a reputation for operational excellence. In Pakistan, it currently caters to around 61,000 students in over 180 branches across 47 cities. Based in Lahore, its Regional Offices support a network of branches throughout Pakistan and overseas.

The City School experience provides the confidence, knowledge and 21st century skills necessary to meet the challenges of an increasingly competitive global community, while remaining true to the preservation and promotion of traditional ethics and values.



INTERNATIONAL PRESENCE

The City School was the first premier educational institution in Pakistan to venture overseas and now has an established international presence. The first international school was opened in Dhaka (Bangladesh) on the occasion of the City School's Silver Jubilee in 2002. Today, The City School also has international campuses in Dubai (UAE), Jeddah and Riyadh (Saudi Arabia), Kuala Lumpur (Malaysia) and Pulilan (the Philippines).

Future plans include the establishment of schools in the Arab states, South East Asia and Africa.

At the heart of our franchise project are the needs of students, their families, and the schools that students attend. Our franchise system will introduce new systems, new policies, and, especially important, new confidence into communities that have long sought a higher quality of educational opportunities.

TCS services are designed to assist the investor and the head of school to achieve the highest standards, the highest quality and the highest efficiency in their school.

In addition, the services TCS provides will promote the ethos of the school by assisting in students' spiritual, moral, social and cultural development. There are therefore many ways in which interested parties gain from a TCS franchise. Students benefit, first and foremost, from the daily experience of being educated; teachers gain motivation and job satisfaction; parents have increased confidence in their school and the gratifying sense of being associated with a successful enterprise, and investors, heads, staff, and all interested parties have the satisfaction of knowing that standards and quality are based on a firm foundation.

Our Director Sales and the Franchise Sales Team will be most happy to assist existing and potential investors with all the information that they require. We wish our investors a very happy and successful association with the TCS franchise project.

COO's MESSAGE

Chief Operating Officer,
The Smart School

WHO
ARE WE?



MESSAGE FROM THE PROJECT DIRECTOR

Pakistan's youth is both progressive and inquisitive and has the potential to lead the country to prosperity and growth, if given the right opportunities and a good education. However, the lack of affordable, high quality education often limits their future prospects. We need to empower the next generation with the necessary skills and expertise so that they can take charge of their own future.

The City School has a proud history of 38 years of successfully providing outstanding education across Pakistan. The Smart School, a ground-breaking initiative of The City School, is aimed at empowering the next generation using the latest technology and its associated benefits. Within four years of its launch, the project has gained a considerable foothold in the franchising market with over 300+ schools and 75,000 students registered all across Pakistan. By integrating Information and Communication Technology (ICT) with a carefully-crafted curriculum of the highest standards, The Smart School has truly pioneered the concept of a futuristic classroom.

We look forward to even more growth and expansion in the years to come. It is an exciting opportunity for investors to invest in the future of learning and join the mission of educating Pakistan.

Project Director

A SMART SCHOOL IS A SMART INVESTMENT!

As well-equipped centres of holistic and modern learning, The Smart Schools aim to ensure that every student benefits from the very best that we have to offer.

We believe in independent management which is precisely why the administration of each franchise is allowed to run the schools themselves with minimal interference. However, since we expect standardised systems, some functions have been kept centralised to aid the school management.



WHY BECOME A FRANCHISEE?

Special features that set the project apart

CURRICULUM & ACADEMIC PHILOSOPHY

The Smart School provides a curriculum framework based on knowledge, skills and attitudes that reflects the ideas adapted from the UK national curriculum. The uniform implementation of a standardised curriculum guarantees consistent quality and facilitates

transfers between schools across the network for students and teachers alike, while the academic and co-curricular activities are designed with future prospects in mind, so that students are prepared to compete in every walk of life and to make a significant contribution to society. Particular attention has been given to designing activities that suit the cultural diversities of our society.



The Smart School curriculum aims to raise the individual achievement levels of all students and to ensure that the overall quality of teaching and learning in our schools is maintained to the highest standards.

IT'S A PROJECT OF 'THE CITY SCHOOL'

Over the past 38 years, The City School has built a reputation for excellent education provision and is today a respected name in the education sector in Pakistan. Supported by such a strong and established network, The Smart Schools are an investment with inherent viability.

A measure of its success is the fact that, within four years of its launch, The Smart School has leased out more than 300+ franchises across Pakistan.

Investors in The Smart School are assured of a business collaboration of the highest order with professionals who are committed to providing unrivalled services.

NATION-WIDE PRESENCE

The Smart School provides a standardised structure of education. To facilitate this, a centralised head office along with two fully functional regional offices - South Region Office and North Region Office - provides continuous support to the franchises. Through them, a network has been established where all Smart School investors are brought together on one platform.

SMART BOARD TECHNOLOGY

We have introduced Smart Board technology to facilitate and augment students' learning and to keep them up-to-date with the latest trends.

The central administration offers training to teachers in the latest e-learning techniques.

CONNECTIVITY ACROSS THE WEB

Through our web portal, parents have the convenience of viewing their child's attendance and academic performance and e-learning worksites of different subjects.

ADMINISTRATIVE SUPPORT ACADEMIC SUPPORT

In acquiring a franchise of The Smart School, our network associates receive comprehensive assistance and guidelines from us to run their schools successfully.

These include, but are not limited to:

- Administrative Manuals
- Academic Manuals
- Human Resource Manuals
- Quality Assurance Manuals
- Accounting Manuals
- Marketing and Media Campaign Manuals
- MIS Manuals

The Smart School franchises will receive complete curriculum support from the Head Office in the form of Attainment Targets, Progression Chart, Daily Lesson Plans, assessment sheets and examination papers for all subjects. In addition, they will also receive the Academic Manual containing the complete framework of policies, systems and procedures required for the efficient and smooth management of academic affairs of the school.



QUALITY ASSURANCE & ENGINEERING SUPPORT

We are here to assist you at every stage, from the selection of the site to the evaluation with recommendations for any changes. The Quality Assurance Department also assists in maintaining standards across the network through timely visits aimed at evaluating and strengthening the administrative, academic and technological processes within the school.

CONTINUOUS PROFESSIONAL DEVELOPMENT

Continuous Professional Development is the responsibility of the central management. This ensures that teachers receive the same training across the board which will help the franchisee school management to maintain their high standards.

Within a few weeks of starting its operations, The Smart School had already initiated network-wide training programmes for teachers and ICT professionals. Workshops were also organised to boost the administrative and creative workforce of employees in various schools in line with our commitment to provide rigorous human resource development.

WHAT WILL YOU GET?



MARKETING SUPPORT

Throughout the academic year, franchisees receive centralised marketing and advertising support for campaigns to supplement their own regional marketing efforts to increase registrations. Standardised designs and templates for all marketing communications are also available to franchisees.

