

INSPIRE TO RISE



An ILM Project

TKS

The Knowledge School  
Network

## Chairman's Message



Schools showcase a nation's past, present, and future. They represent the hopes of parents, capitalize upon the aspirations of the very young generation, and respond to the needs and challenges facing the society. ILM Trust initiated the project of The Knowledge School (TKS) to contribute towards the development of new generation, turning them into self-directed life-long learners. The students of TKS become aware of the purpose of life and they discover their unique strengths and talents for refinement. We are building a knowledge community to lead Pakistan. Human beings know no limits to excel and each generation surpass the previous in all respect. At TKS, we aim at becoming a very reliable partner of the parents and society to make each student a truly great person with extreme motivation, creative ideas and supreme talents so that they can achieve extraordinary goals and objectives.

**Dr Hasan Sohaib Murad**

*Chairman*

*The Knowledge School*



## Group Profile

Institute of Leadership and Management (ILM) Trust, founded in 1990, has become a distinctive player in the field of human development and education not only in Pakistan but also internationally. ILM Trust was established by leading educationists, professionals, and industrialists with an aim to enhance the organizational and individual effectiveness.

In a span of only two decades, ILM Trust has expanded horizontally and vertically and today it owns a portfolio of businesses in real estate, construction, energy and banking with education being the backbone.

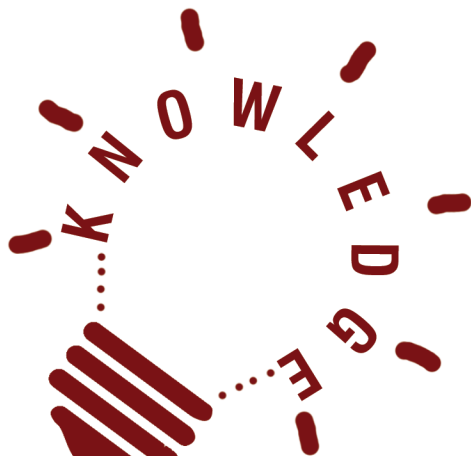
Foresight, innovation, energy, and competitive strategies have helped the Trust to take advantage of emerging opportunities. More importantly, the Trust is now reputed and experienced in building and sustaining strong and effective business partnerships based upon trust, co-determination and mutual benefit.

## University of Management and Technology (UMT)

UMT, one of the premier higher education facilities in Pakistan is an urban, general university that is dedicated to excellence in teaching and research. UMT offers a wide range of doctoral, masters and bachelors degree programs in ten schools and three institutes – all functioning under the umbrella of UMT. All academic programs being offered by the University are recognized by the HEC and conform to international standards.



The Knowledge School



## ILM Group of Colleges

In 2008, ILM Trust launched another of its educational projects namely ILM Colleges with a view to meet the academic needs of students and building the nation. Ever since its inception, ILM Colleges have successfully branched out a network of colleges for boys and girls throughout the country with a major concentration in Punjab province. Like other projects, ILM Colleges combines state-of-the-art educational facilities with premium faculty further proven in students' achievements. ILM Colleges' alumni go on to leading institutes of commerce, business, medical and engineering sciences for further education.





## The Knowledge School

The importance of childhood education is increasingly gaining prominence and being recognized by various governmental policies and valued by society at large. The formative years that is, three years and over are the most significant years in terms of characters building and inculcating a sound value system in child. Certainly, the learning in these years lay the foundation for future academic success.

ILM Trust realized this and in 2008 launched a nationwide project of schools – The Knowledge School (TKS) based on a strategic partnership with enthusiastic individuals willing to invest and further the cause of education. In a short span of time, TKS has developed a sizable network of operative schools throughout Pakistan.

TKS is committed to lifting the standard of education and social responsibility of this generation of students for the future of humanity. Looking towards that future, TKS intends to link its prosperity to nurture the young minds by creating educational opportunities where they would otherwise not exist.



The Knowledge School



## The Vision

TKS strives to be a globally recognized center of educational excellence whose students consistently exceed expectations and are committed to addressing the needs of our world.

## The Mission

To enable our students to realize their potential through exceptional opportunities, within a nurturing community which equips them to flourish in life and to make a difference for good.

# Why TKS?

TKS aims to develop a network of quality schools offering standardized education through network alliances in Pakistan and abroad. For this purpose, TKS offers a full business format and professional expertise to assist regional and international business partners to venture confidently into the challenging and fast expanding market of adolescent education.

Currently, TKS has several franchisees located across Pakistan but is also looking to expand the franchising programme overseas and is confident of providing our franchisees with a good headstart and an excellent chance of success.

## ***Our Philosophy***

*TKS is dedicated and passionate about developing each child to become independent, creative, compassionate, self-disciplined and a life-long learner.*





## Benefits to Our Associates



- **Higher Chance of Success** - In any business venture, there is always a risk of failure. However since the franchising concept is based on following a proven way of operating the business according to developed and well-tested format, the chance of success is therefore many times higher than running your own independent business.
- **Shorter Learning Curve** - Franchisees will benefit from ILM Trust and TKS's collective wealth of expertise and knowledge, thereby requiring a much shorter time to learn how to run the business.
- **Established Trademark/Service Mark** - The TKS trade name is already familiar to national consumers. The franchisee will benefit from the goodwill and recognition of the TKS name.
- **Joint Advertising and Promotion** - Franchisees are able to pool resources to come up with joint advertising and promotion campaigns at a relatively low cost. In addition, all franchisees can project a consistently strong image, thus, giving consumers added confidence in purchasing from them.
- **Transfer of Management Expertise** - ILM Trust and TKS has vested interest in transferring its knowledge to franchisees to help them succeed. The success and profitability of TKS is usually directly linked to that of the franchisees.
- **Training** - Franchisees will receive continual training and guidance from the TKS to ensure optimal performance.
- **Support Services** - TKS will provide relevant support services at a lower cost. We assist franchisees to recruit staff, relocate to better premises, conduct local promotions, and so on.



## TKS Franchise Terms

- **Franchise Agreement** - This is a legal contract between TKS and the franchisee spelling out the rights and obligations of both parties, terms and conditions, including those for termination and the validity period. This agreement is drawn up by TKS's appointed lawyers.
- **Tenure or Period of Contract** - This is the period of validity of the legal contract between TKS and the franchisee.
- **Compliance with Contract** - To ensure that franchisees do not conduct themselves in a manner that affects the image and business of other associated parties with ILM Trust and TKS, franchisees are required to comply with the terms and conditions as stated in the franchise agreement.
- **Initial Fee** - This is the upfront payment that the franchisee must make to TKS to obtain the rights to the business format and trade or services mark for a specified time period. In return TKS will provide service related to the design and layout of the premises and assistance in launching of the operation, to facilitate an early conversion to a franchise outlet.
- **Royalty/Management Fee** - An ongoing monthly fee, made by the franchisee to TKS, usually based on a percentage of the gross monthly sales. It could also be a fixed fee or a variation of one or both. In return, TKS will provide management services, including joint advertising and promotional campaigns, updating of procedures, continual new product development, etc.
- **Academic Material** - The franchisee is expected to follow the curriculum booklist recommended by experts at TKS.
- **Renovation Cost/Rental** - The cost that will be incurred by the franchisee to convert the premises to the image and layout will be specified by TKS. This cost has to be borne at the beginning of the franchise relationship. Franchisee will need to have sufficient capital to pay this amount upfront.
- **Working Capital** - Franchisees must set aside sufficient funds to pay for regular business overheads likes utility bills, salaries and purchase of goods and services.
- **Payment Terms** - The period by which franchisees have to pay TKS for goods and services rendered is normally specified by TKS under payment terms.



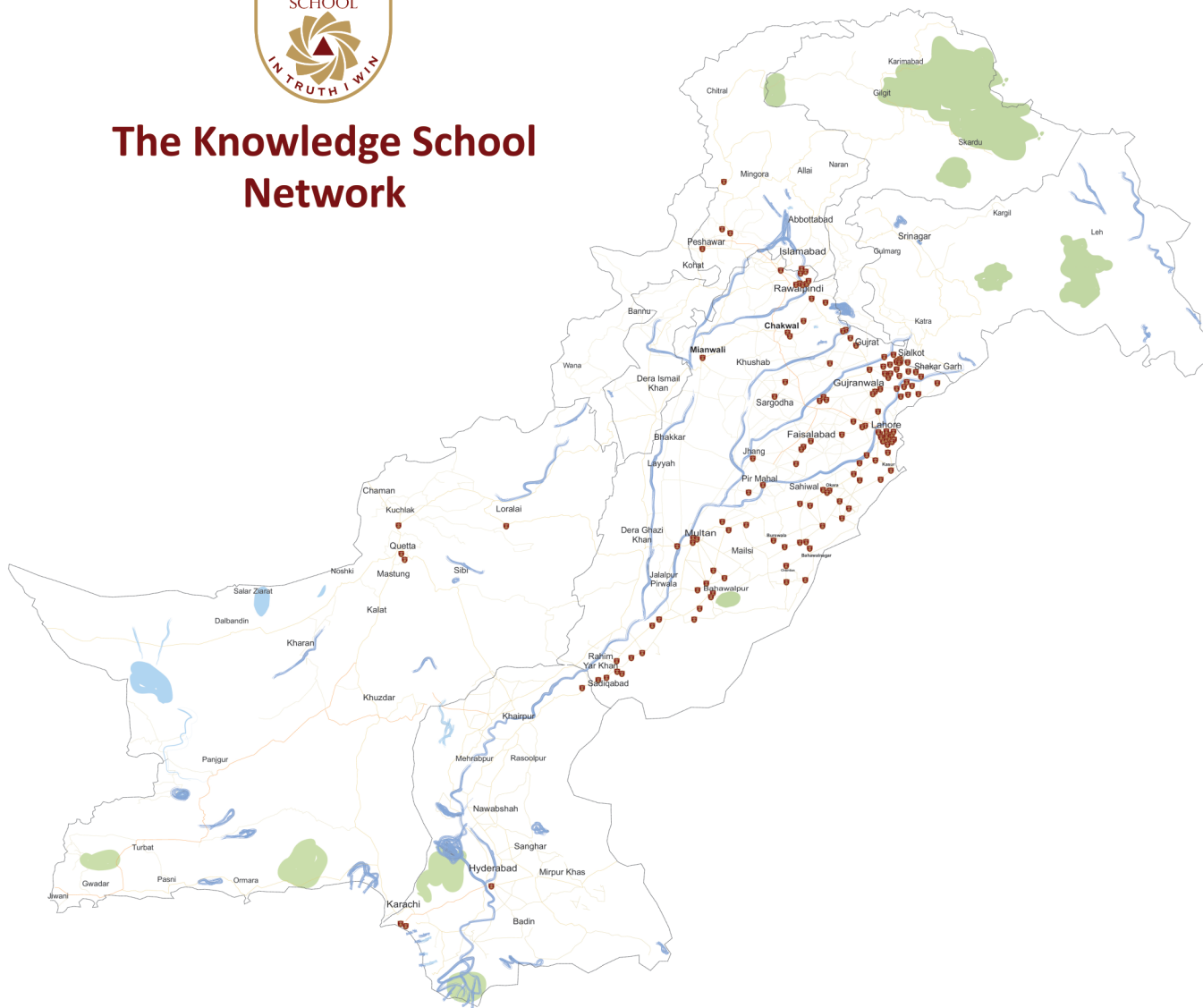
## Additional Support

- Initial training will be provided for key teaching and administrative personnel nominated by the franchisee to be held at a center nominated by TKS.
- On-site training will be followed at the franchised center.
- A nominated representative of TKS will guide the franchisee through the pre-launch.
- On-going support will be provided by TKS – A bi-annual one-day visit will be made to the franchise for the purpose of reviewing the total business, on-going training, market development and technical support at the franchisor's cost. The benefits of on-going R&D will be transferred to the franchisee.
- TKS will create suitable advertising and promotional materials as well as news releases to penetrate potential markets.
- Advice on recruitment of teachers.

**Interested  
in TKS  
Franchise?**

## Process of Association

- |               |  |
|---------------|--|
| Step <b>1</b> | Make General Enquiry   |
| Step <b>2</b> | Receive Investors Kit from TKS<br>Submit 'Expression of Interest'  |
| Step <b>3</b> | Arrange for a meeting and presentation of franchise<br>Discuss business plan<br>Analyse financial viability              |
| Step <b>4</b> | On-site visit by TKS team of proposed site<br>Suitability report analysis  |
| Step <b>5</b> | Signing of MOU<br>Payment of initial franchise fee<br>Continue with work plan and operations                             |
| Step <b>6</b> | Pre-opening follow-up by TKS team<br>Begin local and group admissions campaign<br>Training of Heads/Admin Staff/Teachers |
| Step <b>7</b> | Begin proper operations<br>Provide continuous support and advice   |





# THE KNOWLEDGE SCHOOL NETWORK

## Investor's Assessment Form

### Part A

#### Personal information

(Write in capital letters)

Name of Applicant: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

Email: \_\_\_\_\_

Mobile: \_\_\_\_\_

CNIC: \_\_\_\_\_

### Part A-1

#### Educational Background

Qualification	Institution	Passing Year
Bechelors		
Masters		
Doctrate		
Others		

### Part A-2

#### Professional Experience

(Please mention in reverse chronological order)

	Firm / Institution	Year of Experience
Work 1		
Work 2		
Work 3		

### Part B

#### Franchise Locations

(Please mention in order of preference)

City		Local Areas / Locations within the City	
City # I		Location # I	
City # II		Location # II	
City # III		Location # III	

### Part C

#### Schools in the same vicinity

Name of School	Students	Fee Structure

<b>Part D</b>	<b>Preference of School Type</b>
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Type of School	Pre-School (3 Classes)	<input type="checkbox"/>	Pre-School to Class V (8 Classes)	<input type="checkbox"/>
	Pre-School to Class X (13 Classes)	<input type="checkbox"/>	Secondary VI to X (5 Classes)	<input type="checkbox"/>
Total Area:	Covered Area:	<input type="checkbox"/>	Purpose Built:	<input type="checkbox"/>
You intend to Open:	Single Branch:	<input type="checkbox"/>	Multiple Branches:	<input type="checkbox"/>

<b>Part D-1</b>	<b>Property Status</b>
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School Building	Owned <input type="checkbox"/>	Rented <input type="checkbox"/>	To be Arranged <input type="checkbox"/>
Type of Building	Residential <input type="checkbox"/>	Commercial <input type="checkbox"/>	
Total Plot Area (Sq. ft.)	Constructed		Non-Constructed

<b>Part E</b>	<b>Conversion of Existing School</b>
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(If applicable)

Name of Existing School				
Address				
Level	Pre-School <input type="checkbox"/>	Primary <input type="checkbox"/>	Middle <input type="checkbox"/>	High <input type="checkbox"/>
Medium of Instructions	English <input type="checkbox"/>	Urdu <input type="checkbox"/>		
Total Students	Female		Male	
Total Teachers	Female		Male	
Fee Structure				

<b>Part F</b>	<b>Your Financial Commitment</b>
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Planned Investment	Rs.
Financing	Personal <input type="checkbox"/> Partnership <input type="checkbox"/> Bank Loan <input type="checkbox"/>

<b>Part G</b>	<b>Additional Comments</b>
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(We look forward to receiving your application)



## Join the TKS Network

For more enquiries, please feel free to contact:

### **TKS Head Office**

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Lahore, Pakistan

54770

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042-35211073

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