

The SHIMMERING STARS Advantage

7 Reasons to Start Shimmering Stars Franchise

1. Established Brand

- ✓ You are permitted to use the SHIMMERING STARS brand, which is the first Odisha's own play school and has been able to establish itself as a brand and gain parents trust with its pure service and ideology in Cuttack within a period of 5 years.
- ✓ Extensive word of mouth publicity by above 1000 satisfied parents.
- ✓ Dynamic Portal maintained for each school at www.shimmeringstars.co.in

2. Research Based Organization

- ✓ The school Is owned and lead by famous Odiya Actress Ms.Meghna Mishra who is a MBA and Ph.D by qualification and has immense interest in the field of education and child psychology and believes in doing and delivering results.
- ✓ Education System based on complete research on child psychology based teaching methodologies keeping a balance between international norms and Indian education system.
- ✓ Learn from our experience and avoid costly start-up mistakes.
- ✓ Curriculum designed by the expert educationists and child psychologists.
- ✓ Continuous monitoring & up gradation of the system as per the changing requirements.

3. Proven Success & Promising future

- ✓ A successful brand and has been the market leader in spite of the presence of some leading national brand play schools.
- ✓ Personalized support resulting in highest success rates in the franchise sector in Odisha.
- ✓ Increased awareness of parents about the importance of good child psychology based pre-schooling.
- ✓ Stable venture irrespective of economic cycles (as people do not compromise on education of their children).

4. SHIMMERING STARS Feeder Schools (subject to availability & regulations)

- ✓ Shimmering Stars is the feeder school for Acheelles Public School based on CBSE curriculum situated in Cuttack.
- ✓ A SHIMMEIRNG STARS kid gets easy admission into the primary classes

5. Exclusive Territory!

- ✓ Assistance in Site Selection.
- ✓ Clearly defined territory in your agreement to ensure the safety of your investment and efforts.

6. Excellent Returns & Satisfaction

- ✓ Flexible investment options
- ✓ No Exorbitant Franchisee Fee like other national brands hence value for money
- ✓ License Fee includes all the pre-school classes : Play Group, Pre- Nursery and Nursery and Summer Camp & Activity centre for age group 2 to 12 years
- ✓ No Hidden Cost.
- ✓ Centralized designs & marketing material, pooled advertising costs(optional) and assistance in negotiations resulting in cost reduction.
- ✓ Comparably Higher admission enquiries due to quality service and reasonable fees structure being a regional brand.
- ✓ Fee received in advance, therefore no bad debts.
- ✓ Convenient working hours thereby, giving you ample personal time.
- ✓ Watch your investment grow and get the satisfaction of a positive working environment.
- ✓ Enjoy a sense of ownership and garner respect in the society.

7. Our 5-Tier Support System: Ensuring your success!

1. Personalized Support

- a. Guidance in school design, incorporating best practices to build schools of tomorrow.
- b. Assistance in procuring materials like equipment, furniture and fixtures along with standardized specifications.
- c. Advice on installation, maintenance and upgradation of IT hardware, software and systems.
- d. Supply of Corporate Package of registration forms, manuals and recruitment materials which can be customized as per your need.
- e. Assistance for your day-to-day queries.
- f. Bulk procurement of supplies, to help you save in purchasing.

2. Recruitment & Training

- a.** Constant support from Human Resource Department of the Head office.
- b.** Help to identify and recruit qualified staff for your school.
- c.** Uniquely designed easy to understand 'Training Manual'.
- d.** Regular training of the facilitators to ensure high standards of pre- school teaching.

3. Marketing Guidance

- a.** Guidelines for launching the school, including publicity material and low-cost effective promotion schemes.
- b.** Presence of Ms. Meghna Mishra herself at the launching
- c.** Advise on preparation and implementation of an Annual Marketing Plan.
- d.** Development of PR strategy and regular presence in Media (the promoter being a media person herself).
- e.** Access to professionally developed advertising, promotional and marketing material such as designs for brochures, newspaper advertisements, direct mailing, leaflets, banners, cable advertising, graphic design & copywriting.
- f.** Unique 'Parental Involvement Programmes' resulting in healthy community relations.

4. Academic Research & Development

- a.** Comprehensive curriculum, which will be continuously researched and updated to give it a cutting edge..
- b.** Process Manuals for Morning assembly, Outings, Activities, celebrations, Annual Day, Sports Day, Picnics, Competitions and other events.
- c.** Continuous Monitoring system to ensure quality.

5. Systems & Quality Control

- a.** Provide Administrative Systems and Manuals for running the school.
- b.** Analysis of 'Progress Reports' to identify strengths and weaknesses.
- c.** Easy and simple reporting formats to ensure convenience for every branch.
- d.** Regular monitoring and reporting system to ensure smooth functioning of all branches.

**ENJOY THE BENEFITS OF THE SEVEN STARS OF SHIMMERING STARS
AND SHIMMER LIKE A STAR.**