

SUCCESS IS A JOURNEY, NOT A DESTINATION



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 **EduCare4u**
www.educare4u.com.sg

ABOUT US

Moving to another country has its unique challenges. Ensuring that your child's education is undisrupted and receiving the best care is one of them.

Since 2002, EduCare4u has helped more than 1,500 foreign students in Asia to manage this transition and realise their dreams – regardless of geography. As a professional education management company, we can help your child to:

- ☆ **Apply to suitable schools**
- ☆ **Meet the expectations of a different academic system**
- ☆ **Adapt to unfamiliar cultures and make new friends**
- ☆ **Develop good character and life-long skills**



Helping Every Child
SUCCEED
Wherever They Are

OUR VISION

We aim to become the leading online-to-offline (O2O) booking centre in Asia offering high-value services bridging students to international schools, summer camps, tuition and homestays.

This personalised service from EduCare4u ensures that parents enjoy peace of mind knowing that the child is in good hands.

EduCare4u is a professional education management company. We specialise in overseas education and for more details about our education services, please visit us at :



<https://www.educare4u.com.sg/>



Our Founder

MS ALVINA KHOO
DIRECTOR
EDUCARE4U PTE LTD



In recognition of her passion and dedication in her field, she was awarded the Service to Education Award from the Ministry of Education in 2010 and the Spirit of Enterprise Award in 2018.

A school teacher by training and Masters (MBA) graduate from the University of Hull (UK), Ms Alvina Khoo set up EduCare4u in 2002. She was inspired by her experience caring for Vietnamese children and orphans with the United Nations High Commissioner for Refugees, to design a unique family style education, tuition and guardianship programme for foreign students in Singapore.

She manages a team of highly qualified and experienced tutors. They not only excel in explaining concepts and principles, but are also trained to tactfully nurture and care for the students.



Ms Alvina Khoo standing at the second from the left.



Spirit of Enterprise Award in 2018.

OUR ACCOLADES

Spirit of Enterprise Award
(SOE) - 2018



Service to Education
Award (MOE) - 2010



FEATURED ON

THE STRAITSTIMES

THE PEAK

MONEYFM
89.3
STAY AHEAD

yahoo!
news

SMEICC
CONFERENCE, EXPO
SINCE 1997

######

HISTORY & MILESTONES

"A Meaningful Journey"

EduCare4u has evolved into a globally recognised education management specialist with almost 2 decades of industry experience

Looking Beyond: Overseas Expansion

10 franchisees based in Singapore

10 franchisees based overseas in countries such as China, Thailand, Vietnam, Myanmar, Indonesia, etc.

2018

Representative of:

13 schools in Singapore
2 schools in Malaysia
1 school in Dubai

2013

Successfully established 1st outlet in West Singapore

2008

Provided services to clients from Japan and China

2002

Established Educare4u and provided guardianship services to Thai students

2019

Expanding globally with new franchisees in Singapore

2017

Established Bangkok office

2011

Expanded to 4 units and commercial office unit

2005

Provided guardianship/ tuition services to Indonesian students

Organised summer camps for Thai and Indonesian students

Represented 8 top schools as preferred agent

MARKETING STRATEGY

TARGET MARKETS

- ☆ Positive growth trends for ASEAN and China
- ☆ "ONE-BELT-ONE-ROAD" benefits SEA
- ☆ Dream and desire to study overseas
- ☆ Rising income
- ☆ Asia's huge population
- ☆ Growing middle class
- ☆ Multiplier effects from education to property
- ☆ Focusing on online digital marketing and conversion
- ☆ E-commerce sales expected to grow from US\$23 billion in 2018 to US\$102 billion in 2025



China



Hong Kong



Malaysia



Indonesia



Thailand



India



Vietnam



Myanmar



Japan



MARKETING APPROACH

- ☆ Online to offline (O2O)
- ☆ Engagement to fulfillment
- ☆ E-commerce to Apps
- ☆ First to create the education ecosystem
- ☆ First to join to the dots between travel & education
- ☆ High ticket product (6 - 10 years revenue stream)
- ☆ Parents willing to invest
- ☆ Supply < Huge demand (opportunities)

OUR SERVICES

Beyond handling the administrative burden of school applications and tuition for you and your child, we also help to ensure the psychological well-being of your child through our guardianship and counselling services. Here are the main services we provide:



Summer Camp

Our fun and educational summer camps are conducted in Singapore, Malaysia or Thailand.



THEY HELP YOUR CHILD TO:

- ☆ Build confidence and character
- ☆ Develop social skills and teamwork
- ☆ Stay active during the school holidays



INSTITUTIONS WE WORK WITH

We are specialists in the local education system and an authorised agent for established international, private and language schools. We will help to match your child to the most suitable institution for long or short-term studies.

International Schools



Overseas Education Establishments



Private and Language Schools





STUDENT TESTIMONIALS



.... Ms Xu enthusiastically guided me on the educational roadmap. She taught us how to have a balanced study life and cared for my safety as well as my physical and mental needs. Studying in Singapore under Ms Xu's care is definitely the right choice...

**Eric,
Nanyang Polytechnic
(China)**

....Under EduCare4u's guidance, all of my friends did very well academically and socially, and have proceeded to universities in US, Australia and Singapore.

**Chris,
Business Entrepreneur
in Education
(China)**

I have been under the care of EduCare4u since the age of 12. By attending the Summer Camps organised by EduCare4u yearly, my English proficiency has greatly improved. Teacher Alvina has played a big part in grooming and nurturing me all these years...

**Nutthapong,
Chulalongkorn University
(Thailand)**

.... Under EduCare4u's tutelage, I was offered a place in CIS. I was well taken care of during my stay, as my laundry, meals and cleaning were all taken care of. Today, I am well acclimatised to the learning and living environment in Singapore. Alvina has been a constant source of support..

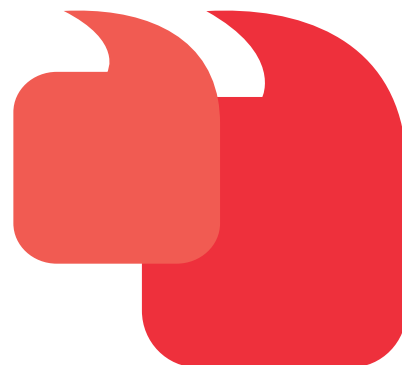
**Eason,
Canadian
International School
(From Grade 8 to IB Year 12)
(China)**

All this was made possible by the proper guidance and effective teaching of the team at EduCare4u. Not only do they guide the students academically, they also emphasised on good manners and positive daily routines. I am very grateful to the team led by Alvina and Steven will continue to attend their tuition sessions for his secondary school years....

Mother of Steven

With the personal touch and care under EduCare4u for 6 years, I attained a scholarship and have completed my PhD at Cambridge University.

**Vincentius Aji,
Catholic Junior College
(Indonesia)**







MAIN OFFICE

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**BUSINESS OPPORTUNITY
WITH EDUCARE4U**

② MORE ABOUT OUR VARIOUS BUSINESS OPPORTUNITIES

BUSINESS OPPORTUNITY IN FRANCHISING, LICENSING OR MARKETING

EduCare4u now offers you a unique education business opportunity in franchising, licensing or marketing. By working with us, you can leverage on our 2 decades of experience and success in providing award winning professional education management services that have made a positive and significant impact on over 1,500 foreign students in Asia.

EduCare4u, with headquarters in Singapore, provides guardianship / homestay, tuition, day care, summer camp, educational roadmap and school application services. EduCare4u has also invested in technology such as our Ecommerce system to support our various business partners.

You can work with EduCare4u in the following areas:

(1) AS A **FRANCHISEE OR LICENSEE OF EDUCARE4U**

As a **franchisee or licensee** of EduCare4u, you can have access to our proven and tested professional education management business system to operate your own business. You have the flexibility to be a franchisee or licensee of all our different services or focus on being a franchisee or licensee of specific services that fit your experience and passion.

(2) AS A **MARKETING PARTNER OF EDUCARE4U**

As a **marketing partner** of EduCare4u, you can work with us to jointly market our services to customers in different territories. For example, if you operate a school, we can work together to jointly market summer camps to your students.

We are also open to other business opportunities where our expertise and know-how in professional education management services can be utilised. If you have ideas or suggestions on such business opportunities, we will be very glad to hear from you.



EduCare4u



**ON BENEFITS OF
PARTNERING EDUCARE4U**

? WHY PARTNER WITH EDUCARE4U?

Here is an excellent opportunity for you to partner with an established and trusted brand in professional education management services, and fulfill your dreams of operating your own educational business as well as making a significant and meaningful difference in the lives of children.

As a business partner of EduCare4u, you can enjoy the following benefits:

COMPREHENSIVE INITIAL TRAINING

You will receive comprehensive initial training and Operations Manual on setting up your EduCare4u business, which will include managing day-to-day operations, marketing, human resource management and other essential elements that you need to operate the business effectively.

PROVEN BUSINESS SYSTEMS AND METHODS

You will be able to tap on the proven EduCare4u's systems and methods with the ongoing transfer of know-how, methodology and technology. Your learning curve will be greatly shortened as we will provide you with the systems, processes and tools to manage and operate the business.

DISTINCTIVE CORPORATE IDENTITY DESIGN & MARKS

You will enjoy immediate access to the rights of using EduCare4u's distinctive corporate logo and strong branding, and tap into its accumulated goodwill.

ONGOING COMMITMENT TO YOUR SUCCESS

As you start this exciting journey of working with us, we are committed to growing our partnership with you by providing ongoing support in the form of ongoing training, improvements and updates to the business operations, and business reviews.



The above is the photo of the Operations Manual.



You will be provided with a detailed Operations Manual to guide you in running the business.



FREQUENTLY ASKED QUESTIONS

FREQUENTLY ASKED QUESTIONS

If you are considering the business opportunities available with EduCare4u, you are likely to have a number of questions. Below is a list of frequently asked questions (FAQs) and answers for your easy and quick reference. You can also talk to us directly if you need more details or you have other questions. We look forward to hearing from you!

WHAT IS THE IDEAL PROFILE OF A BUSINESS PARTNER OF EDUCARE4U?

To work with EduCare4u, first and foremost you have the commitment, love and passion for educating and nurturing children. You should also have the financial and manpower resources to invest in the business.

Finally, you should preferably have past experience in the education industry or related industries.

WHAT ARE THE AVAILABLE BUSINESS OPPORTUNITIES?

The key business opportunities available are:

- 1) Be a franchisee of EduCare4u.
(Services available for franchising include Guardianship / Homestay, Tuition, Preparatory Materials and Summer Camps)
- 2) Be a licensee of EduCare4u.
(Services available for licensing include Guardianship / Homestay, Tuition and Summer Camps)
- 3) Be a marketing partner of EduCare4u.
(This includes marketing our services such as Summer Camps)

WHAT ARE THE FRANCHISING OR LICENSING FEES?

- 1) The Fees for Franchising or Licensing are:
Initial Franchise Fee or Initial License Fee (one-time and non-refundable). This fee covers the initial franchise or license business set-up support, the training and certification of the staff of the Franchisee / Licensee, and the training materials.
- 2) On-going Royalty based on a certain % or portion of the revenue generated from the services being franchised or licensed.
- 3) Fee for using the Franchisor's Ecommerce System.

WHAT IS THE TERM FOR EACH BUSINESS OPPORTUNITY?

The initial term for Franchising or Licensing is typically 2 to 3 years. The initial term can be renewed for another 2 to 3 years, subject to no material breach of the terms in the Franchise or License Agreement. There will be a Renewal Fee. The Renewal Fee shall be paid prior to the expiry of the initial term. Any renewal shall be at our discretion.

As for marketing partnerships, these can be short term (e.g. one year or less) or a longer term (e.g. 2 to 3 years) depending on the nature and scope of the marketing partnership.

WHAT KIND OF TRAINING IS PROVIDED TO START OPERATING THE BUSINESS?

We will provide detailed start-up training to you and your key employees on the know-how, methods, procedures, standards and techniques needed to operate the EduCare4u business efficiently and effectively. We will also provide you a comprehensive Operations Manual to guide you in managing and running the operations.

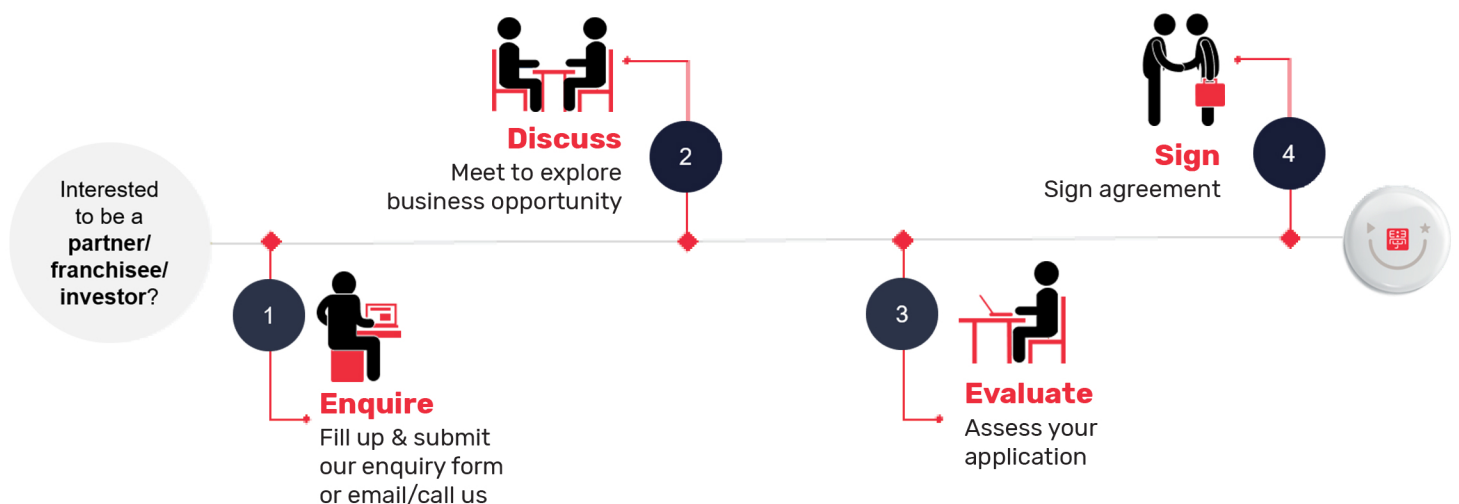


**FIND OUT HOW YOU CAN
ENJOY THE BENEFITS OF
PARTNERING EDUCARE4U**

EduCare4u is now poised to share its success in new markets with the growing demand for trusted and proven professional education management services. If you have a passion for educating and nurturing children, coupled with strong business acumen and a keen interest in growing and managing the EduCare4u business in your territory, we invite you to contact us:

Systematic process towards the pathway of success

Simple Steps to Join:



OUR CONTACT DETAILS

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Online Enquiry Form



Note: You can visit our website to fill up our Business Opportunities Online Enquiry Form at
<https://www.educare4u.com.sg/Business4u>



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