

Dear Potential EduCare Franchisee,

Thank you for your interest shown in Educare as a business opportunity. Educare is a training and placement facility, specializing in infant and childcare courses and Domestic and Nanny Placements.

Our flagship course is our 'Save-a-child' First aid course covering CPR, choking, drowning, poisoning and all other first aid issues to do with infants and children. There is an increasing awareness amongst parents of the importance of first aid training for themselves and their domestics. We have had a tremendous response to Educare as a training facility and a business opportunity.

Our other courses cover other important childcare aspects such as Developmental Stimulation, Cooking and Nutrition for kids, Basic Childcare, Housekeeping and our NEW First Aid for Industry course. These courses were developed and designed by a qualified teacher, nutritional therapist, midwife and a first aid instructress. The courses are comprehensive, yet compact and run using interactive DVD's and well illustrated, easy to follow course manuals.

If you are looking to be your own boss with flexible working hours, while at the same time have a very rewarding career, then Educare is the opportunity that should not be missed.

Our business has proven to be very successful, with demand and great interest shown from around the country. Locally, we have had wonderful publicity in our newspapers and coverage on our radio station.

There is also a growing trend towards increased safety awareness amongst nursery school teachers and au-pair placement agencies. Parents are wanting to ensure that their children are left in safe and capable hands while they are at work, leading to a large demand in domestic, au-pair and teacher training, especially the CPR and First Aid training.

At present we operate our Head Office from Port Elizabeth in the Eastern Cape and have a franchise in Pretoria East, Edenvale in Gauteng, Pietermaritzburg in Kwazulu Natal and in the Western Cape; Durbanville, West Beach and Constantia, Somerset West and enquiries streaming in from many other centers in South Africa. We would be very pleased to see a branch open in your area. As you will see in our Franchise Agreement, you would not be threatened by another branch opening in your immediate vicinity, as there is a clause in our contract protecting your zone. Any new franchise MUST be **outside a 20km radius** from any existing franchise.

When considering our business opportunity you need to take the following costs into consideration:

- Initial up-front business set up fee R59 000 securing your business zone
- Monthly support and advertising fee of R400.00
- Franchise Fee of R300.00
- Set up costs

Included in your business set up fee of R58 000 we provide you with:

- X2 CPR infant manikins
- X1 CPR child manikin
- X1 CPR Adult manikin
- EduCare's starter Save-a-child first aid kit
- Course manuals for each of the 4 courses offered, on CD, training DVD's included
- Teaching aids for courses, including a Music/nursery rhyme CD, recipes, etc.
- Training, including:
 - Initial Basic Life Support Course – transport to the course will be for your account
 - Basic life support instructors course – transport to the course will be for your Account
 - DVD and in-person training on Educare courses available (for in person training, transport/flight costs are excluded).
- Business start up pack including:
 - Business card artwork
 - Advertising leaflet artwork
 - Advertising posters
 - Educare artwork on CD
 - Educare administration forms on CD
 - Promotional material, DVD's and ideas

Your only other costs incurred would be local advertising chosen by yourself and a nominal fee to us for any course manual updates.

Telephonic support for the first 3 months would be included in your set up costs, thereafter a nominal consultation fee will be charged.

Apart from the above the following will be needed to effectively start up your business:

- Business premises of 18m 2 (lecture room), office space for administration work (could be at home) and for the cooking courses, access to a stove, microwave and sink
- Computer, printer and fax facility
- Telephone/Cell phone
- Stationary, files etc

- Toy kits as per Operating Manual
- Basic bookkeeping skills
- Television and DVD or Video player
- 8-10 chairs for lecture area
- Kneepads for CPR training (unless floor is carpeted)
- A few toy/ play kits and sample books
- Optional extra CPR manikins

Educare is a fantastic business opportunity offering flexible hours and a good income. The business allows you to start as a comfortable small one-man business, but has the potential to grow into a substantial business with all of the avenues open to it.

Hoping to hear from you soon and looking forward to an Educare opening in your area.

Kind regards

Chevonne Bishop