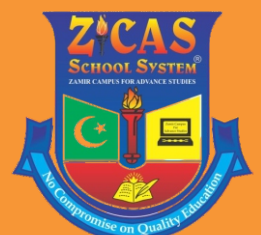




FRANCHISE INVESTOR KIT



ZiCAS
SCHOOL SYSTEM



STAY CONNECTED WITH ZiCAS



www.zicas.com

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Message of the Chairman

Dear All Asalam-o-Alikum,

We live in an interconnected and complex world that is changing at an unprecedented pace, preparing children to succeed in this challenging environment demands a flexible and real world based approach to education. indeed it requires a dynamic school that can turn leaning into a life-long journey of enquiry and discovery, culminating in knowledge that matters while academic strength is essential to survive children need excellent soft skills communication skills, understanding of global culture and its appreciation, a good character, an attitude to be life long learner and contribute to the society at large. At ZiCAS we believe that the objective of education is just not to inform, but also to empower and transform. with this philosophy at its core ,we have nurtured and ideal schooling in Pakistan with international standard and environment where each child can learn, thrive and achieve the fullest potential.

MALIK ZAMIR-UL-HASSAN
Chairman

Message of the Director

ZiCAS SCHOOL SYSTEM is established in 2006, the school offers one of the most diverse and well structured study programs in Pakistan. We strive to create a competitive environment where students are encouraged to excel in all areas of education (curricular, co-curricular & extra curricular activity).

The educational system at ZiCAS School System stimulates intellectual curiosity and exploration spirit. The school ethos encourages open mindedness and the release of intellectual potential. Students are encouraged to be self-reliant, critical thinkers and fluent in Languages (Urdu, English and Chinese).



M. FAHAD ABBAS
Director

Message of the Principal

ZiCAS School System is a dynamic seat of learning aspiring to provide highly stimulating and conducive academic environments for quality research, formal education and professional growth. In the recent years, the institute has achieved phenomenal success in improving the quality of education. **ZiCAS** is striving for academic and cultural excellence by living upto the international standards of education. We offer innovative syllabi encompassing the latest trends and approaches in the fields of higher education. Our curricula inculcate creativity, objectivity and critical thinking; impart values; promote professionalism; inculcate confidence; adaptability and high level communication skills in students to ensure success of our graduates in this highly competitive and challenging global world order.



NADIA JAFFERY
Principal

Vision

ZiCAS SCHOOL SYSTEM empowers the students as learned Muslims leaders, scholar, scientists and professionals in safe and inclusive learning environment to contribute to the universe.



Mission

ZiCAS nurtures the young souls with creative and critical minds, passionate hearts and empathetic souls in an inclusive learning environment to emerge as competent leaders in life and have after.



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PAK CHINA INSTITUTE

ZiCAS School System has established on the aim of imparting modern education within frame of Islamic values, it is the first school in all Pakistan which has adopted Chinese language from grade Montessori till elementary, native Chinese certified teachers from Shanghai and Beijing are working as permanent faculty.

The purpose is to make high quality education accessible and affordable for students in Pakistan. The curriculum is specially designed on 21st century skills i.e creativity, critical thinking, communication and collaboration including Social Emotional Development (Motors, Communication & Language, Cognitive, Social and Emotions), life skills (Care for others, critical thinking, empathy, stage fear, decision making) LOT (Lower Order Thinking), HOT (Higher Order Thinking) etc. We undertake every possible effort to bring excellence not only in our students but also in our teachers by arranging various workshops and training programs for them. Therefore, we offer a variety of extracurricular activities that help to groom our young individuals and make them emerge with well rounded personalities.





Health and Hygiene-Conscious:

Our schools promote and support student awareness to ensure that all ZICAS students are able to make conscious decisions on healthy living. They are actively involved in physical activities both inside and outside the school, leading to heightened development of their mind, spirit and body.



Empathetic:

All ZICAS schools promote and support good works and community service so our students can empathise with others, ensuring the development of a more just, caring and compassionate world.



Analytical:

Through local and international curricula, our teachers facilitate and support students to create logical connections between ideas. Together teachers and students strive to identify, evaluate and solve problems systematically through reflections on their own critical thinking processes.



Inquisitive:

Our students are curious about their surroundings. Through our local and international curricula facilitated by teachers, our students generate knowledge leading to an enhanced understanding of the world in which they live.



Creative & Innovative:

Our students aspire to generate original thoughts and ideas which add value to their lives in the 21st century. Through our local and international curricula, and with the direct support of school heads and teachers, ZICAS students draw on inspirational examples from human history to be creative, imaginative and innovative in their pursuit of knowledge and understanding.



Resolute:

Our school heads and teachers support all ZICAS students to become dedicated, dependable, resilient and unwavering in their quest to acquire knowledge and understanding.



Ethical:

Our school heads promote student accountability and an informed responsibility for an individual's actions. Through the curriculum, our students and teachers develop a spirit of honesty, integrity, equality and fairness.



Digitally Literate:

Heads of school and teachers promote the ethical use of social media and digital technology to enhance teaching and learning. ZICAS teachers and students are expected to create, share and disseminate knowledge and information electronically and to collaborate with others locally and internationally through an informed responsible use of digital technologies.



Gobally Competent:

Through our local and international curricula school heads and teachers support and facilitate our students to critically analyse and question global issues through three principles:

Equity: To learn that the increased imbalance of income, the unavailability of quality education for the poor, and the digital economy are fundamentally altering the nature of employment and the right to earn a livelihood.

Global & Social Cohesion: Mass migration from countries stuck in war and poverty create problems on a global scale. Through our local and international curricula teachers and students discuss the integration of diverse groups of people and ways to avoid the growth of extremist ideologies.

Sustainability: Our local and international curricula prioritise the investigation of sustainable goals which meet the needs of the present without conceding on the lives of future generations in the face of environmental degradation, climate change, and overconsumption and population growth.



SALIENT FEATURES LEARNERS WILL ENJOY

EXCLUSIVE APPROACH

We adopt the approach that nourishes the learner's mind from very beginning. Instead of enforcing anything, we believe in molding them with love and sympathy. The process of learning may be slow but it's beneficial in the long term as slow and steady wins the race.

KNOWLEDGE-ORIENTED EVENTS

Time to time we celebrate all national events that are knowledge-oriented for learners. Learners are involved in co-curricular activities and in parallel they get practical knowledge of the historical events like (Iqbal Day, Independence Day, Pakistan Resolution Day, Quaid Day, Kashmir Day and all Islamic events).

ISLAMIC AND ETHICAL VALUES

We believe that Islamic knowledge must be given to learners from the very early age. For this purpose, we create environment enlightened with Islamic values and teach Nazra Quran, Masnoon Dua'in and Sunnah ways for different activities.

EXPERIENCED MONTESSORI TEACHERS

It is pride of school that ECCE (Early Childhood Care Education) certified staff is imparting modern education regarding EPL (Early Practical Life) by following latest means of skills which should be important to give pre-schoolers between age of 3 – 5 Years

EXPERIENCED PRIMARY & MIDDLE TEACHERS

The hiring policy of teachers in ZiCAS School is to conduct entry test and panel interview, later on the school management ensure training of hired staff according to the curriculum of National and international standards Pakistan. To apply in school as a post of subject teacher minimum education level required is Masters.

AFFORDABLE FEE STRUCTURE

The fee structure is designed with the vision "EDUCATION FOR ALL". The school fee management is crystal clear; there are no hidden charges beside monthly fee. Library fee, Science laboratory and Computer lab charges are included in monthly fee.

LIBRARY WITH READING AREA

In addition to course related books, we have a library equipped with other informational books and magazines. A comfortable reading area is in place adjacent to library. This activity helps learners make friendship with books in their early age and enhance reading habits.

"FUN TO LEARN" PLAY AREA

Our play area has some of the exclusive educational toys and gadgets for the learners to play with. These toys give information and education as well as fun in a very congenial way.

SPORTS ACTIVITIES

For the physical fitness of the learners, our Filipino Sports Instructors arrange different sports activities on frequent basis and encourage learners to keep their physical health in good shape. Sports activities at our school are Taekwondo, Football, Tennis and Basketball. Every year Paki-Filo Sports Gala conducted in sports grounds.

SALIENT FEATURES LEARNERS WILL ENJOY

AIR-CONDITIONED & HEATING CLASSROOMS

All our classrooms are installed by air-conditioned and heating system to maintain the pleasant environment in all seasons. This is the model which is universal in our every campus.

SALIENT FEATURES LEARNERS WILL ENJOY

AUDIO VISUAL FACILITIES

We have state-of-the-art audio visual facilities for enhanced interactive learning and delivering presentations using large screen projector for better exposure.

CCTV CAMERA MONITORING

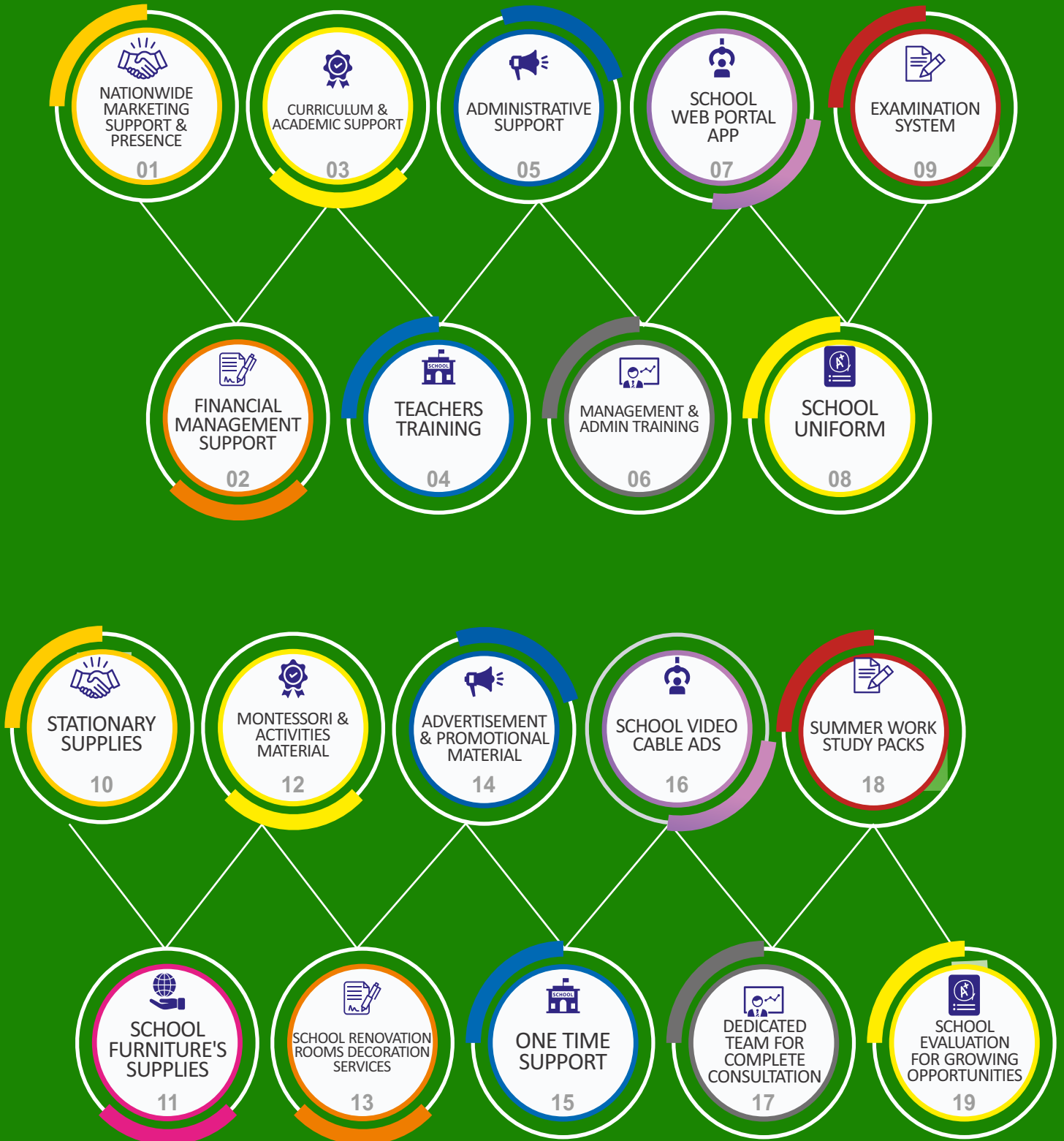
Safety of our learners and safety of our staff is our topmost priority. Our campus is monitored with CCTV camera 24x7 to avoid any security breach or criminal activity.

BACKUP GENERATOR

Our campus is facilitated with a backup generator so as to get electric power during power failures or load.



BENEFITS TO OUR PARTNER

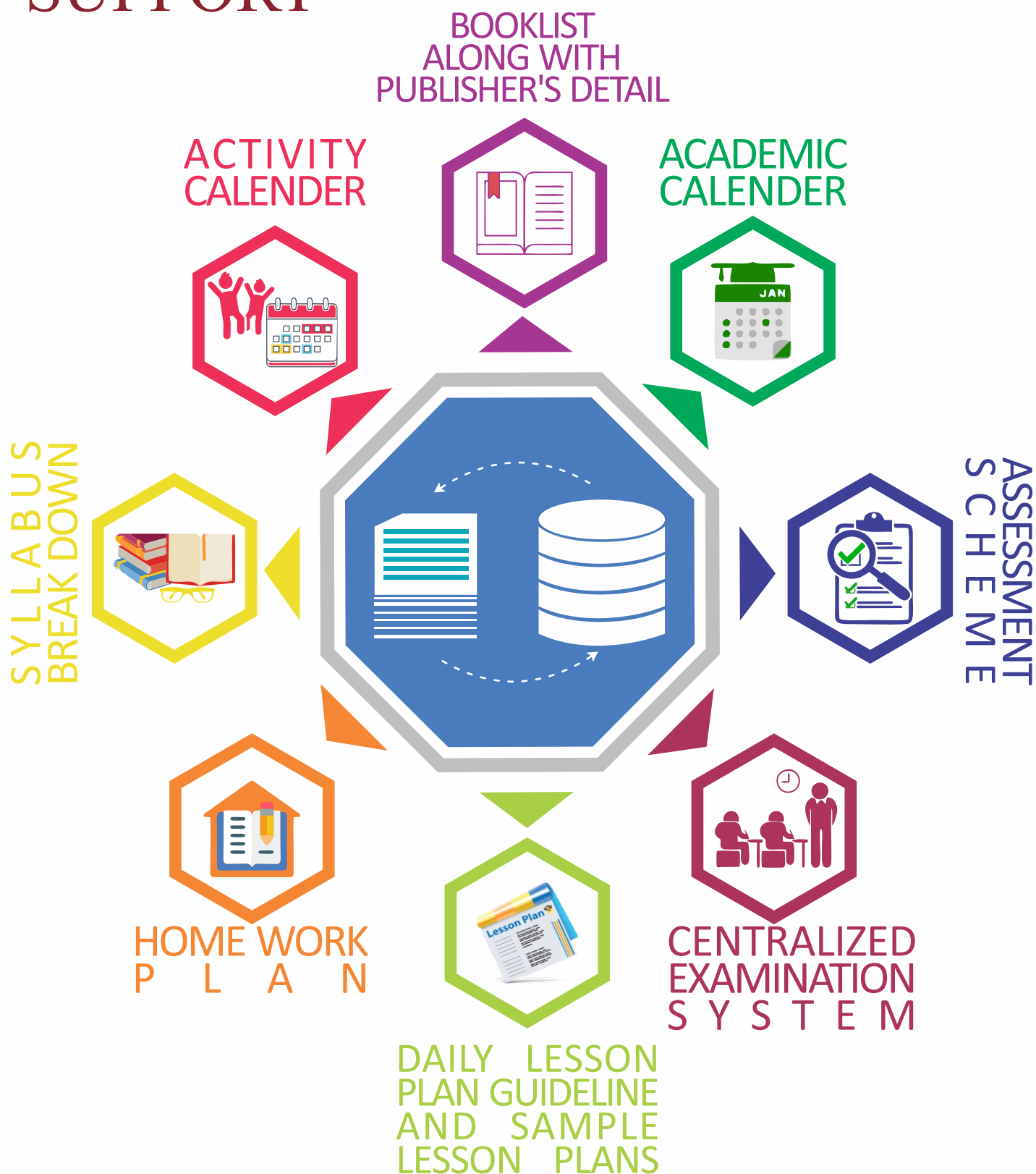


PROCESS OF PARTNERSHIP



- 01 SUBMISSION OF EXPRESSION OF INTEREST
- 02 SITE SURVEY PROCESS
- 03 DISCUSSION ON BUSINESS PLAN
- 04 FINANCIAL VIABILITY ANALYSIS
- 05 SUBMISSION OF AN APPLICATION FORM
- 06 DEPOSIT OF DECIDED FRANCHISE FEE
- 07 SIGNING OF MOU
- 08 PRE-OPERATIONAL FOLLOW-UP
- 09 ADMISSION CAMPAIGN
- 10 ADS & OTHER PROMOTIONAL MATERIAL
- 11 ORIENTATION OF THE WHOLE SYSTEM
- 12 TRAINING FOR PRINCIPALS AND ADMINISTRATORS
- 13 TRAINING SESSION FOR TEACHERS AND THE STAFF
- 14 COMMENCEMENT OF OPERATIONS AT CAMPUS

ACADEMIC INFRASTRUCTURE SUPPORT



ADMINISTRATIVE SUPPORT

JOB DESCRIPTION OF THE PRINCIPAL
TEMPLAT FOR PRINCIPAL'S APPOINTMENT LETTER
TEMPLAT FOR TEACHER'S APPOINTMENT LETTER

TEACHERS' HANDBOOK
SCHOOLS MANAGEMENT SYSTEM (SOFTWARE)
TEMPLAT OF EXPERIENCE LETTER
TEMPLAT OF SCHOOL LEAVING CERTIFICATE

STUDENT'S PORTFOLIO / RECORD FILE
SCHOOL DEVELOPMENT PLAN

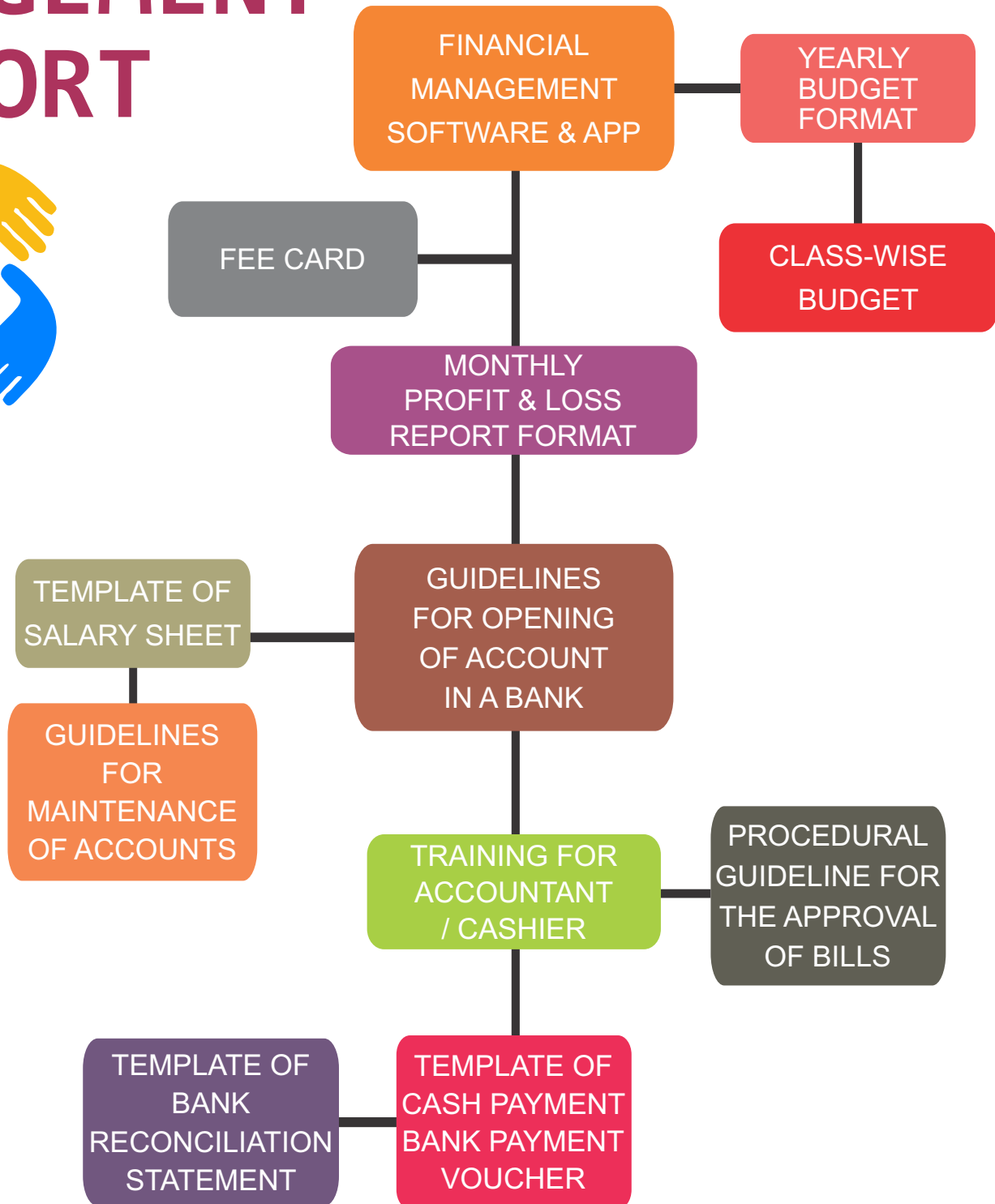
TEMPLAT OF CHARACTER CERTIFICATE
PROSPECTUS (ON PAYMENT)

CHILD PROTECTION POLICY
MONTHLY SCHOOL INSPECTION SYSTEM
EMERGENCY MANUAL



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FINANCIAL MANAGEMENT SUPPORT



During evaluation process, we identify problems regarding:

1. Teaching strategies
 2. Lesson planning
 3. Managerial staff members
 4. Building environment
 5. Neatness of different departments of schools
 6. Correlation of room size and number of students sitting in it
- training team extracts basic needs and wants from the results produced by evaluation department. Training modules are prepared and demonstrated as per scheduled time. Basic responsibilities of training departments are:

We are Providing you Education System

- Do analysis work on reports generated by evaluation department.
- Prepare different level of training modules for different areas.
- Prepare new sessions according to feedback forms & evaluation reports.
- Schedule training sessions.
- Conduct training sessions according to the schedule.
- Get feedback of training sessions.

We consider Training and Evaluation Department as very important for ZiCAS School System because without proper evaluation of the schools and training of teaching staff, desired results cannot be produced.



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& Training Evaluation Department

Quality Assurance Department

Total Quality Management (TQM) is the key factor to improve the standard of education. We have a separate department to maintain the TQM in ZICAS School System. Name of this department is Quality Assurance (QA) Department.

THE GENERAL RESPONSIBILITIES OF QA DEPARTMENT

- Coordinate between schools and head office
- To transmit academic resource material from head office to schools
- To improve the standard of schools as well as of head office
- To establish integrity between schools and head office
- To enrich leadership qualities among teachers and students of our schools
- To improve the communication skills of teachers, students & manpower of head office



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Academic Sessions

**COMPLETE
ACADEMIC YEAR
IS DIVIDED INTO
TWO PARTS NAMELY
MID TERM & FINAL TERM**



Duration of both terms is as under:

- Mid Term March to October
- Final Term November to February

What do we offer?

In both terms, we prepare and deliver the following academic resource material to schools:

- Preparation of admission tests
- Preparation of academic calendar
- Extract working days from academic calendar
- Development of Schemes of Work (SOW) for Mid Term
- Development of Daily Lesson Plans (DLPs) for Mid Term according to SOW
- Attach worksheets and quizzes in DLPs
- Develop monthly assessments for each subject
- Develop Summer Packs
- Develop Mid Term Examination papers
- Prepare result of Mid Term Examination papers
- Development of Schemes of Work (SOW) for Final Term
- Development of Daily Lesson Plans (DLPs) for Final Term according to SOW
- Attach worksheets and quizzes in DLPs
- Develop monthly assessments for each subject
- Develop Winter Packs
- Develop Final Term Examination papers
- Prepare result of Final Term Examination papers

REGISTRATION / ADMISSION



1

- *-Registration process starts from January and continue till last week of March every year.
- *-Registration forms are available at reception of all schools and on website & facebook.



2

- *-Prospectus is also provided at the time of registration as well as online.
- *-An oral and written test is taken at the time of registration.



3

- *-Admission test is based on five subjects namely; English, Urdu, Mathematics, Science and Social Studies.
- *-Tests are prepared and checked according to the syllabus of previous class.



4

- *-Admission in any class is based on successful clearance of admission test.
- *-Admission committee is bound to announce the result of admission test within five (5) working days.



5

- *-Dates of written test and interview are announced in schedule placed at notice board of admin block.
- *-After written test an interview is conducted.
- *-Parent interview is also conducted by administration of the school to know the history of each student.



6

- *-After depositing the registration fee, parents are requested to submit stamped office copy in admin block.



7

- *-Deposit the registration and admission fee at any designated bank.



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FRANCHISEE TERMINOLOGIES

Startup cost/initial investment: The total amount required to open the franchise is called startup cost. This includes the franchise fee, along with other startup expenses such as real estate, equipment, supplies, business licenses and working capital.

Royalty fee: Most franchisors require franchisees to pay a fee on a regular basis (weekly, monthly or yearly). Usually, it's a percentage of students' monthly tuition fee in educational institutes. Some franchisors also require a separate royalty fee to cover advertising costs.

Franchise agreement: The written contract, included in the FDD (Franchise Disclosure Document), which outlines the responsibilities of both the franchisor and the franchisee.

Term of agreement: This spells out the length of time that your franchise agreement is valid. Usually anywhere from 5 to 20 years.

Company-owned units: These are locations that are owned and run by the parent company (the franchisor), rather than by franchisees.

Conversion: Some franchisors offer entrepreneurs the opportunity to convert their existing independent business into a franchise.

In-house financing: Financing offered by the franchisor to franchisees to help with expenses, which can include the initial franchise fee, startup costs, equipment and inventory as well as day-to-day expenses such as payroll.

Absentee ownership: An option offered by some franchisors that allows a person to own a franchise without being actively involved in its day-to-day operations.

Master franchise: A master franchisee serves as a sub franchisor for a certain territory. Master franchisees can issue FDDs, sign up new franchisees, provide logistical support and receive a cut of the territory's royalties.

Area developer: An area developer agrees to open a certain number of franchise units in a large territory within a specified time period. They may open and operate the units themselves or recruit other franchisees to open them.





