

Make their future your business



KUMON

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Every minute of every day, a student somewhere in the world is studying with Kumon.

Our founder, maths teacher Toru Kumon, began developing the programme in Japan in 1954 whilst working with his son Takeshi, who was struggling with maths at primary school. Toru wanted to give him the best chance to succeed at secondary school, university and beyond. We still follow his educational principles today.

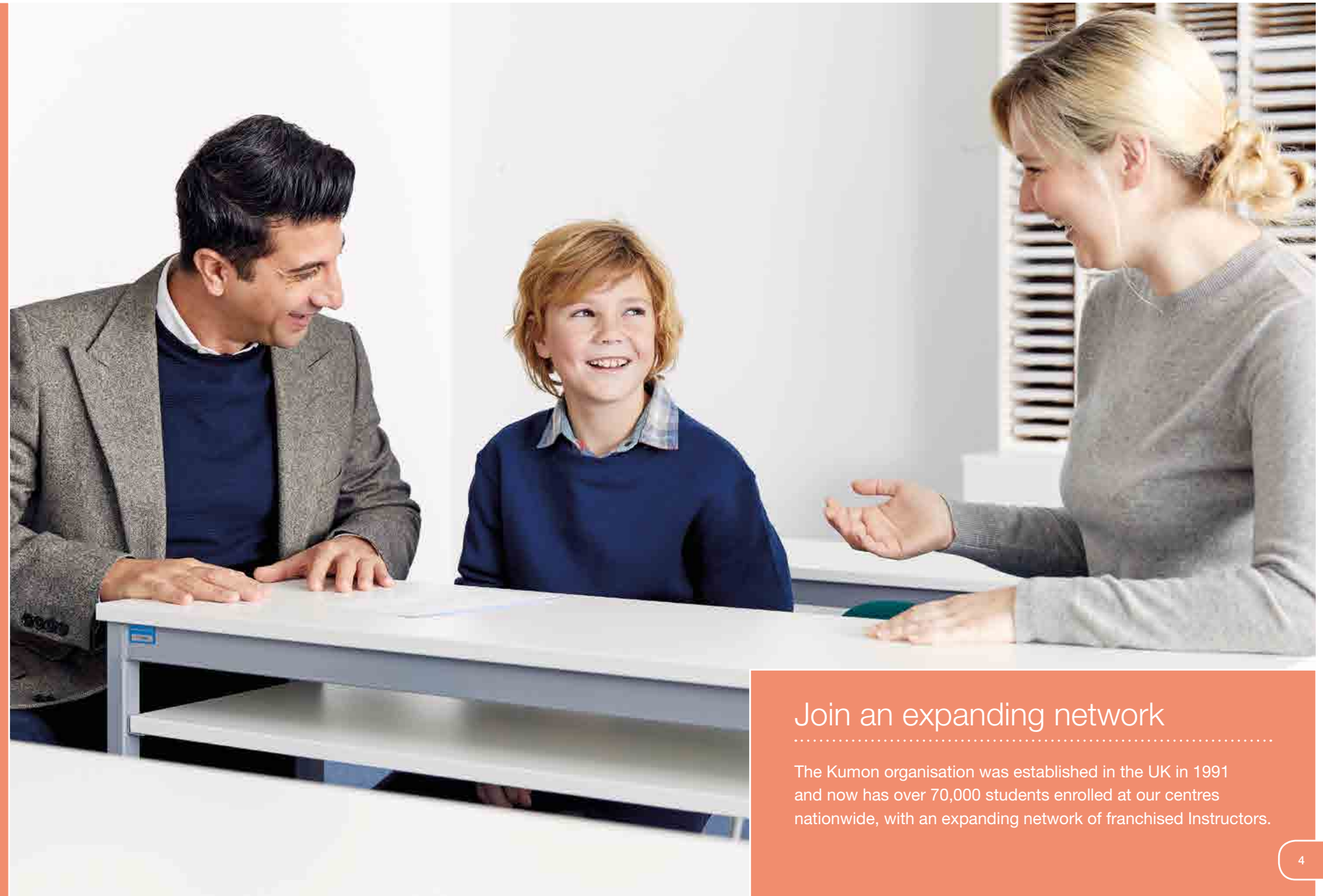
Kumon focuses on developing a child's potential. Our maths and English study centres offer the unique Kumon Method of Learning: fostering independent learning skills in students by nurturing them to an advanced level of study, giving them the opportunity and ability to tackle new work by themselves.

Grow with Kumon

As a Kumon franchisee, you will be the Instructor of your own Kumon maths and English study centre.

As an independent business owner, the decisions you make will directly affect the performance of your business and you will need to invest both time and money in growing your study centre. However, Kumon's support network will provide you with all the necessary help to enable you to make sound business decisions, including marketing support and bespoke materials. As the Instructor of a Kumon maths and English study centre, you will reap the rewards of developing children as you grow your business. You will become part of an established and expanding network in which you are offered support and training to build a successful career.

We believe success goes hand in hand with strong instruction skills; what is best for each student must be at the heart of your business.



Join an expanding network

The Kumon organisation was established in the UK in 1991 and now has over 70,000 students enrolled at our centres nationwide, with an expanding network of franchised Instructors.

What are we looking for?

To become a Kumon Instructor you will need to demonstrate educational skills as well as the desire to develop a thriving business. You will therefore receive ongoing training and support in instructing the unique Kumon Method.

You will also need to:

- be educated to degree level or equivalent
- have a full driving licence
- be eligible to work in the UK

It's all about education

You should be passionate about helping children of all ages and abilities to learn and grow. The maths programme culminates in working with calculus, and the English programme concludes with students being able to read and critique a wide range of texts.

You must be comfortable with primary, secondary and higher level maths and English. Please note we can only accept applications to instruct both subjects. Our Instructors come from a wealth of different backgrounds - but all successful applicants will be educated to degree level or equivalent and believe in the importance of a sound education.

Every Instructor is required to work through both Kumon programmes as part of their training and ongoing development.





Your business

You will have your own business to run and therefore need to be organised and able to juggle the different demands of the role. You will have the support of Kumon and be joining a network of Instructors, but ultimately the success of your business is in your hands.

You will also need to recruit and manage a strong team of assistants who understand and believe in Kumon values, and will help support and nurture students.

Your students

As a Kumon Instructor and franchisee you will need to market your centre in order to encourage parent to enrol their child. As a Kumon Instructor and franchisee, you not only have to support students but recruit them too. Kumon provides a great deal of marketing support which you can utilise to promote your business in your area.

You must be energetic, self-motivated and willing to invest the time, money and effort needed to build a successful centre.



Excellent interpersonal skills

Kumon is a people business. Your role as an Instructor involves communicating with children, adults, colleagues, parents, teachers, individuals and businesses. Strong interpersonal skills are essential to deal with any challenges that may arise. First and foremost, you must be able to inspire and motivate children and parents to succeed.

Partnerships

Kumon's brand values are at the heart of everything we do. To maintain standards and the success of the Kumon Method of Learning, an effective working relationship between franchisee and franchisor is essential. You will also be encouraged to form links with local schools, businesses and other community organisations.

Owning and running a Kumon centre can mean big business

The number of Kumon centres in the UK currently stands at over 630 and is growing all the time. This makes us the largest provider of supplementary education in the UK, and we are also the largest educational franchisor in the world.

Revenue

Your revenue comes from your students in the form of registration and monthly subject fees. Prices may vary between centres as you set the prices of these fees yourself. This must be established in your business plan.

Profitability varies from centre to centre; however, your potential gross income could be:

Potential gross income* net of royalty**			Outgoings
100 students	£3,800 per month	£45,600 per year	<ul style="list-style-type: none"> • Premises • Wages • Other
200 students	£7,600 per month	£91,200 per year	
300 students	£11,400 per month	£136,800 per year	

*Based on a fully qualified Instructor

Example fees**	
Registration fee	£35 per student (one-off)
Monthly subject fee	£60 per student, per subject

The above figures are intended as a guide to what the potential net income could be, based on the example fees above. There is no guarantee that a prospective franchisee will reach the level of performance indicated, though we believe each centre has this potential, and more.

**These figures do not take into account the profit made by the registration fee



Start-up costs

Establishing a study centre requires some capital outlay. The Kumon licence fee is £3,000 (representing £1,500 per subject for maths and English) making this one of the lowest cost franchise opportunities around. Suitable premises size, location and costs vary considerably depending upon local market rates.

An initial payment of £1,000 of the licence fee shall be paid prior to attending training. Upon completion of training, the remaining balance of the licence fee, £2,000 shall be paid.

In addition, we recommend that you budget at least £1,500 for your own Marketing activity across your first 12 months of business. You will receive pre-opening marketing support within the first six months to give your business the best possible start.

You will also need sufficient working capital to cover your living and business expenses until such time as your business reaches and exceeds break-even point.

Cost of franchising

Like any franchised business, the whole system works because you, the franchisee, pay royalties to the franchisor (Kumon Europe & Africa Limited). These

fees are for training, support, the use of the method, name and brand, as well as our work in building the brand and developing the method.

- £22 of each subject fee* (fully-licenced Instructor)
- £24.75 of each subject fee (provisionally-licenced Instructor)
- £12.50 of each registration fee

Instructors also need to meet general business costs such as rent, wages and postal charges.

*Fully licenced status typically takes 12-18 months.

Contact a Franchise Executive for more details about start-up costs and potential earnings.



You are responsible for running your centre from premises in the heart of your local community. The location is chosen by you within a defined area. Naturally, the more visible the centre the greater brand awareness you will gain.

At the centre you will oversee the progress of every student, and prepare each student's individual classwork and homework. You also need to be a learner yourself – developing your subject and product knowledge through self-study, workshops, seminars and conferences.

Promoting your business

Kumon's global mission is to provide as many children as possible with the opportunity to achieve their full potential and study materials above the international standard for their age. A vital part of your role will be to promote awareness of Kumon in your area, to generate enrolments and raise awareness and appreciation of our brand. This can be done through networking, advertising, holding open events, building relationships with schools and PR efforts to gain publicity for your centre in local media.

Managing your own centre

As a Kumon Instructor you'll be running your own franchised business. You will, therefore, be responsible for making everything run smoothly by maintaining student records, managing finances and stock, recruiting, training and supporting centre assistants and dealing with legal requirements.

Your commitment

In order to grow a successful business, you will need to dedicate time and energy. Although you can be flexible with your working hours, this is a full-time commitment.



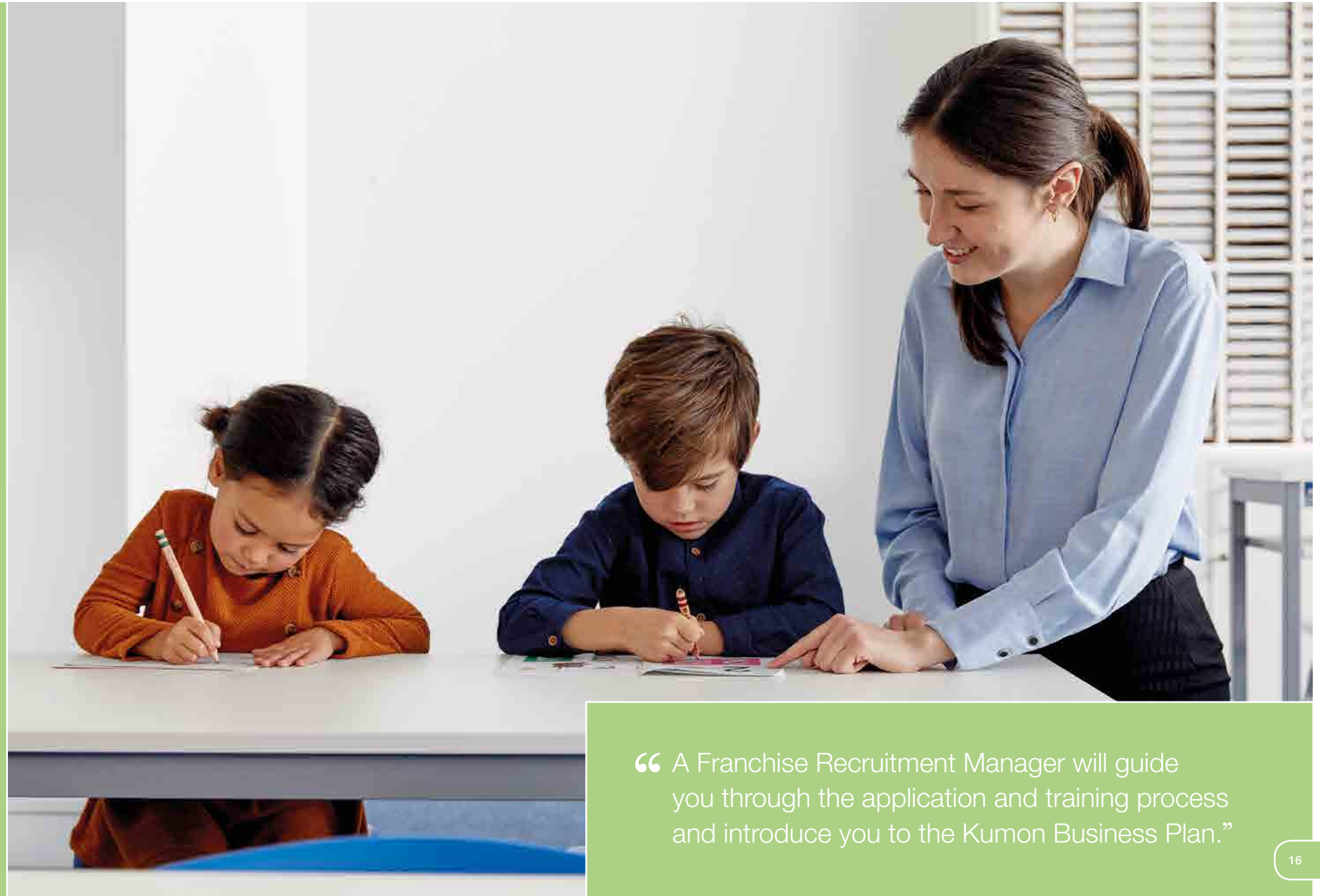
What can you expect from us?

Your success is our success. We make every effort to ensure you are fully supported throughout your career as a Kumon Instructor. We have over 60 years of experience in helping people like you to develop a successful business and give children the opportunity to achieve.

A Franchise Recruitment Manager will guide you through the application and training process and introduce you to the Kumon Business Plan.

During the recruitment process, you'll meet your Area Manager who will become your personal point of contact and will never be more than a phone call away. They will help you for the duration of your Kumon career, advising you on how to develop each student and your centre.

Our Brand Marketing team will support you in marketing your centre and all marketing queries.



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Materials

All worksheets are provided as part of your monthly royalty rate. Other non-essential materials may be chargeable. These are provided by the Kumon Distribution Centre (KDC), an efficient ordering service that ensures you have what you need, when you need it.



Case study

Helen Goodbody has been an Instructor at the Kumon Bebington Study Centre for over ten years:

“ Kumon is the best out-of-school programme for maths and English that I have ever seen. It is for all ages and abilities; for children who are struggling at school and also for those who take a lot of pleasure in advancing and working ahead of their school level. For me, as a Kumon franchisee, it's great to be able to inspire children in my local community to enjoy studying and to succeed.

I'm very proud of what I do and it means an awful lot to me. As a franchisee I often talk about Kumon so it is important for me to speak with heart and with true belief in what I do.

From a business perspective, I looked at the opportunity and saw that Kumon was established globally with over 60 years of experience. This was of course much more than I had to bring to a new business and I knew I could rely on that to support me in my early days of starting up.

The support from the organisation has been outstanding. From the very first moment I went for an interview I saw the excitement and quality of the staff; they are inspirational people and meeting them made me want to be part of the team. I wanted to join in because I knew they were doing a good job, which inspired me to do the same.

The most rewarding thing about being a Kumon Instructor is seeing the students develop and grow in confidence. When you get to class and a student is buzzing because they have mastered something they previously found challenging, it makes all the hard work worthwhile.”



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The next step

Kumon's selection process is designed to maintain the highest of standards and to ensure only the right candidates qualify as Kumon Instructors. See below for an example application process.

(Kumon reserves the right to refuse any application at any point prior to signing the Franchise Agreement. All applicants will be DBS checked.)



Application and selection

1) Enquire

Speak to one of our Franchise Executives about opportunities in your area.

2) Apply

Apply to be considered for one of our Orientation Meetings.

3) Have you got what it takes?

Attend an Orientation Meeting to discover your potential as a Kumon Instructor.

4) Business Planning

Use our comprehensive business planning tools to create your roadmap to success.

5) Training days 1-10

Experience our immersive ten day training programme at our flagship study centre.

6) Open your centre

Sign a Franchise Agreement and welcome your first Kumon students.

Member of the British Franchise Association

“As a transferable, proven business model, franchise businesses remain significantly more stable and more successful when compared to individual non-franchised business start-ups.

In buying a business format franchise, you are buying the right to run a system that someone else has proved can work. This is backed up by the benefits of trading under what may be a very well-recognised brand name.

Becoming a franchisee also means that you are in business for yourself, but not by yourself. The franchise system means that you are part of a structure that provides training, advice and ongoing support.”

British Franchise Association





How to start this process

If you believe you are ready to become a Kumon franchisee, please contact our team by calling **0800 854 714** or email enquiry@kumonfranchise.co.uk.

Before you do, please take a moment to check you meet these basic criteria:

- Do you have a strong desire to help children succeed?
- Do you want to develop your own successful and thriving business?
- Are you educated to degree level or equivalent?
- Do you have a full driving licence?
- Are you eligible to work in the UK?

If you answered 'yes' to each of these questions, contact us today to find out more about our Kumon franchise opportunity.

We look forward to hearing from you.

0800 854 714 | kumon.co.uk

