

INSPIRE TO RISE



A Project Of ILM Trust

TKS

The Knowledge School
Network

Founder's Message

Dr Hasan Sohaib Murad (Shaheed)



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.



Ibrahim Hasan Murad
President UMT/ILM Trust

In an increasingly competitive world, it is becoming harder for entrepreneurs to find suitable options to invest hard-earned financial resources in. However, we have always been able to garner immense support for our cause through sponsorship and it remains a testament to the faith our supporters have in us and our mission. The TKS considers sponsors as partners endeavouring to bear the beacon of knowledge and striving each day to share it with others. These alliances are not symbolic: the TKS ensures that all of its partners receive the support and the help that they need to flourish. The education sector is expanding at a fast pace and investors are reaping rewards in terms of stable and secure dividends. This return on investment is made easier and comes sooner with the experienced and cooperative staff of the TKS Head Office. Moreover, the TKS has a tradition and history of academic excellence and is backed by the ILM Trust, a large umbrella company running a number of different projects, which includes the University of Management and Technology (UMT) and ILM Group of Colleges. I urge potential investors to participate in my mission to continue the legacy of this institution. I consider this an integral part of my faith, as well as my duty as a citizen of Pakistan to ensure that every student has the opportunity to receive an education. I hope we live to see the day quality education for every citizen of Pakistan is a reality.

Mariam Nur Murad

Director TKS/ILM Group of Colleges



Our unique brand of school changes lives and manifests visions into fulfilled dreams. Our focus during our time as the very first premier school in the city of Lahore, our later transition into the academically acclaimed University of Management and Technology and the launch of our franchise network of The Knowledge School across the country has always been to ensure the provision of quality education to our students that would enable them to play a strategic role in the future of our nation. This is only possible through strong bonds matured with like-minded individuals, who can partner with us in this endeavour. Over time, with more than 30 years of experience in buttressing operational, academic and marketing functions, we have nurtured and bolstered these partnerships to a satisfactory state of mutual benefit. This is reflected in the success and expansion of our school campus network. With a staff of experienced professionals dedicated to providing interminable support, The Knowledge School continues to guarantee that our franchise associates are not alone and unaided in any endeavour they undertake. Our staff always ensures that the aspirations of our partners are adequately addressed. At The Knowledge School, we believe that the school of quality education can only be achieved through meaningful compacts with discerning individuals who strive for the realization of our vision and mission.



Objectives

- To establish institutions for achieving the noble mission of ILM Trust by providing quality education.
- To provide education in different disciplines that lead to clear career pathways for the students in a dynamic atmosphere.
- To cultivate a collaborative environment that provokes intellectual independence and risk-taking through inquiry.
- To take along parents as our partners and co-teachers, so that their dreams may come true.
- To train our teachers to play a dominant role as agents of change in grooming the students to face challenges posed by globalization.
- To prepare students to play a responsible role for the economic, social and cultural welfare and well-being of society as a whole.
- To provide sound ethical and moral foundations to students.
- To facilitate integrated development of knowledge, skills and attitudes.
- To incorporate new information to our curriculum to meet international standards.



Group Profile

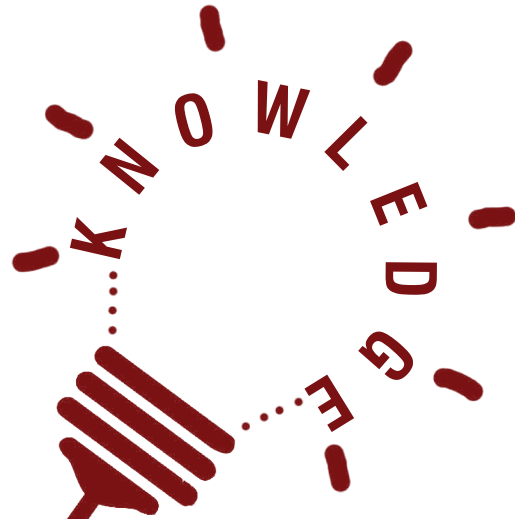
Institute of Leadership and Management (ILM) Trust, founded in 1990, has become a distinctive player in the field of human development and education not only in Pakistan but also internationally. ILM Trust was established by leading educationists, professionals, and industrialists with an aim to enhance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



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 Vision

Dedicated to continuing the tradition of academic excellence in an ever-changing digitized world, The Knowledge School (TKS) Network recognises the greater opportunity to leverage our collective efforts to address learning gaps and societal challenges. Moving forward, TKS network aims to build a learning ecosystem that is diverse, inclusive and challenges young inquisitive minds. In partnership with teachers, parents and communities, we will create innovative learning/understanding opportunities, both inside and outside the classroom that will shape TKS students to have relevant critical thinking skills, character and most importantly knowledge to society.

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

The Knowledge School



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



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UMT



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

Part D	Preference of School Type
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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"/>

Part D-1	Property Status
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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

Part E	Conversion of Existing School
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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				

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

Part G	Additional Comments
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(We look forward to receiving your application)



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Join the TKS Network

For more enquiries, please feel free to contact:

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