



School Readiness Program

Liezl Moller
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Franchise Information

Thank you for showing interest in purchasing a Busy Brains franchise.

Busy Brains originated in Windhoek, Namibia, due to the need for stay-at-home babies and toddlers to interact with others. We strive to make use of playful activities to gradually build on the necessary skills every child needs to acquire to become School Ready. We try to make use of simple objects around the house to stimulate the children during these activities. A big part of Busy Brains is allowing the children to experience through free play and use this time to interact with other children. We also strive to educate adults who attend these sessions, in order to consolidate the activities at home and in their community.

Whenever a child joins Busy Brains, they receive a membership card which allows them to attend any Busy Brains franchise should they visit other towns or countries.

How it works

We offer a Playgroup which is open 2/3/4/5 days per week for 3 hours. During these sessions the children are accompanied by an adult and can arrive and depart as they choose. We follow a simple daily routine, but still remain flexible. The routine prepares the little ones to follow a school routine as well.

We cater for ages between 7 months and 3 years.



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Example Time Table

	Monday	Tuesday	Wednesday	Thursday	Friday
9:00 - 12:00	A*	B*	A*	B*	A*
14:00 - 17:00		C*		C*	

Above is an example time table. The amount of groups you take is completely flexible and the number of children is conditional to the amount of space available. You can also combine the age groups and simply cater for the older activities in a separate area.

Additional to the monthly subscribers, you also have a few daily attendances which are not included in the potential income.

Below are examples of your income and expenses based on the above time table.

Potential Monthly Income 2016

A* 15 children @ R900pm	=	R 13 500
B* 15 children @ R700pm	=	R 10 500
C* 15 children @ R700pm	=	R 10 500
One new enrollment	=	<u>R 450</u>
		R 34 950



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Probable Expenses 2015

Rent	R 2500
Refreshments	R 550
New equipment	R 550
Resources	R 450
Franchise Fee	R 1000
Advertising	R <u>550</u>
	R 5 600

The initial franchise fee is R 40 000 and includes the following:

- Training in basic Early Child Development
- Training in basic Business Management
- Planning (received every month)
- Fully equipped starter kit (Recipes, CD's, equipment, games, activities etc)
- Invoice format
- Excel bookkeeping format
- Logo and Letterheads
- Support & training throughout the year
- Busy Brains sign, Business cards, 5 T-shirts, fridge magnets

Initial training will be held on a Saturday morning and afternoon in Windhoek. When we come to you to do the training, additional travel costs will be charged; costs can be shared should more than one person require training.



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Venue

The ideal venue will have an indoor and outdoor area that can be used. A patio/ garage/ living room/ church or school buildings can also be used. Please take into account extra expenses regarding upgrading an area to be child friendly and inviting.

Ideal Franchisee

If you have a teaching background it will be an additional benefit, however any person who is enthusiastic about child development can purchase a franchise. The Busy Brains social sessions require you to be a hostess to the parents/ guardians and a teacher to the children. So getting dirty, singing, dancing, moving, playing, chatting and creating a support network is all part of the sessions.

What next

Step 1: Send an up to date CV

Step 2: Receive comprehensive information pack

Step 3: Send in 'Application to purchase franchise' form with photos of venue.

Arrange an interview date (Skype/ in person)

Step 4: Wait for approval

Step 5: Pay 50% Deposit of Initial Franchise Fee and sign your contract

Step 6: We arrange for a training date

Step 7: Pay 40% of Initial Franchise Fee before training commences



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Step 8: Receive training, 'Starter Kit', first month's planning etc.

Step 9: Pay the last outstanding 10% of Initial Franchise Fee and submit photos or arrange a viewing of the completed venue. Get approval for opening your business.

Step 10: Start your Busy Brains social sessions

Should the venue not meet the requirements, I will let you know what needs to be done in order to meet them. It could be that a Busy Brains franchise is already near the area you plan to open one and doesn't allow for another.

I look forward to hearing from you!

Liezl Moller