

# INVESTOR KIT





# About The City School

**The City School** since its inception in 1978, has developed into an organization with its presence in six countries. In Pakistan, it currently caters more than 1,26,000 students in over 169 branches across 49 cities. The Head office in Lahore and two Regional Offices support a network of branches throughout Pakistan and overseas.

**The City School** provides its students 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 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, Riyadh, Kuala Lumpur (Malaysia) and Pulilan (The Philippines). Future plans include the establishment of schools in the Arab states, Southeast Asia and Africa.



# IT'S A PROJECT OF THE CITY SCHOOL



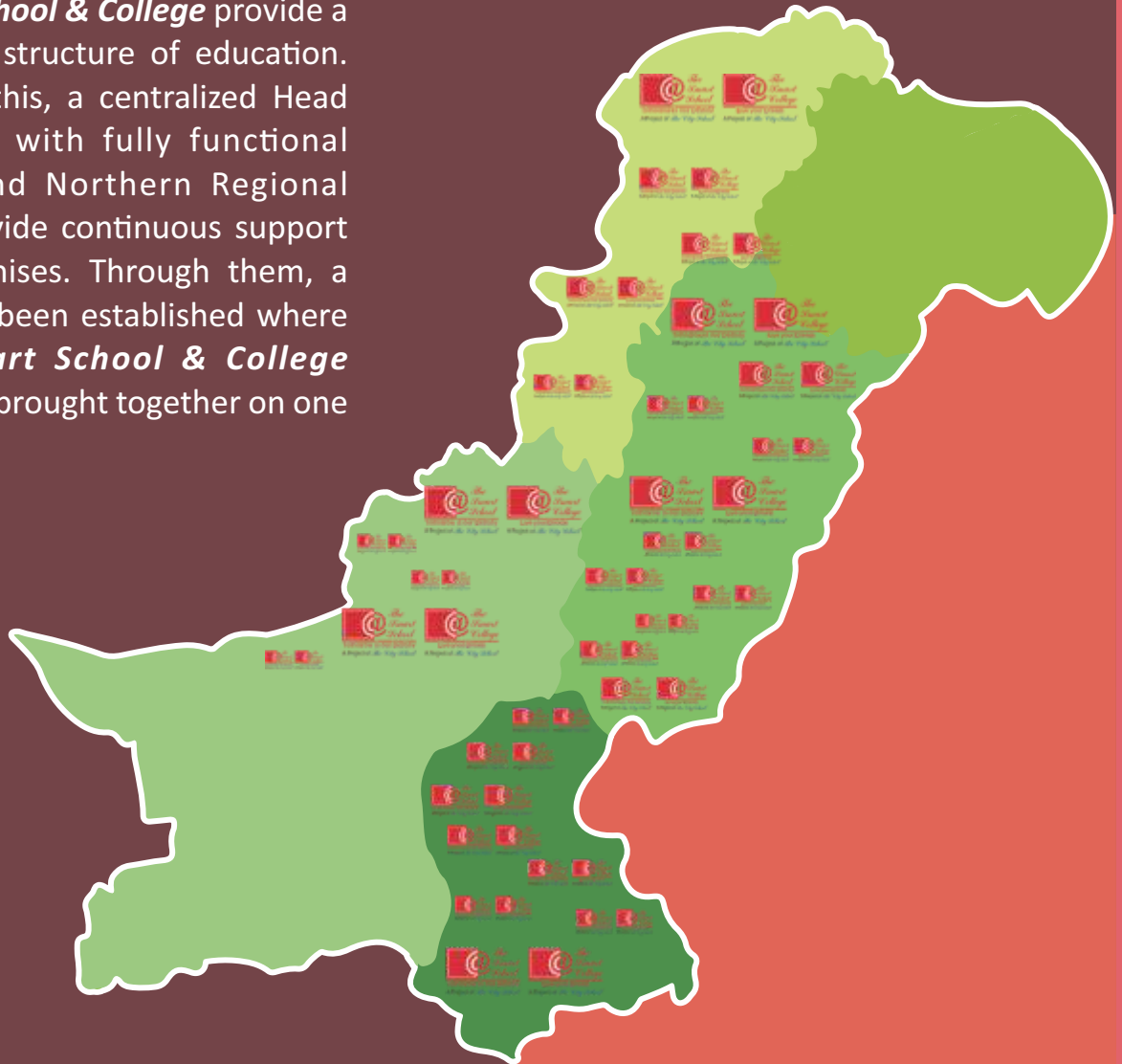
Over the past 40 years, **The City School** has built a reputation for excellent education provision and is today a respected name in the education sector across Pakistan. Supported by such a strong and established network, **The Smart School & College** are an investment with inherent viability.

A measure of its success is the fact that, within five years of its launch, **The Smart School** has leased out more than 345 franchises and on the other hand, within one and half year of **The Smart College** launch, it has 18 operational & 15 upcoming franchises across Pakistan.

Investors in **The Smart School & College** 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 & College* provide a standardized structure of education. To facilitate this, a centralized Head Office along with fully functional Southern and Northern Regional Offices - provide continuous support to the franchises. Through them, a network has been established where all *The Smart School & College* investors are brought together on one platform.



## MESSAGE FROM THE PROJECT DIRECTOR

Pakistan's youth is both progressive and inquisitive. It 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 necessary skills and expertise so that they can take charge of their own future.

***The City School*** has a proud history of 40 years of successfully providing outstanding education across Pakistan. ***The Smart School & College***, a ground-breaking initiative of ***The City School***, are aimed at empowering the next generation with using the latest technology and its associated benefits at affordable cost. By integrating Information and Communication Technology (ICT) with a carefully-crafted curriculum of the highest standards, ***The Smart School & College*** have 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 joining us in the mission of educating Pakistan.

# THE SMART SCHOOL (TSS)



## VISION

To empower the future of our nation through affordable and standardised quality education.

## MISSION

To establish a network that imparts high quality education without discrimination. We aim to develop youth who are holistically groomed and empowered to meet the challenging world head-on. Employing the latest teaching techniques, our mission is to inculcate values, morals and ethics in our students as well as grooming them for a successful future.

## INTRODUCTION

*The Smart School (TSS)* is a successful Project of The City School established in 2012. It is a franchise based network of the schools. TSS has done great services to society by providing centres of holistic and modern learning with a very affordable fee. ***The Smart Schools*** are equipped with facilities which allow parents and students to enjoy the perks of quality education.

The rapid expansion has also opened up employment opportunities for thousands of teachers and administrative staff. It has boosted healthy economic activity by facilitating new enthusiastic entrepreneurs as our network partners.

# THE SMART COLLEGE (TSC)



## VISION

*The Smart Colleges'* vision reflects a passionate commitment to the learning and recognition of individual learners. We are driven by our desire to offer the best possible education for our students in association with the parents, the community and our enlightened partners.

## MISSION

To create a caring, disciplined and patriotic environment where the students and the staff reach their full potential.

## INTRODUCTION

Originating from a legacy of excellence and capitalising on decades of experience of ***The City School*** in the field of education, a diversified network of high quality educational institutions has been developed throughout the country, offering multiple choices for career planning and personality development. ***“THE SMART COLLEGE”*** is an extension of this philosophy, keeping the prevalent requirements of the education sector in mind.

# SMART Support

- **SALES AND CUSTOMER RELATIONSHIP**

The Sales & Customer Service Department is a link between the company and the customers.

***The Smart School / College Sales & Customer Service Department*** provides an overall support in building and maintaining a profitable and progressive relationship with all stake holders.

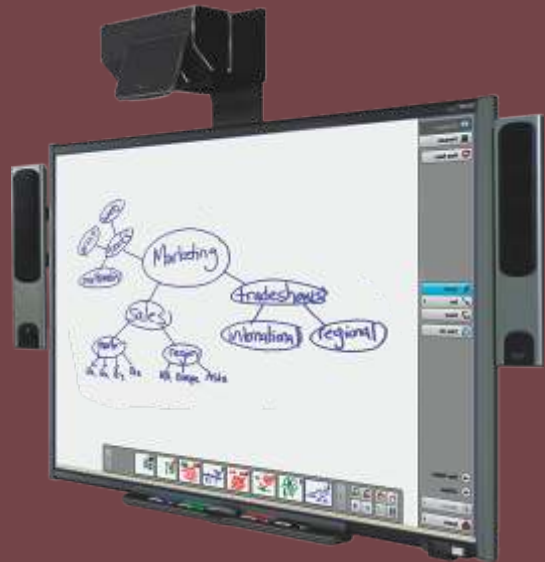
The Sales & Customer Service Department manages the company's interactions with existing and prospective clients.

All the activities of the departments are conducted using state-of-the art mechanism of technological support.



- **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, academic performance and e-learning worksites in different subjects.



## • ADMINISTRATIVE SUPPORT

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

These include, but are not limited to:

- Administrative Manuals
- Human Resource Manuals
- Quality Assurance Manuals
- Accounting Manuals
- Marketing and Media Campaign Manuals
- Management Information System Manuals

## • ACADEMIC SUPPORT

The franchisee will receive complete curriculum support from the Head Office in the form of attainment targets, progression charts, daily lesson plans/notes, assessment sheets and examination papers for all subjects. In addition, they 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/College.



- **QUALITY ASSURANCE SUPPORT**

Quality Assurance Department at the Head Office assists you for pre and post School/College operations. This includes the selection of the site, suggestions for renovation of the school building and staff recruitment as well. In addition to it, Quality Assurance Department sends School/College operations manual to elucidate pre defined standards. Moreover, the Head office team implements policies and procedures through visiting the campus for evaluation and strengthening the administrative, academic, teaching and learning processes.

- **CONTINUOUS PROFESSIONAL DEVELOPMENT**

Continuous Professional Development is the responsibility of the Head Office to fulfill our commitments to rigorous human resource development. It ensures that teachers receive the standardised training across the board which will help the franchisee to maintain high standards. There are network wide training programmes for School/College leaders, teachers, ICT Professionals & Admission Officers.

## • MARKETING SUPPORT FROM HEAD OFFICE

Throughout the academic year, franchisees receive standardised marketing and advertising support to supplement their own regional marketing efforts to increase the number of admissions.



- **PROFILE OF FRANCHISE PARTNER**

- An educated citizen who understands the importance of quality education.
- Retired/serving Principals, Professors, Academics, Civil or Military Officers and seasoned professionals with a vision for educational excellence.
- Expatriates interested in establishing their own business in Pakistan.
- Existing institutes / tuition centres interested in converting their campus into ***The Smart School & Colleges***.
- Property owners interested in utilizing their property for a profitable business.

- **BENEFITS OF BEING A TSS & TSC FRANCHISEE**

- Affordable start-up cost and feasibility assistance.
- Efficient systems and controls facilitated by manuals and Standardised Operational Procedure (SOP).
- Backing of a strong corporate entity with a reputable background in education sector.
- Access to modern-day pedagogical strategies and ongoing research and development.
- Enhanced social status as an educational entrepreneur.
- Opportunity to expand School/College due to the ever-increasing demand for good Schools & Colleges.

## FRANCHISE UNDERSTANDING - THE SMART SCHOOL

Building Specifications	Minimum Requirement
Plot / Building Area	3 Kanal = 1500 sq.yds = 13500 sq.ft
Number of Classes	Pre - Primary School      Playgroup to Class V Pre- Comprehensive School      Playgroup to Class X
Sizes of Classrooms	22' x 18' (For All Grade Levels)
Associated Rooms	Minimum Requirement
Principal Office	192 sq.ft
Admin & Accounts Office	288 sq.ft
Activity Class for EYE	396 sq.ft
Computer Lab	875 sq.ft
Staff Room	300 sq.ft
Library	875 sq.ft
Science Lab	875 sq.ft
Canteen / Tuck Shop	500 sq.ft
Toilet Block (4 toilet in each block)	1 Block (for Boys)/150 Students      1 Block (for Girls)/150 Students
Colour Scheme	Requirement
Boundary Wall	White Colour with 1' ft. Red Strip on top
School Main Gate	White Colour with red logo (1' x 2' ft.)
Building Exterior	White Colour / Gutka Tiles with School Board 20' x 5' size
Boundary Wall	White Colour with 1' ft. Red strip on top

### Note:

School Building may be purpose built on available land (owned or leased) or an existing building may be Renovated on the given parameters.

### Franchise Fee & Royalty Details:

No's	Heads	Description
1	Pre - Comprehensive School	Franchise Fee: Rs. 1,200,000
2	Royalty	9% of approved fee tier
3	Initial Supplies Package	Study Packs, Montessori Material, ICT Equipment, Promotional Material, School Uniform

### Benefits to Become a Smart Franchisee:

- Nationwide Marketing Support & Presence
- Curriculum & Academic Support
- Administrative Support
- Web Portal
- Teachers Training
- Continuous Professional Development



## FRANCHISE UNDERSTANDING – THE SMART COLLEGE

Building Specifications		Minimum Requirement
Plot Area	Intermediate	2 Kanal= 1000 sq.yds = 9000 sq.ft
	Graduation	3 Kanal= 1500 sq.yds = 13500 sq.ft
	Masters	4 Kanal= 2000 sq.yds = 18000 sq.ft
Number Of Classrooms	Intermediate	10 rooms
	Graduation	14 rooms
	Masters	15 rooms
Size of Classrooms	To be calculated @ 12 sq.ft per student (Max. Strength for a Class room 50 Students)	
Associated Rooms		Minimum Requirement
Principal Office		100 sq.ft
Admin & Accounts Office		100 sq.ft
Admission Office		200 sq.ft
Computer Lab		250 sq.ft
Staff Room		120 sq.ft
Library		200 sq.ft
Science Lab		200 sq.ft
Canteen/Tuck Shop		50 sq.ft
Toilet Block		Adequately Needful ( Separate for Boys & Girls )
Color Scheme		Requirement
Boundary Wall		White Color with 1' ft. Red strip on top
School Main Gate		White Color with red logo (1*2' ft.)
Building Exterior		White Color Wall
Classroom Color Walls		White Color

**Note:** College Building may be purpose-built on available land (owned or leased) or an existing building may be renovated to the given parameters.

### Franchise Fee & Royalty Details:

No.	Heads	Description
1.	<input type="checkbox"/> Intermediate <input type="checkbox"/> Graduation <input type="checkbox"/> Masters	Franchise fee
		Rs. 15,00,000
		Rs. 20,00,000
		Rs. 25,00,000
2.	Royalty	10% of Approved fee tier

### Benefits to Become a Smart Franchisee:

- Nationwide Presence
- Nationwide Marketing Support
- Administrative Support
- Operational Manuals
- Connectivity across the Web
- Quality Enhancement Cell
- Continuous Professional Development
- Affiliated Programs with Universities



### Central Region / Head Office

31-Industrial Area,  
Gurumangat Road, Gulberg III,  
Lahore, Pakistan  
+92 (42) 35773069-77

### Southern Region

E-31, Miran Muhammad Shah  
Road, Muhammad Ali Society,  
Karachi  
+92 (21) 34395545-6-7

### Northern Region

House 875, Block F, Satellite Town,  
Near Holy Family Hospital,  
Rawalpindi  
+92 (51) 4942790 | +92 (51) 4848992



[www.thesmartschools.edu.pk](http://www.thesmartschools.edu.pk)  
[www.thesmartcollege.pk](http://www.thesmartcollege.pk)



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