

Make their future your business



KUMON

Contents

Grow with Kumon	3
What we are looking for	5
Your business	7
Owning and running a Kumon centre	9
Start up costs	11
Promoting your business	13
What can you expect from us?	15
Materials	17
Case Study	19
Application and Selection	21
A member of the Irish Franchise Association	23
How to start this process	25

Kumon Europe & Africa Limited
26/27 Mount Street Upper
Dublin 2
D02 F890

1800 936 712
Kumon.ie

September 2020



Every minute of every day, a student somewhere in the world is studying with Kumon.

Our founder, maths teacher Toru Kumon, began developing the programme in Japan in 1954 whilst working with his son Takeshi, who was struggling with maths at primary school. Toru wanted to give him the best chance to succeed at secondary school, university and beyond. We still follow his educational principles today.

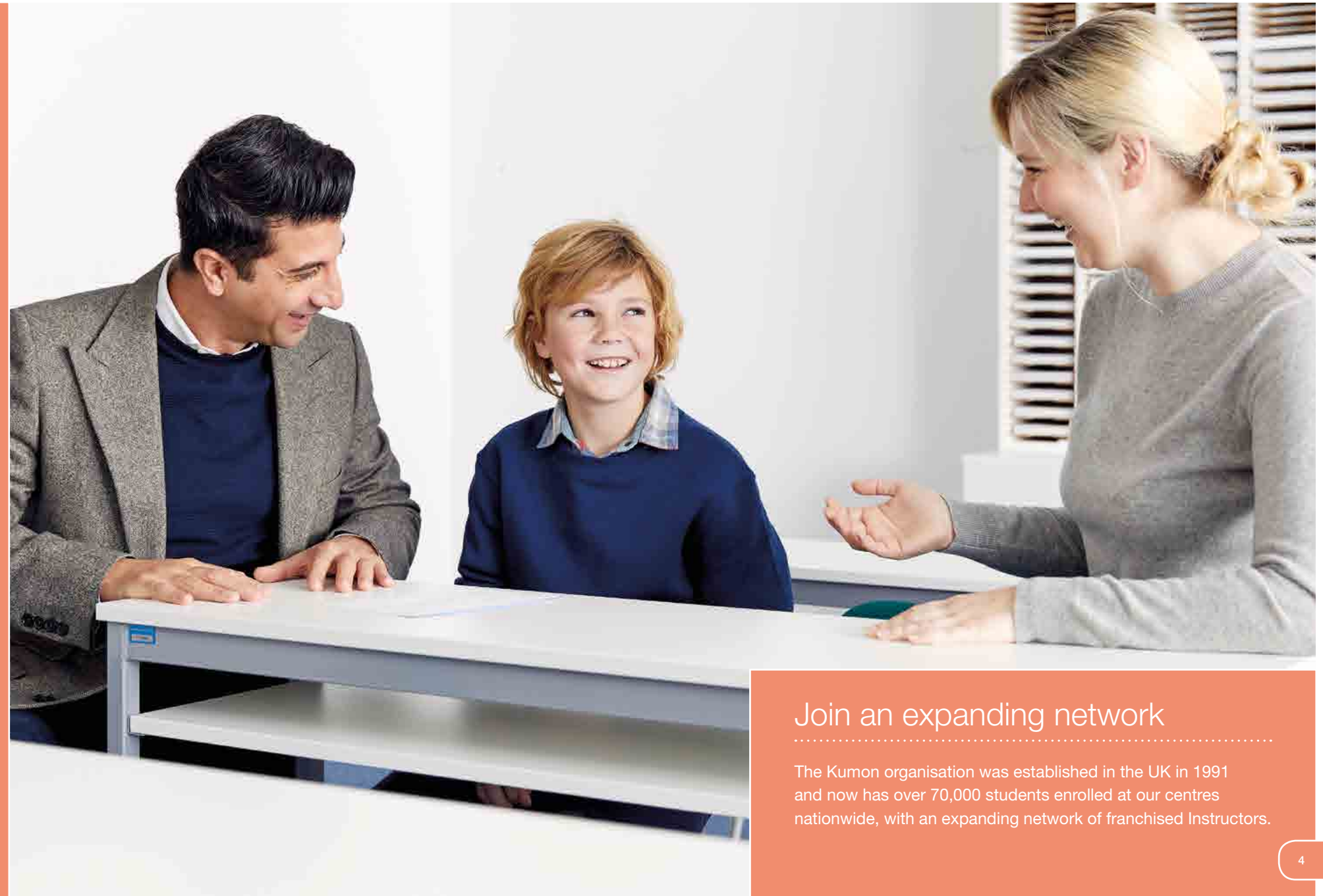
Kumon focuses on developing a child's potential. Our maths and English study centres offer the unique Kumon Method of Learning: fostering independent learning skills in students by nurturing them to an advanced level of study, giving them the opportunity and ability to tackle new work by themselves.

Grow with Kumon

As a Kumon franchisee, you will be the Instructor of your own Kumon maths and English study centre.

As an independent business owner, the decisions you make will directly affect the performance of your business and you will need to invest both time and money in growing your study centre. However, Kumon's support network will provide you with all the necessary help to enable you to make sound business decisions, including marketing support and bespoke materials. As the Instructor of a Kumon maths and English study centre, you will reap the rewards of developing children as you grow your business. You will become part of an established and expanding network in which you are offered support and training to build a successful career.

We believe success goes hand in hand with strong instruction skills; what is best for each student must be at the heart of your business.



Join an expanding network

The Kumon organisation was established in the UK in 1991 and now has over 70,000 students enrolled at our centres nationwide, with an expanding network of franchised Instructors.

What are we looking for?

To become a Kumon Instructor you will need to demonstrate educational skills as well as the desire to develop a thriving business. You will therefore receive ongoing training and support in instructing the unique Kumon Method.

You will also need to:

- be educated to degree level or equivalent
- have a full driving licence
- be eligible to work in the Republic of Ireland

It's all about education

You should be passionate about helping children of all ages and abilities to learn and grow. The maths programme culminates in working with calculus, and the English programme concludes with students being able to read and critique a wide range of texts.

You must be comfortable with primary, secondary and higher level maths and English. Please note we can only accept applications to instruct both subjects. Our Instructors come from a wealth of different backgrounds - but all successful applicants will be educated to degree level or equivalent and believe in the importance of a sound education.

Every Instructor is required to work through both Kumon programmes as part of their training and ongoing development.





Your business

You will have your own business to run and therefore need to be organised and able to juggle the different demands of the role. You will have the support of Kumon and be joining a network of Instructors, but ultimately the success of your business is in your hands.

You will also need to recruit and manage a strong team of assistants who understand and believe in Kumon values, and will help support and nurture students.

Your students

As a Kumon Instructor and franchisee, you will need to market your centre in order to encourage parents to enrol their child. Kumon provides a great deal of marketing support which you can utilise to promote your business in your area.

You must be energetic, self-motivated and willing to invest the time, money and effort needed to build a successful centre.



Excellent interpersonal skills

Kumon is a people business. Your role as an Instructor involves communicating with children, adults, colleagues, parents, teachers, individuals and businesses. Strong interpersonal skills are essential to deal with any challenges that may arise. First and foremost, you must be able to inspire and motivate children and parents to succeed.

Partnerships

Kumon's brand values are at the heart of everything we do. To maintain standards and the success of the Kumon Method of Learning, an effective working relationship between franchisee and franchisor is essential. You will also be encouraged to form links with local schools, businesses and other community organisations.

Owning and running a Kumon centre can mean big business

Kumon is the largest supplementary education provider in the world. Due to increasing demand there are currently dozens of locations available throughout Ireland where you can open your own Kumon study centre and join our growing network of Instructors.

Revenue

Your revenue comes from your students in the form of registration and monthly subject fees. Prices may vary between centres as you set the prices of these fees yourself. This must be established in your business plan.

Profitability varies from centre to centre; however, your potential gross income could be:

Potential gross income* net of royalty**			Outgoings
80 students	€4,320 per month	€51,840 per year	<ul style="list-style-type: none"> • Premises • Wages • Other
150 students	€8,100 per month	€97,200 per year	
200 students	€10,800 per month	€129,600 per year	

*Based on a fully qualified Instructor

Example fees**	
Registration fee	€40 per student (one-off)
Monthly subject fee	€80 per student, per subject

The above figures are intended as a guide to what the potential net income could be, based on the example fees above. There is no guarantee that a prospective franchisee will reach the level of performance indicated, though we believe each centre has this potential, and more.

**These figures do not take into account the profit made by the registration fee



Start-up costs

Establishing a study centre requires some capital outlay. The Kumon licence fee is €3,000 (representing €1,500 per subject for maths and English) making this one of the lowest cost franchise opportunities around. Suitable premises size, location and costs vary considerably depending upon local market rates.

An initial payment of €1,000 of the licence fee shall be paid prior to attending training. Upon completion of training, the remaining balance of the licence fee, €2,000 shall be paid.

In addition, we recommend that you budget at least €1,500 for your own Marketing activity across your first 12 months of business. You will receive pre-opening marketing support within the first six months to give your business the best possible start.

You will also need sufficient working capital to cover your living and business expenses until such time as your business reaches and exceeds break-even point.

Cost of franchising

Like any franchised business, the whole system works because you, the franchisee, pay royalties to the franchisor (Kumon Europe & Africa Limited).

These fees are for training, support, the use of the method, name and brand, as well as our work in building the brand and developing the method.

- €26 of each subject fee* (fully-licenced Instructor)
- €29.25 of each subject fee (provisionally-licenced Instructor)
- €15 of each registration fee

Instructors also need to meet general business costs such as rent, wages and postal charges.

*Fully licenced status typically takes 12-18 months.

Contact a Franchise Executive for more details about start-up costs and potential earnings.



Location of your centre

You are responsible for running your centre from premises in the heart of your local community. The location is chosen by you within a defined area. Naturally, the more visible the centre the greater brand awareness you will gain.

Ongoing development

At the centre you will oversee the progress of every student, and prepare each student's individual classwork and homework. You also need to be a learner yourself – developing your subject and product knowledge through self-study, workshops, seminars and conferences.

Promoting your business

Kumon's global mission is to provide as many children as possible with the opportunity to achieve their full potential and study materials above the international standard for their age. A vital part of your role will be to promote awareness of Kumon in your area, to generate enrolments and raise awareness and appreciation of our brand. This can be done through networking, advertising, holding open events, building relationships with schools and PR efforts to gain publicity for your centre in local media.

Managing your own centre

As a Kumon Instructor you'll be running your own franchised business. You will, therefore, be responsible for making everything run smoothly by maintaining student records, managing finances and stock, recruiting, training and supporting centre assistants and dealing with legal requirements.

Your commitment

In order to grow a successful business, you will need to dedicate time and energy. Although you can be flexible with your working hours, this is a full-time commitment.



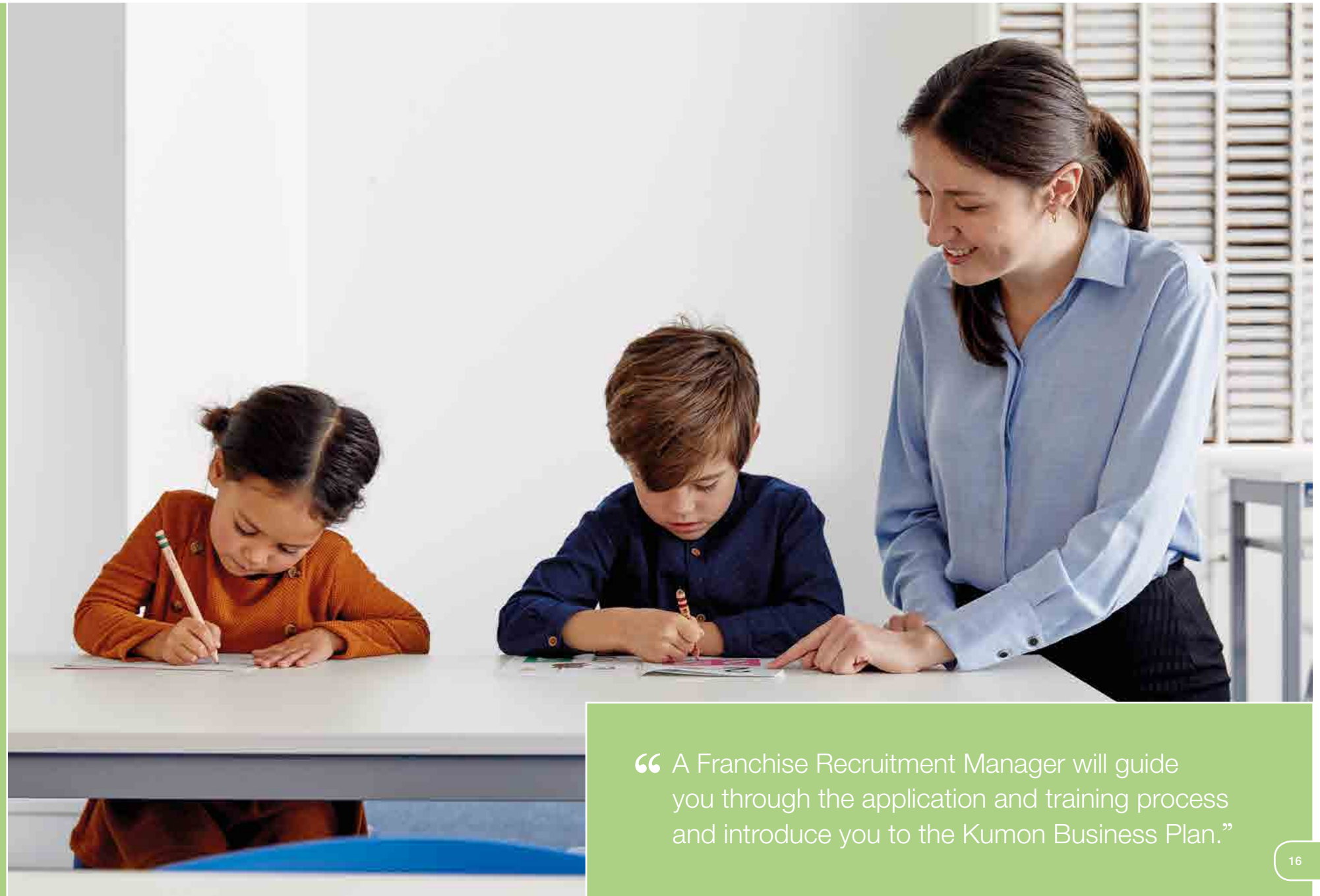
What can you expect from us?

Your success is our success. We make every effort to ensure you are fully supported throughout your career as a Kumon Instructor. We have over 60 years of experience in helping people like you to develop a successful business and give children the opportunity to achieve.

A Franchise Recruitment Manager will guide you through the application and training process and introduce you to the Kumon Business Plan.

During the recruitment process, you'll meet your Area Manager who will become your personal point of contact and will never be more than a phone call away. They will help you for the duration of your Kumon career, advising you on how to develop each student and your centre.

Our Brand Marketing team will support you in marketing your centre and all marketing queries.



“ A Franchise Recruitment Manager will guide you through the application and training process and introduce you to the Kumon Business Plan.”



Materials

All worksheets are provided as part of your monthly royalty rate. Other non-essential materials may be chargeable. These are provided by the Kumon Distribution Centre (KDC), an efficient ordering service that ensures you have what you need, when you need it.



Case study

Yvonne Dillon-O'Rourke has been an Instructor at the Kumon Clonmel Study Centre for over five years:

“I’ve always had a strong passion for education, and after studying a degree in Business Accounting and Finance, I completed a graduate diploma in Education. Soon after, I was a secondary school maths and accounting teacher in Ireland and Africa for seven years. I felt I wanted a change in my career and discovered Kumon through a friend’s recommendation.

I’ve always wanted to be my own boss. Being a Kumon Instructor provides a healthy work-life balance which means that I now have a greater level of flexibility for ‘family time’. Running my own franchise business enables me to take ownership and experience life as an entrepreneur with the secure support of a globally recognised brand. It’s great to know I have the continuous support from my Area Manager and the Kumon team, and I always learn something new when returning from Instructor training.



Three of my four children currently study Kumon. My oldest is now studying Mathematical Science at University and I know Kumon provided her with the confidence to self-learn. She is a prime example of how developing a child’s ability can help them reach their true potential.”



“During my time as a Kumon Instructor, I’ve witnessed first-hand the benefits of daily Kumon study, helping children blossom into confident and independent learners.”

The next step

Kumon's selection process is designed to maintain the highest of standards and to ensure only the right candidates qualify as Kumon Instructors. See below for an example application process.

(Kumon reserves the right to refuse any application at any point prior to signing the Franchise Agreement. All applicants will be checked with the National Vetting Bureau.)



Application and selection

1) Enquire

Speak to one of our Franchise Executives about opportunities in your area.

2) Apply

Apply to be considered for one of our Orientation Meetings.

3) Have you got what it takes?

Attend an Orientation Meeting to discover your potential as a Kumon Instructor.

4) Business Planning

Use our comprehensive business planning tools to create your roadmap to success.

5) Training days 1-10

Experience our immersive ten day training programme at our flagship study centre.

6) Open your centre

Sign a Franchise Agreement and welcome your first Kumon students.

Member of the Irish Franchise Association

“Franchising in Ireland has shown incredible growth over the last decade. The most recent survey shows the sector now enjoys an estimated turnover in excess of €2.5bn, employing more than 42,000 people in full time equivalent jobs, has more than 315 active franchise systems operating here and has proven itself to be a very robust business model during these difficult and challenging economic times.

We have not seen the same level of attrition in the franchise sector as we have seen in the SME stand alone start-ups sector, testament to how operating within a franchise system can improve the opportunity for success as against starting up your own business.”

Irish Franchise Association





How to start this process

If you believe you are ready to become a Kumon franchisee, please contact our team by calling **1800 936 712** or email enquiry@kumonfranchise.ie.

Before you do, please take a moment to check you meet these basic criteria:

- Do you have a strong desire to help children succeed?
- Do you want to develop your own successful and thriving business?
- Are you educated to degree level or equivalent?
- Do you have a full driving licence?
- Are you eligible to work in the ROI?

If you answered **'yes'** to each of these questions, contact us today to find out more about our Kumon franchise opportunity.

We look forward to hearing from you.

1800 936 712 | kumon.ie

