

An Inimitable Business Opportunity



A Guide to Notting Hill College Business Opportunity



www.unique-business-opportunities.co.uk
www.nottinghillcollege.co.uk

Dear Investor,

If you're looking for a proven business opportunity which requires a relatively modest cash outlay, why not use our business opportunity and experience to start your own enterprise!

We, Notting Hill College, believe that you will achieve your goals by seizing the business opportunity we provide.

You are warmly invited to join a network of successful business families in the field of continuing education by establishing your centre or network of centres. Gain the maximum profitability of this high potency by becoming a Notting Hill College's licensee.

Notting Hill College provides a range of programs that vary from business training to teacher training, as well as soft skills and NLP training. The role of the college is to provide educational services based on global market needs. The goal is to assist suitably qualified people gain the updated knowledge and skills to fulfill their requirements in the latest and most efficient methods possible.

What distinguishes Notting Hill College from any other training providers is the variety of programs presented under its umbrella.

Notting Hill College is a British association. The college is a member of IATEFL (International Association of Teachers of English as a Foreign Language), USDLA (United States Distance Learning Association) and BILD (British Institute for Learning and Development). For this reason, being part of a well-established school like ours is always worthwhile.

If you need a challenge, and this business opportunity is of high interest to you, keep on reading this catalogue. We hope that this opportunity matches your goals and meets your expectations.

Notting Hill College,
Chief Executive Officer

About Notting Hill College Business Opportunity

Notting Hill College is a British organization that applies a franchising System. We help learners to develop their skills and confidence. We achieve this by applying a sound methodology that relates theory to practice.

We deliver this mission through a global network of franchisees and agents, together with an impressive range of distance learning solutions.

Our franchisees and agents combine their local skills and experience with the power of Notting Hill College brand and our global resources.

We are always interested in talking to new potential partners, whether educational institutes, looking to harness the power of Notting Hill College brand, or entrepreneurs, looking for a start-up investment opportunity.

An introduction to the college

Notting Hill College is a British organization that applies a franchising System. We expand across the world through a network of franchisees and agents. The College has three different schools; NHC School of Teacher Training, NHC School of Business and Soft Skills as well as NHC School of English and World Languages. Our schools are united in name & in the high standards of teaching materials and methods. Our Pedagogical Services Department is constantly updating and developing new teaching materials and methods for use exclusively in Notting Hill College schools and centres. This helps to ensure the highest possible standards and continuity within all the College's network.



Mission

The role of the college is to provide educational services based on global market needs. The goal is to assist suitably qualified people gain the updated knowledge and skills to fulfil their requirements in the latest and most efficient methods possible. The college is student-oriented; aiming to help students gain the maximum qualifications they are capable of achieving.

Our philosophy and strategy

- ◆ Helping students achieving what they are capable of .
- ◆ Helping students gaining positive attitudes toward their career and having the passion to work.
- ◆ Offering courses in a variety of subjects.
- ◆ Enabling learners to address the global market needs.

Believes

- ◆ Learning is collaboration: between the school and the learner.
- ◆ Learning never ends. Classroom based courses are just part of a bigger picture.
- ◆ Distance learning programs help you continue to develop.
- ◆ Classes and materials are interesting because learning is a hard job.
- ◆ Learning is demanding. The more you put in the more you will get out. We help you to learn - we cannot learn for you.
- ◆ Our courses are enjoyable. They are more effective that way.

Why NHC

- ◆ NHC is a member of the international community.
- ◆ NHC provides a wide range of educational services based on global market needs.
- ◆ NHC offers comprehensive training programs: courses, training & materials tailored and customized to your local market.
- ◆ NHC has a learning system with a clear & sound methodology as well as structure.
- ◆ NHC uses syllabi designed to ensure genuine, lasting progress.
- ◆ NHC has exclusive materials and updated curriculum.
- ◆ NHC is committed to customer satisfaction due to its customer-oriented and student-based policies.
- ◆ NHC equips people to use the business knowledge needed to be more effective at work.
- ◆ NHC is committed to ongoing quality control.

Our learning System ...

- ◆ Is tailored to all learning styles and can be conducted in-venue or off-campus.
- ◆ Guarantees quality training.
- ◆ Addresses individual learner's needs.

Educational Services

Notting Hill College presents an extensive array of programs to meet its students' needs. Our educational services cover three main areas of interest gathered and presented in three schools; perspective franchisees and agents can apply for a license to one or more of the following schools.

1. School of Teacher Training

Vocational Training: Teacher Training

NHC presents a full range of teachers training programs that address the practical and theoretical needs of novice and seasoned teachers. The courses vary in duration, study method and price. All of the courses use the same core materials. Course qualifications vary from a diploma level to a certificate level.

Level

Course

Certificate Level

- 120 Hour TEFL Certificate classroom-based
- 120 Hour TEFL Certificate distance learning
- 60 Hour TEFL Certificate distance learning
- Intensive TEFL Course
- Week-end TEFL course
- Language Awareness

Diploma Level

- TESOL Diploma
- Advanced TESOL Diploma

2.School of Business and Soft Skills

NHC presents a full range of business and soft skills programs that address the needs of the global market. A full range of business courses designed to provide an integrated sequence of training appropriate to the needs and requirements of students. NHC School of Business and Soft Skills presents to its clients different qualifications from a certificate level to a diploma level.

Level

Course

Certificate Level

Sales Certificate
Marketing Certificate
Human Resources Certificate
Accounting Certificates
Management certificates

Diploma Level

Marketing & Sales Diploma
Accounting Diploma
Human Resources Diploma
Management Diplomas



In the field of Soft Skills, the school presents more than 30 different mini-certificates. They include...

- ◆ Presentation Skills
- ◆ Advanced Presentation Skills
- ◆ Time Management
- ◆ The Art of Negotiation
- ◆ The Secret to Outstanding Customer Service
- ◆ Leadership Skills Enhancement I
- ◆ Leadership Skills Enhancement II
- ◆ Team Building
- ◆ Building a High Performance Team
- ◆ Effective Delegation
- ◆ Legal and Effective Interviewing
- ◆ Performance Evaluation
- ◆ Coaching for Performance
- ◆ Managing Your Business
- ◆ Listening Skills
- ◆ Communication Skills
- ◆ Cultural Diversity
- ◆ Facilitation Skills
- ◆ Problem Solving
- ◆ Creative Thinking
- ◆ Creativity & innovation
- ◆ Interpersonal Communication Skills
- ◆ Managing Conflict
- ◆ Critical Thinking
- ◆ Managing Information Overload
- ◆ Debating: presenting your argument

And more ...

3. School of Languages

A full range of language courses, from beginner to advanced level. All language programs are compatible with the common European framework for language reference. A selection of the exam preparation courses, mostly required by franchisees local market, is also available. The courses available in the School of English and World Languages are:

Adult Department

- ◆ General English Program
- ◆ French Language Program
- ◆ Spanish Language Program
- ◆ Italian Language Program
- ◆ German Language Program
- ◆ ESP Programs (based on the local market needs)
- ◆ Preparation for TOEFL
- ◆ Preparation for IELTS

Kids Department

- ◆ English Summer Camp from 7 to 12
- ◆ English Winter Course from 7 to 12
- ◆ French Summer Camp from 4 to 6
- ◆ French Summer Camp from 7 to 12
- ◆ French Winter Course from 7 to 12

Specialised Courses

- ◆ Academic Writing Courses (in English only)
- ◆ American Pronunciation Courses



Learning System

Everybody has a preferred learning style. Knowing and understanding these learning styles make learning more effective. For this reason, NHC presents different formats for learning which capitalise benefits and increase satisfaction.

Learning System

- **Distance Learning** Students receive the materials in PDF format and study at their own pace

- **Class-room based** Students attend classes and follow a particular schedule

- **Distance Learning with Facilitation** Students receive the materials in PDF format and study at their own pace. They select chapters to attend in classroom. This format is available only in territory where we have partners.

- **Intensive** Students attend classes and follow an intensive schedule

- **On-line (NEW)** Students receive the materials in PDF format and study at their own pace available in 2010



Credentials

Notting Hill College is a member of the international community. We pride ourselves of being a member of different international associations. Notting Hill College is an organizational member of:



BILD: the British Institute for Learning and Development



IATEFL: the International Association of Teaching English as a Foreign Language



USDLA: United States for Distance Learning Association.



UKRLP: UK Register of Learning Providers Number 10028428



Official Sponsor to UK Trainers

NHC is a Trademark registered company no. 2517562. We are affiliated to class 41 which mainly focuses on providing education and training for individuals.

What we offer

- Accredited certificate.
- Updated Syllabi and Course Materials.
- Acting as part of NHC Network and adopting NHC's Logo.
- Training on Operation at Launching the Centre .
- Branding and Design.
- On-line Administration System.
- On-line Operational System.
- Dedicated BDMs for Support.
- Detailed Manuals and Guides.

NHC on-line operational and administration systems

By applying our on-line systems, the number of employees is reduced to the minimum and so are your costs.

The on-line operational system can :

- register students .
- enable students to pay on-line .
- check course fees payment.
- upload learning materials for your students to download.
- upload and download course exams and assignments.
- course materials download.
- examination.
- sending feedback and results to learners.
- secured issuing certificate process with certificate verification process.
- ordering certificate to home address and/or nearest NHC branch.

NHC on-line administration system (for master licensees only)

NHC on-line administration system is designed to give support to our Master Licensees (MLs). The system facilitates Unit Licensees (ULs) management in a number of ways. The system assists MLs to manage their ULs with the minimum number of staff. Royalty follow-up system guarantees monthly payment from Unit Licensees. As it automatically freezes the operational system when payment is delayed and automatically revives it when payment takes place. This is in addition to other options like; electronic book orders and on-line certificate verification. The system also gives access to all on-line operational services.

Network Construction Strategies

Notting Hill College expands through a global network using our unique network construction strategies. Our strategies are flexible and bendable to suit all markets across the world.

We are interested in people who can combine their local skills and experience with the power of Notting Hill College brand and our global resources.

Interested institutes and individuals can join our network of successful business families by applying for either the franchising system or agency system.



Benefits of becoming part of our network

By becoming a member of Notting Hill College, you gain many advantages. Some of which are:

- ◆ the opportunity to open a new income stream
- ◆ developing your training business
- ◆ having access to our brands

Franchising System

We are seeking long term win-win relationships with potential organizations and individuals for an unparalleled business opportunity. Master franchisees can apply for either a One Country License or a Territory License (more than one country).

What we offer to Master franchisees (One Country License) (Benefits of becoming a...)

- ◆ Franchisees have access to Material-Master Copies and license for local printing; which gives a competitive advantage to the learning provider since it guarantees low-cost prices for books.
- ◆ Franchisees have the right to sign a contract on behalf of the college.
- ◆ Franchisees can grant sub-agency or unit licenses to third parties.
- ◆ Franchisees are provided with a NHC Franchising Kit, which includes manuals on the operation and administration of centres in addition to academic and corporate identity manuals.
- ◆ Franchisees are offered technical and marketing support; (through personal visits);
- ◆ Franchisees have access to print promotional materials.
- ◆ Franchisees are given a license to act as a NHC network member, and to use NHC original logo.
- ◆ Franchisees are assigned a dedicated Business Development Manager (BDM) to advise and support whenever is needed; a personal visit is paid.
- ◆ Franchisees are listed in NHC partners; they get a direct link and are promoted via NHC website; and at promotional events.
- ◆ Franchisees are encouraged to refer to NHC as their partners in all literature and to use NHC logo in all communications: in web pages, prospectuses, brochures, advertisements and other publicity material, and stationery.
- ◆ Franchisees are having access to NHC online operational system.
- ◆ Franchisees are having access to NHC online administration system.
- ◆ Franchisees are given training and training materials to sell and administer NHC Courses.
- ◆ Franchisees are offered exclusive rights for the assigned country.

Financial Responsibilities

Master franchisees (One Country License)

- ◆ They pay initial fees which is determined according to the deal they have.
- ◆ They pay royalty fees that are determined in the deal.

Roles and responsibilities of our partners

All partners are authorised by Notting Hill College to develop the market of programs by promoting and selling the courses and providing support to the trainee. Partners are normally approved for an initial term of 3 years, provided that they meet the necessary requirements. During this period, Notting Hill College will take into account the partner's performance in terms of sales made against targets, estimated business potential of the target market and the partner's general ability to run the business to see if the contract will continue.

Partners objectives

◆ The objectives of a Notting Hill College partner should be as follows:

Primary objective:

◆ To increase the sale of our programs year on year.

Secondary objectives:

- ◆ To ensure Notting Hill College guidelines and standards are upheld at all times.
- ◆ To ensure efficient operations when delivering our programs.
- ◆ To provide excellent customer service.
- ◆ To feedback product and market information to Notting Hill College.

Notting Hill College partner role

partners have to undertake a number of functions in order to successfully promote, administer and offer after sales support and services. Below, the key functions have been outlined in order to give you a brief insight into what is expected.

More information and training is available to partners in each of these areas once their application has been agreed.

It is the role of a Notting Hill College partner to:

1. Perform business functions

Partners are expected to actively promote the NHC Brands and report on their activities to The college's headquarters. This will include:

- ◆ Establishing and maintaining contacts with key people in the market.
- ◆ Identifying and exploiting opportunities for NHC Programs.
- ◆ Promoting and marketing for NHC Programs.
- ◆ Undertaking regular market research and being fully aware of competitor products and services.
- ◆ Regularly reporting activities to NHC headquarters.

2. Recruit and train key individuals

In order to run our programs, partners may have to employ a number of key personnel to assist them in the administration and delivery of courses. This will depend, however, on the type of course you administer and the staffing resources available. This will include:

- ◆ Appointing and training administrators
- ◆ Appointing and training tutors and academic manager

3. Provide excellent customer services

As a representative of NHC, it is important that the highest standards of customer service are provided. This will include:

- ◆ Offering pre-adoption information and product demonstrations.
- ◆ Offering post-adoption training and support.
- ◆ Being an accessible point of contact.

The Process of Becoming our partner

The process of becoming our partner is straightforward, but approval does depend on the potential partners meeting a number of requirements. The process is described below using a flow diagram.

Step 1

Potential partners should first read the Quick Guide to NHC Business Opportunity before considering taking any further action. If, after completing this document the potential partners is still interested, they should fill out the online Notting Hill College Expression of Interest form found at:

www.nottinghillcollege.co.uk

Step 2

The initial application will then be assessed and the decision will be made to:

- ◆ **Accept Initial Application** - A NHC Application and Agreement and relevant fee list will then be sent to the potential partners.

OR

- ◆ **Reject Initial Application** - A letter of decline with reasons why the initial application is being rejected will be sent.

Step 3

The potential partners should return the completed NHC Application and Agreement to Centre Registration.

Step 4

The application will then be reviewed and the potential partners will be informed with a decision in the form of a letter of confirmation or a letter of decline.

Unit License Enquiry Form

This form will contribute to the preparation and presentation of personal information for the strictly confidential use of Notting Hill College. Please fill in as many details as possible. The completion of this form places no obligation on either the applicant or Notting Hill College.

Name: _____
Address: _____

City: _____ Province/State: _____
Postal/Zip Code: _____ Country: _____
Telephone Number: _____
Email Address: _____

Region you applied for:

Is this request on behalf of a company? Yes No

Name of Company: _____
Address of Organisation: *(leave blank if same as above)* _____

City: _____ Province/State: _____
Postal/Zip Code: _____ Country: _____
Telephone Number: _____
Email Address: _____
Business Description (to be completed for organisations): _____

Number of Employees: _____
Annual Turnover: _____

Do you or your organisation currently own or operate any other franchise or license businesses? (please give details as relevant): _____

Signature: _____ Date: _____

OUTSHINE

PREVAIL

GAIN

SUCCEED

COMPETE

NETWORK

WITH NOTTING HILL COLLEGE, YOU CAN...

ADVANCE

EXPAND

BENEFIT

PIONEER

WIN

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