

A Unique Business Opportunity



In the field of Continuing Education



NOTTING HILL™
COLLEGE

www.nottinghillcollege.co.uk

Dear Investor,

If you're looking for a business opportunity that has proven market potential but requires a relatively modest cash outlay, look no further than Notting Hill College's Unique Business Opportunity, which enables you to build on our considerable experience in order to start your own enterprise.

We at Notting Hill College believe that this opportunity could be the springboard you need to realise your goals.

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 access to this potentially high-profit venture by becoming a Notting Hill College licensee.

Notting Hill College provides a range of programmes that vary from business training to teacher training, in addition to soft skills training. The College's role is to provide educational services based on global market needs. Our goal is to assist suitably qualified people in gaining the updated knowledge and skills they require to fulfil their potential, using the latest and most efficient methods possible.

What distinguishes Notting Hill College from any other training provider is the variety of programmes hosted 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). This is why it is worthwhile being part of such a well-established institution.

If you need a challenge, and this Business Opportunity appeals to you, keep on reading. We hope 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 organisation with a global network of franchisees and agents. Our mission is to enable learners to develop their skills and confidence. We achieve this by applying a sound methodology, at the heart of which is the integration of theory and practice.

We deliver our methodology through our 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.

At Notting Hill College 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

Headquartered in the UK, Notting Hill College has expanded across the world through its franchising system. The College has three different schools:

The NHC School of Teacher Training, NHC School of Business and NHC School Languages. Our schools are united not only in name, but in their high standards of teaching. 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 consistency across the College's network.



Mission

The College's role is to provide educational services that cater to global market needs. Our goal is to assist suitably qualified people in gaining the updated knowledge and skills they require to fulfil their potential, using 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 achieve what they are capable of
- ◆ Encouraging students to have a positive attitude towards their career and be passionate about their work
- ◆ Offering courses in a variety of subjects
- ◆ Enabling learners to address global market needs

Our Beliefs

- ◆ Learning is collaboration: between the School and the learner.
- ◆ Learning never ends. Classroom-based courses are just part of a bigger picture.
- ◆ Distance learning programmes help you continue to develop.
- ◆ Classes and materials should be 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 programmes: courses, training & materials, tailored and customized to your local market.
- ◆ NHC has a learning system with a clear methodology & sound structure.
- ◆ NHC uses syllabi designed to ensure genuine, lasting progress.
- ◆ NHC has exclusive materials and updated curricula.
- ◆ 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 offers an extensive array of programmes in order to meet its students' needs. Our educational services cover three main areas of interest represented by our three schools. Prospective franchisees and agents can apply for a license to one or more of the following schools:

1. School of Teacher Training

NHC presents a full range of teacher training programmes that address the practical and theoretical needs of both 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 Diploma level to 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
	Weekend 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 programmes that cater to the demands of the global market. These courses are designed to provide an integrated sequence of training appropriate to the needs and requirements of students. Available qualifications range from Certificate to 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 of 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 English and World Languages

NHC School of Languages presents a full range of language courses, from beginner to advanced level. All language programmes are compatible with the Common European Framework for Language Reference. A selection of exam preparation courses, as appropriate to the franchisee's local market, is also available. The courses available at the School of English and World Languages are:

Adult Department

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

Kids' Department

- ◆ English Summer Camp (ages 7 to 12)
- ◆ English Winter Course (ages 7 to 12)
- ◆ French Summer Camp (ages 4 to 6)
- ◆ French Summer Camp (ages 7 to 12)
- ◆ French Winter Course (ages 7 to 12)

Specialised Courses

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



Learning System

Everybody has a preferred learning style. Knowing and understanding these learning styles makes learning more effective. For this reason, NHC has adopted different formats for learning which maximise the extent to which students benefit and increase their satisfaction.

Learning System

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

- **Classroom-based** Students attend classes and follow a specific schedule.

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

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

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



Credentials

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



BILD: the British Institute for Learning and Development



Pebble Hills University



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 focuses on providing education and training for individuals.

What we offer...

- ➔ Accredited Certificates
- ➔ Updated syllabi and course materials
- ➔ Acting as part of the NHC Network and adopting NHC's Logo
- ➔ Operational Management System training on launching the centre
- ➔ Branding and design
- ➔ Online Administration System
- ➔ Online Operational System
- ➔ Dedicated Business Development Managers (BDMs) for support
- ➔ Detailed manuals and guides

NHC Online Operational and Administration Systems

By applying our online systems, the number of employees your centre requires is reduced to the minimum and so are your costs.

The Online Operational System can :

- ➔ register students
- ➔ enable students to pay online
- ➔ check payment of course fees
- ➔ upload learning materials for your students to download
- ➔ upload and download course materials, including exams and assignments
- ➔ facilitate examination
- ➔ send feedback and results to learners
- ➔ verify and issue certificates securely
- ➔ order certificates to a home address and/or the nearest NHC branch

NHC Online Administration System (for Master Licensees only)

NHC's Online Administration System is designed to give support to our Master Licensees (MLs). The System facilitates management of Unit Licensees (ULs) in a number of ways:

- ➔ by reducing the number of staff required to manage ULs to a minimum
- ➔ by guaranteeing punctual monthly payments by ULs with the Royalty Follow-up System (This automatically freezes the operating system when payment is delayed and revives it on payment.)
- ➔ by enabling electronic book orders (optional)
- ➔ by enabling on-line certificate verification (optional)
- ➔ by providing 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 adjustable to suit all markets across the world.

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

Interested institutes and individuals can join our network of successful business families by applying to participate in 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, including:

- ◆ the opportunity to open a new income stream
- ◆ the chance to develop your existing business
- ◆ access to our brands

Franchising System

We are seeking to build long term win-win relationships with potential Partners and Partner Organisations based on 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):

- ◆ Franchisees have access to Material Master Copies and license to print locally; giving a competitive advantage to the learning provider by guaranteeing low-cost prices for books.
- ◆ Franchisees have the right to sign contracts 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 in person.
- ◆ Franchisees have access to printing promotional materials.
- ◆ Franchisees are given license to act as a NHC network member, and to use the NHC Logo.
- ◆ Franchisees are assigned a dedicated Business Development Manager (BDM) to advise and support them in person when necessary.
- ◆ Franchisees are listed as NHC Partners and are promoted via a direct link on the NHC website and at promotional events.
- ◆ Franchisees are encouraged to refer to NHC as their Partners in all literature and to use the NHC Logo in all communications: web pages, prospectuses, brochures, advertisements, stationary and other publicity material.
- ◆ Franchisees have access to the NHC Online Operational System.
- ◆ Franchisees have access to the NHC Online Administration System.
- ◆ Franchisees are given training and training materials to sell and administer NHC Courses.
- ◆ Franchisees are offered exclusive rights for their assigned country.

Financial Responsibilities

Master Franchisees (One Country License)...

- ◆ pay initial fees which are determined according to the agreed deal.
- ◆ pay royalty fees that are determined in the deal.

What we offer to our Agents

- ◆ Agents are offered non-exclusive rights for the area or region in which they operate.
- ◆ Agents are provided with a NHC Agent Kit, which includes manuals on the administration of courses.
- ◆ Agents are offered electronic technical and marketing support.
- ◆ Agents are provided with access to printing promotional materials.
- ◆ Agents are given license to act as an authorised Agent and to use Notting Hill College Agency Logo in addition to the local name.
- ◆ Agents are encouraged to refer to NHC in all literature and to use their local logo with the NHC Agency Logo in all communications: web pages, prospectuses, brochures, advertisements, stationary and other publicity material.
- ◆ Agents are assigned a dedicated BDM to provide advice and support electronically whenever is needed.
- ◆ Agents are listed as such on the NHC website; they are promoted via a direct link on the website and at promotional events.
- ◆ Agents have access to the NHC Online Operational System.

Restrictions

- ◆ Agents do not have the right to sign contracts on behalf of the College.
- ◆ Agents cannot grant sub-agency or unit licenses to third parties.

Roles and Responsibilities of our Partners

All Partners are authorised to develop the market for Notting Hill College programmes by promoting and selling our courses and providing support to trainees. 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 determine whether the contract will continue.

NHC Partner Objectives

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

Primary objective:

◆ To increase the sale of our programmes 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 programmes
- ◆ To provide excellent customer service
- ◆ To feedback product and market information to Notting Hill College

NHC 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 Programmes
- ◆ Promoting and marketing NHC Programmes
- ◆ 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 programmes, 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 an 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 agent meeting a number of requirements. The process is described below:

Step 1

Potential agents should first read the Quick Guide to NHC Business Opportunity before considering taking any further action. If, after completing this document the potential Agent 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, Agreement and relevant fee list will then be sent to the potential agent.

OR

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

Step 3

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

Step 4

The application will then be reviewed and the potential agent 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 applied for:

Is this request on behalf of a company? Yes No

Name of Company: _____
Address of Organisation: *(if different from 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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