



A whole world of  
opportunities awaits you



IELTS | CD-IELTS | PTE | TOEFL | CELPIP  
SPOKEN ENGLISH

**FRANCHISE PROPOSAL**

**IBT English Prep**  
A Division of IBT Institute Pvt. Ltd

[www.ibtenglish.in](http://www.ibtenglish.in)

# Company Profile

## IBT Institute - Introduction

- IBT Institute Private Limited is incorporated in 2009, a premier institute with its pan presence India and working in the field of English preparation of various kinds – viz. IELTS, CD- IELTS, PTE, CELPIP, TOEFL and Spoken English. The Institute has given excellent results particularly in all IELTS & PTE Exams. The Institute's commitment till the success of its students is a unique feature which gives consistent motivation, support, practice and latest notes/study material.
- Just within a Span of 9 Years, IBT has achieved a milestone of having 100+ branches across India and IBT is thankful to all the business partners to have utmost trust in Brand IBT
- We have a mission of imparting result oriented training to the aspirants all over India. IBT is going to add new training centers under its aegis. IBT is looking forward to Business Associates (franchisee) who are willing to make a mark in the field of education.

### About us



**INCORPORATION**  
2009

IBT was incorporated in the year 2009 under the companies act 1956.



**PRESENCE**  
100+ Cities

IBT has spread its wings in 100+ cities in the different states of India.

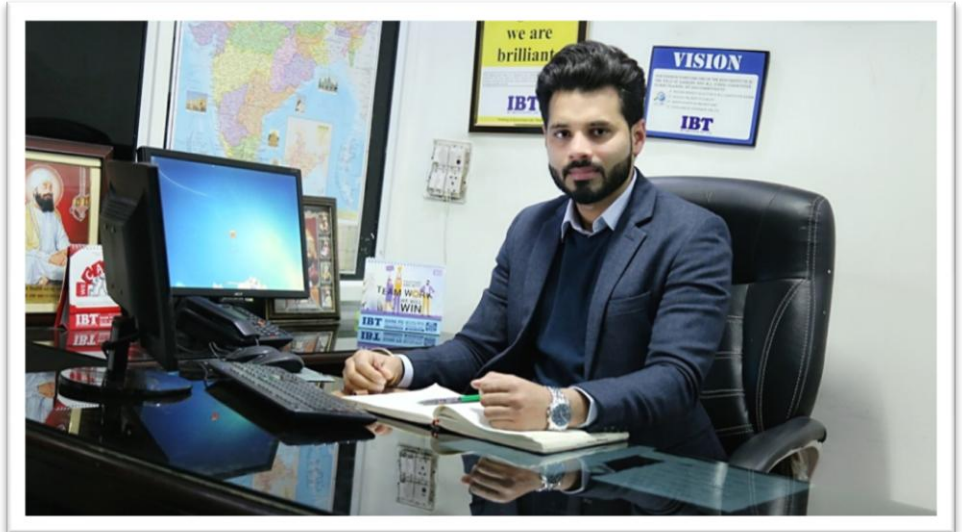


**GOVT. APPROVED**  
797/ALC-4/LA/FN:759

IBT is approved by state govt. for running IELTS coaching classes & visa services.

# Director's Profile

**Pardeep Singh**  
**Co- Founder & Director**  
**IBT Institute Pvt. Ltd**



Pardeep Singh is a Master in Business Administration. He has a long term experience in managing large businesses from the highest ranks.

He has been a Franchise Development Consultant for many years and having more than 8 years of experience in Sales, Marketing and managing corporate affairs.

Many of his articles about entrepreneurship have been published in economic reviews and newspapers.

## **Director's Note**

"With a focus on quality education now we have multifarious courses ranging from IELTS, PTE, CELPIP, TOEFL & Spoken English. It is a matter of great pride that we have successfully made a difference in lives of 2,00,000+ youth."

The Secret behind all these efforts is that **"THERE ARE NO SECRETS"**

# Our Proud Figures – English & Competition Prep.

100+ Center's

10 Years of Presence

1 Lakh+ Success Stories

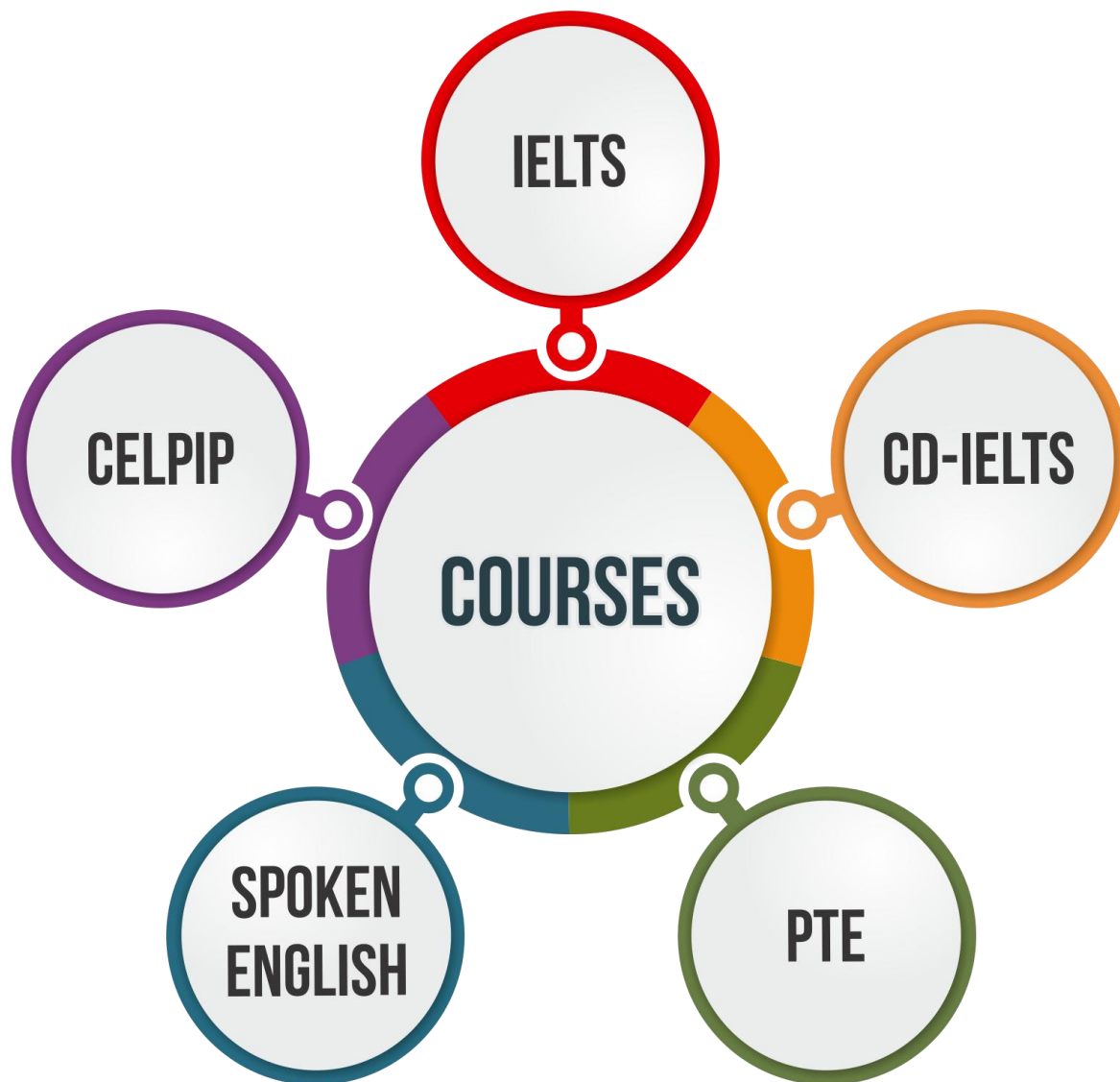


**Low**  
Investment  
Cost

Highest  
**Profit**  
Margin

Consistent  
**Growth**  
Track

# Courses We Offer



# Courses overview



## **IELTS / CD-IELTS** – International English Language Testing System

IELTS is a test of English language skills designed for students who want to study in the medium of English either at university, college or secondary school. There are two modules to choose from - Academic and General Training. The Academic modules are for candidates who wish to study at an undergraduate or postgraduate level and for those seeking professional career. The General Training module is for candidates who wish to migrate to the country whose native language is English like Australia, Canada, New Zealand, and UK and for those who wish to get trained or study at undergraduate level.



## **PTE** – Pearson Test of English

The PTE Academic is a computer-based test of English. It is designed to measure the academic English abilities of candidates who wish to demonstrate their level of achievement to professional and government organizations as well as educational institutions.

Pearson Test of English Academic (PTE Academic) has been developed in accordance with the Council of Europe's Common European Framework of Reference (CEFR) or Council of Europe (CEF), 2001 which is widely accepted as a standard of ability or performance in language testing.

# Courses overview



## **CELP**IP - CANADIAN ENGLISH LANGUAGE PROFICIENCY INDEX PROGRAM

CELP

IP is an English language proficiency evaluating tool to judge the test-takers efficiency in four components: listening, reading, writing and speaking. It provides a valid and reliable measurement of test takers' English abilities in a variety of everyday situations, such as communicating with co-workers and seniors in the workplace, understanding newscasts and interpreting and responding to written materials.

## **SPOKEN ENGLISH**

In today's global society, English is the lingua franca. It's almost imperative to know English to feel comfortable in most circles. Unfortunately, it is also an incredibly inconsistent and difficult language. With practice and perseverance, one can learn to speak the English language alike any native English speaker.

We at IBT aim at developing fluency, accuracy and clarity in oral language abilities through communication-based activities.



# Course Delivery

## Student Kit

### Course Books

#### 4 COURSE BOOKS

- ◆ Reading
- ◆ Writing
- ◆ Speaking
- ◆ Vocab & Grammar

### Answer Books

#### 4 ANSWER BOOKS

- ◆ Listening
- ◆ Reading
- ◆ Writing Task-1
- ◆ Writing Task-2

### Note Books

#### 1 NOTE BOOK

- ◆ 1 Note book for students to make Class Notes.

## Course Delivery



### READING

- ◆ 60 Practice tests - Academic
- ◆ 60 Practice tests - General Training
- ◆ Detailed master key on projector
- ◆ Hints for answer location
- ◆ Simplified vocab for passage understanding.



### WRITING

- ◆ 60 Topics for writing task -2
- ◆ 60 Topics for writing task-1-AC
- ◆ 60 Topics for writing task - 1 -GT
- ◆ Detailed planning for writing through smart class.
- ◆ Sample answer for each writing task.



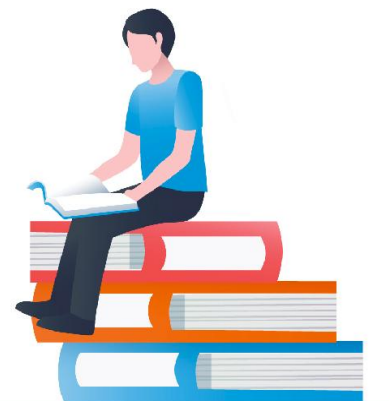
### LISTENING

- ◆ 60 Listening tests for enhancing listening skills.
- ◆ Amenities of audio and booklets.
- ◆ Detailed transcript through smart class
- ◆ Master key on projector.



### SPEAKING

- ◆ 60 Topics for speaking task.
- ◆ Detailed answers for each speaking task.
- ◆ Sample answer of cue card through spider diagram.
- ◆ Sample answer of follow ups through smart board.





# USP & Benefits

## THE **PIONEER** IN ENGLISH PREP

- Complete Study Material having 9 Books.
- Smart Classes login – Lecture delivery through Projectors.
- Exam filling Facility (IELTS, PTE, CELPIP & Life Skill)
- Weekly Mock Test and test analysis.
- Online Video lecture Support.
- Faculty recruitment and training.
- Centralized Training and recruitment process

## IBT **TEACHING** METHODOLOGY

- Small Batch size.
- Cabin Speaking.
- Smart Class Rooms.
- Listening Labs.
- Doubt sessions & Interviews.
- One on one interaction.
- Experienced Teachers.
- Vocabulary Building.
- Pronunciation Improvement.
- Group Discussions.
- Newspaper Reading.

# Certifications



IBT is an authorized partner of **British Council** & **IDP**

# Digital Learning

- ♦ A digitalised version of traditional classrooms.
- ♦ Best use of modern technology.
- ♦ Standardised uniform learning content across the world.
- ♦ Uniform lecture delivery via smart classes.
- ♦ Making interactive learning for better understanding of concepts and questions.

INTERACTIVE SMART CLASS

Digital Learning

Uniform Lecture Delivery

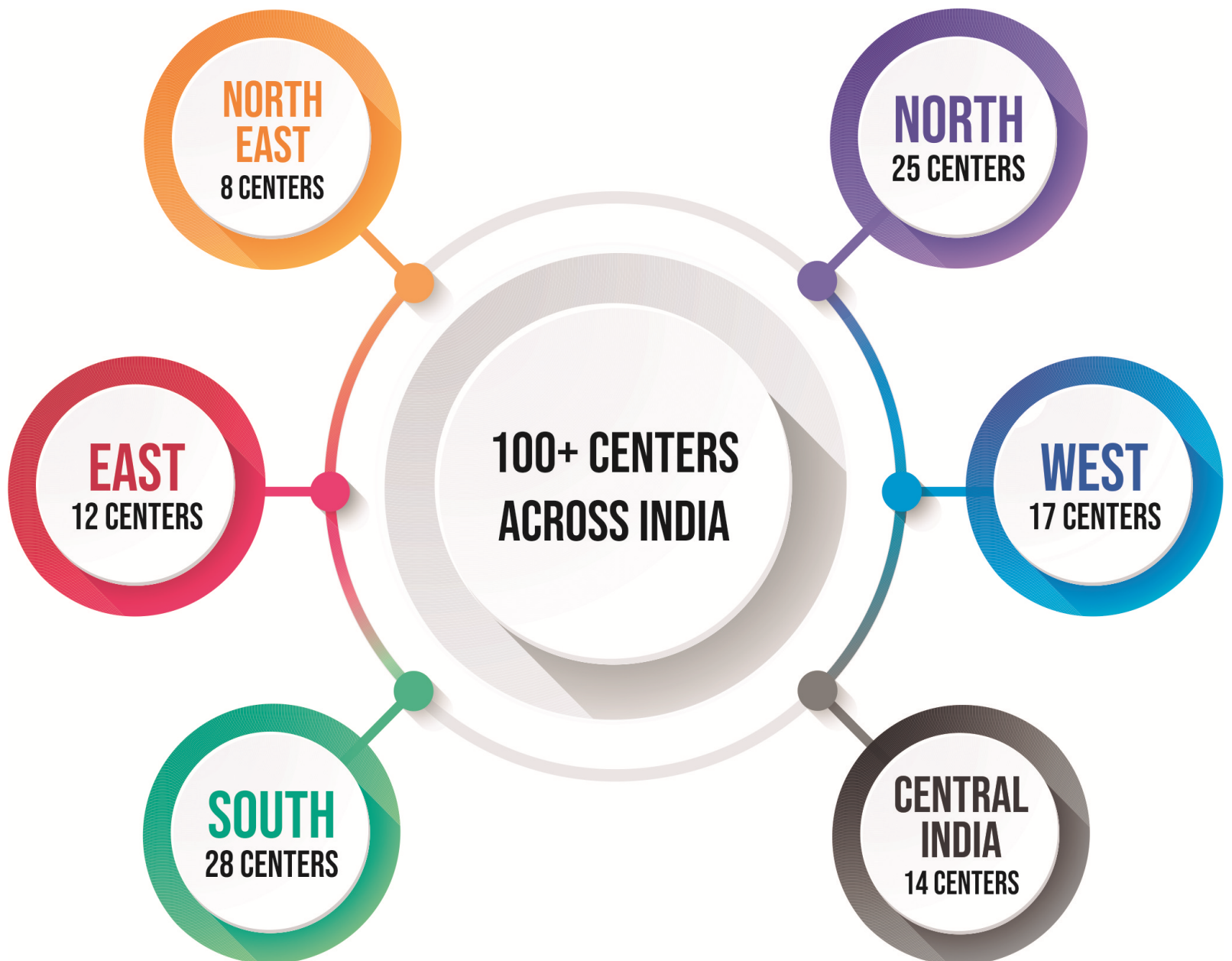
Tasks with Timer

Sample Answers with Planning

Vocab & Grammar Sessions



# Our Presence - English & Competition Prep.



# Franchise Allocation Process

## FRANCHISE ALLOCATION PROCESS

One has to follow given five steps to get IBT Franchise. These are the ideal steps which creates win-win situation for franchisor and the franchisee.

STEP  
01

### APPLY ONLINE

Help us know you better. Complete your profile information.

STEP  
02

### PROPOSAL

Go through all the aspects of the Franchise Proposal.

STEP  
03

### OFFICIAL MEETING

Physical meeting with Founders & location visit at franchisee premises.

STEP  
04

### LEGAL DOCUMENT

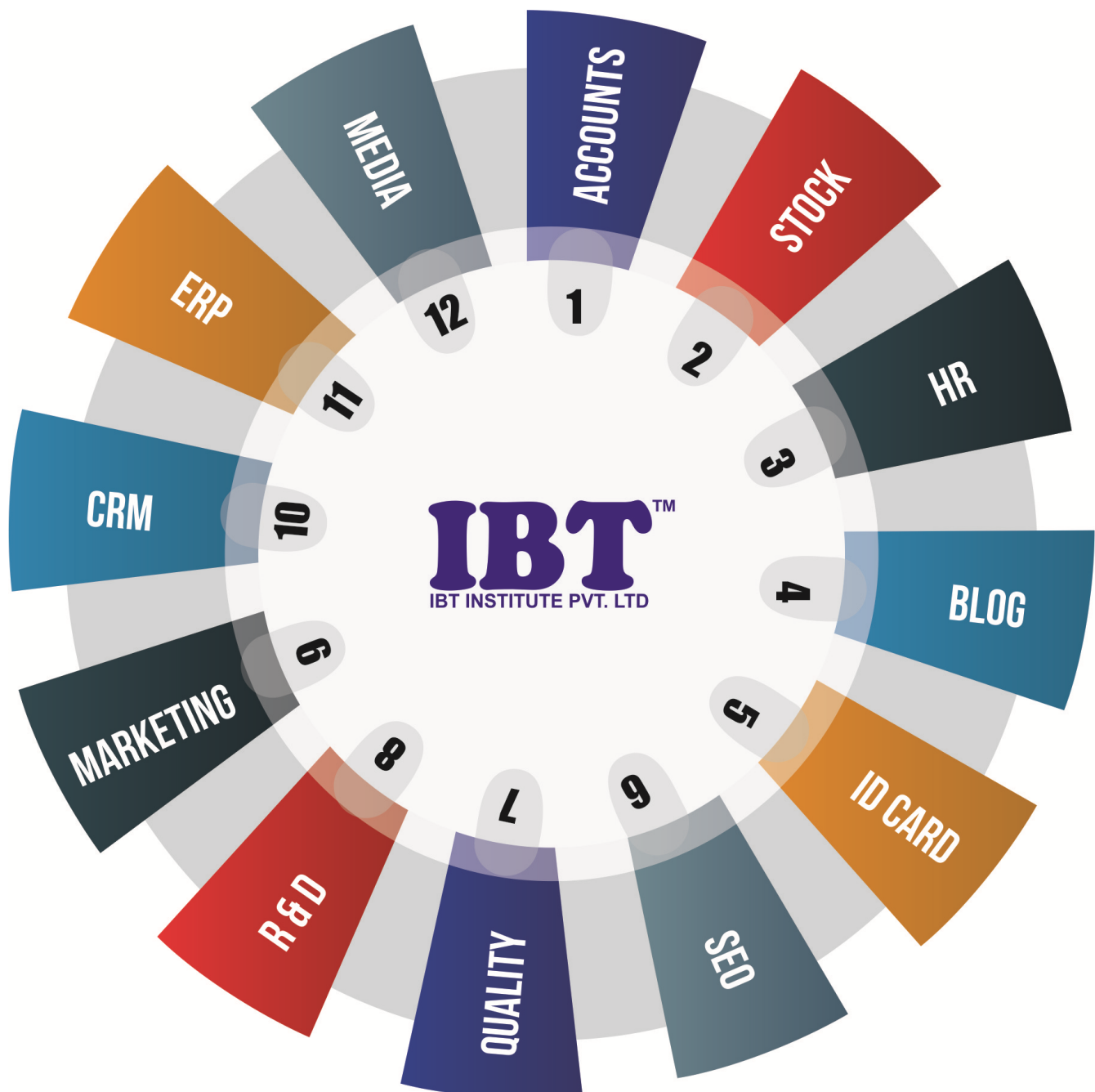
Go Through all the aspects of Franchise Agreement

STEP  
05

### FINAL APPROVAL

A Final approval from Higher Management will gear-up with process to shake hands.

# Support Departments





# Franchise Support

## Start-up & Training Support

- ♦ IBT Provides full guidance to build up new centre & helps in selection of proper location to setup centre.
- ♦ IBT organizes induction programme for new Business Partners and the staff members.
- ♦ IBT undertakes Faculty, Counselor and sales team training quarterly basis.

## System and IT Support

- ♦ The company designs the Student Enquiry & admission process.
- ♦ IBT conducts online examinations for students to improve their speed.
- ♦ IBT offers a special ERP software System for maintaining student records and managing centre's day today operations.

## Marketing and Design Support

- ♦ IBT takes marketing and advertising initiatives on the national level.
- ♦ For region specific advertising IBT provides Marketing aid to Business Partners.
- ♦ IBT has its own studio and media department which helps in making (audio-visual) ads and designs.

## Recruitment and HR Support

- ♦ IBT provides support for the recruitment of faculty & other staff.
- ♦ IBT provides continuous support for Faculty & staff training at Zonal, Regional & Corporate office.
- ♦ IBT provide teachers training material to make them updated according to industry changes.



## OUR UNIQUE METHODOLOGY

- 1 Satisfies Students & Improves Results
- 2 Improves Trainers' Efficiency
- 3 Increases Turnover and Profit



# Financials

The total investment in the form of License Fees (Non-Refundable) required for opening an IBT centre is ₹ 2,00,000 (Rupees two lakh only).



2,00,000/- Only (Exc. Taxes)

## RENEWAL / EXTENTION OF AGREEMENT

Initial Agreement period will be for three years (3 Years). After the initial agreement of three years, agreement can be renewed for further period of three years and there will be agreement renewal charges of ₹ 50,000 (Rupees fifty thousand only).

## INITIAL START-UP KIT “Free” (Worth ₹ 50,000)

Start-up kit includes:

- 20 STUDENT KITS
- 1 ACRYLIC LOGO
- 5 ENQUIRY FORMS
- 8 BAND CERTIFICATES
- 10 IELTS TRFs
- 10 PTE TRFs
- CERTIFICATE OF AUTHORIZATION
- IDP- AUTHORIZATION CERTIFICATE
- BCD - AUTHORIZATION CERTIFICATE
- 50 BROCHURES
- LICENCE CERTIFICATE



# Operational Cost

## CENTRE RUNNING COST

Sr. No	Component	Amount
1	Trainer 1	₹10000-15000
2	Trainer 2 (Part Time)	₹ 5000-10000
3	Counselor/Receptionist	₹ 8000-10000
4	Local Promotion	₹ 10000-12000
5	Rent/Electricity/Others.	₹ 20000-25000
	TOTAL	₹ 60,000 *(Approx.)

**Yearly Running Cost : ₹ 60000\*12 = ₹ 7,20,000**

## COURSE MATERIAL COST

Sr. No	Component	Amount
1	IELTS	₹1500
2	CD- IELTS	₹1800
3	PTE	₹1800
4	CELP	₹1800
5	SPOKEN ENGLISH	₹400

# Expected Revenue

Joining Hands with IBT, Franchisee needs not to pay any direct percentage of royalty on course fees collected from the students. What all Franchisee has to pay is only for the Course Material (along with other facilities) for different courses.

INCOME	IELTS/PTE/CELPIP	SPOKEN ENGLISH
Minimum Admission in a year	120 Students (Approx. 10 per month)	240 Students (Approx. 20 per month)
Course Fee / Module	₹8000 - ₹12000	₹2500 - ₹3500
<b>Total collection</b>	<b>120*8000 = ₹ 9,60,000*</b>	<b>240*2500 = ₹ 6,00,000*</b>

Although Number of students actually enrolled in our centers are much more. This calculation is given on the minimum assumption.

## Minimum Yearly Revenue

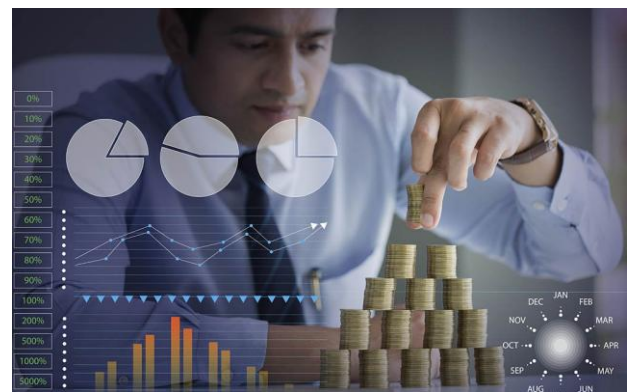
$$₹9,60,000 + ₹ 6,00,000 = ₹ 15,60,000^*$$

## Minimum Monthly revenue

$$₹ 15,60,000/12 = ₹ 1,30,000^*$$

## Minimum Monthly Profit

$$₹ 1,30,000 - ₹ 60,000 \text{ (Cost described in previous slide)} = ₹ 70,000^*$$



# Center Specifications- IBT Infrastructure

## Centre size

500 – 800 Sq. Ft (Size varies according to the location)

## Space selection criteria

Near Bus Stand, Railway station or in education hub of the city

## Interior

Blue and white color scheme (Aluminum or wooden fittings)

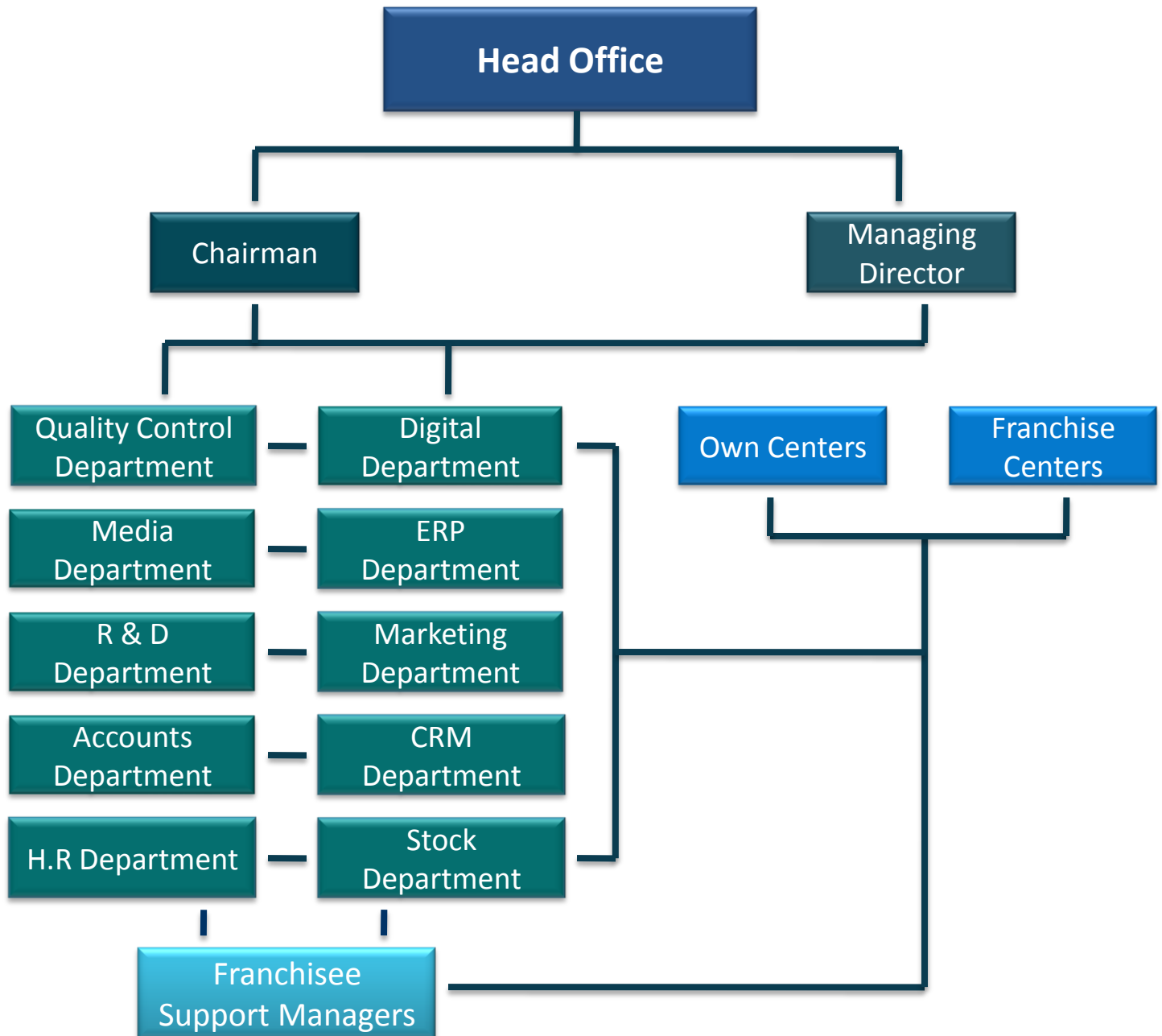


## Infrastructure

- ❖ Two Class rooms of 200 – 250 Sq.ft., one lab for online examinations with at least 5 Computers.
- ❖ Reception cum counseling area having space 120-180 sq. feet.
- ❖ 1 Centre Director & Counseling Room of 80-100 Sq. Ft.

All the designs for the center will be sent by the IBT, based on the IBT decorative pattern.

# Company Setup- Centralized



# Success Stories



## 9 BAND ACHIEVERS (100+)



SUMRIT  
**READING**  
ACADEMIC



AMANPREET KAUR  
**LISTENING**  
ACADEMIC



HAR RAVI SHER SINGH  
**READING**  
GENERAL



SATNAM SINGH  
**LISTENING**  
ACADEMIC



JASPREET KAUR  
**READING**  
ACADEMIC



SUKHMANJOT KAUR  
**LISTENING**  
ACADEMIC



RAMANDEEP SINGH  
**SCORE 74 POINTS**



SUNAINA  
**SCORE 74 POINTS**



# IBT Controlling Offices

**Corporate Office** : IBT, 1st Floor, C-1,2, Guru Nanak Pura, Opp. V3S Mall, Near Nirman Vihar Metro Station, Laxmi Nagar, Delhi -10092.

**Head Office** : SCO-117, 118, Puda Pocket -2, Punjab Air Tower, Opp. Bus Stand Gate No.3, Jalandhar.(PB)

**Regional Office** : IBT Institute Pvt. Ltd, SCO: 80-82, Second Floor, Sector 34-A, Chandigarh.

**Regional Office** : 3, Avatar Meherbaba Society, Near Bhole Petrol Pump, RTO Square, Dharampeth, Nagpur.

