



# Career Next

*where success follows you. . .*

**An ISO 9001-2008 Certified  
Leading Educational & Placement Consultancy**

**A Subsidiary Firm of Lead India Foundation**

**BUSINESS PROPOSAL**



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# Who we are

For most foreign/domestic education aspirants who want to pursue overseas education/ courses of competitive exams/ computer courses and for all those immigration aspirants, who want to settle themselves in overseas permanently or temporarily, IELTS is a long thought out decision. But for these aspirants, who have prepared their study in their vernacular language, IELTS is a dreadful preparation. They fear to take the test of IELTS, as a child fears to darkness. CAREERNEXXT does the proper, rational and vigorous treatment on the emotional intelligence part of the overseas aspirants to remove their fear and build up confidence in English requirements. It prepares students in such a way with its innovative and intensive approach that, the students would not afraid even if their English is not rich. Because IELTS is a test that examines candidates how they understand and how smartly they use the language in their daily life. With our experience and innovative training ideas we prepare our students, as we know the ins and outs of the test and we give ideas, skills, tips and techniques to enhance the score in IELTS. Please visit [www.myieltsdoctor.com](http://www.myieltsdoctor.com)/[www.careernexxt.com](http://www.careernexxt.com)



## Our Proposal

As the demand in the preparation for language/career/competitive classes are increasing more day to day and people are becoming more interested to get government jobs for job surety and security(especially among middle class) or to study, work or settle in the English speaking countries like UK, USA, Canada, Australia and New Zealand(especially in the higher middle and higher class), the possibility of growth in this business is very high, but at the same time there is a need to give attention on growing competition in the market. Careernexxt will focus on the same i.e. accountability, affordability and accuracibility. Looking all these possibilities and challenges in mind, Careernexxt, searches business entrepreneurs, having interest in the field of abroad education and competition examination preparation, interested to work under one roof, idea, concept and competency can have their own classes/ consultancy with less investment and less man power and less tension but high growth in reputation and the best benefit in business.



## Description of Product/Services

### **Competitive Exams**

Bank, PO, Clerk, GPSC, CDS/NDA, Railway Recruitment Board, PSI/PI, Air force/Navy

### **Computer Courses**

#### *Fundamental course*

Basic Computer Course, CCC, Tally, DTP.

#### *Networking*

C, C++, Asp.net, Android, Advance Java, PHP and MYSQL, Oracle 10G 11G

#### *Software*

CCNA, Network+, MCITP, RHCE, CCNP, CWNA  
Ubuntu certified professional, Software Testing.

#### *Multimedia*

Graphic Design, Web Design, Web Development, ANIMATION, Audio and Video Editing,

#### *Security*

Certified Ethical Hacker, Computer Hacking, Forensic investigation Licensed, Penetration Tester.

#### *Hardware*

A plus+, Foundation Test Course.

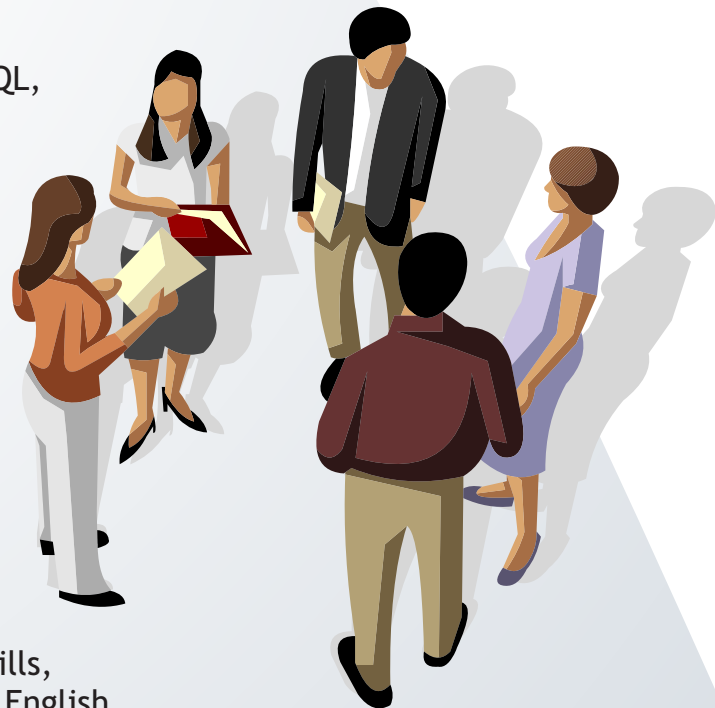
### **Language Training**

IELTS, TOEFL, GRE, GMAT, Business Communication Skills, Personality Development, Corporate Training, Spoken English, Professional English.

### **Overseas/Domestic Education**

Immigration Services, Overseas Education, Career Counseling, Language Coaching, Work permit, Student visa, Spouse visa, Entry Clearance, PR.

  
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## Course Detail

Sl. No	Name	Eligibility	Requirement	Guarantee	Response	Fees	Students/ Month
01	IELTS	STUDENT/ WORKING PEOPLE	THROUGH ENTRANCE	5.5, 6.6, 6.5, 7.0 BAND	WILL Attract minimum 30 to 40 walk- ins	7,000 per month (No Guarantee) 25,000/month (with Guarantee)	25 to 30 in the first month/ 30 to 40 students then onwards.
02	TOEFL	STUDENT	ENTRANCE	90-105 SCORE	WILL Attract minimum 30 to 40 walk- ins	10,000/MONTH	20-25
03*	SPOKEN/ PROFESSIONAL ENGLISH/ Call Centre Job	STUDENT/ WORKING PEOPLE	ENTRANCE	FLUENCY	30-40	8,000/MONTH	30-40
04	Certificate in Call Centre Management	STUDENT / Job Holders	ENTRANCE	Fluency	30-40	40,000/MONTH	40-50
05	Competitive Exam Coaching	STUDENT/ WORKING PEOPLE	ENTRANCE	Job Assistance	60-70	Vary Per Course	60-70
06	Computer Course	STUDENT/ Job Holders	ENTRANCE	Job Assistance/ Guarantee	60-70	Vary Per Course	60-70
07	Certificate in Professional Management	Job Seekers	Entrance	100% Placement	In Corpora tes	59,000 IN R	50-60

**100% PLACEMENT GUARANTEED**

## Description of Business Persons/Premises

### PERSON

Business options are available of CAREERNEXT for IELTS / TOEFL/ COMPUTER STUDIES/ COMPETITIVE EXAMINATION PREPARATIONS, Spoken English and other courses at any city. Best opportunity for Existing centers, Retired personals, Housewives, Fresh Graduates freelance marketing personels. They can also go for Shadow franchisee and the details are given below.

Business holders are those, who do not have interest to invest so much and want to stay with CAREERNEXT as an associate. For these the eligibility criteria are:

- 1.They must have their immigration or student visa consultancy office for more than three year in any part of India/ or have a genuine interest in international study or immigration activity.
- 2.Must not have any criminal offence record.
- 3.Have a good reputation in the area of immigration/ teaching/ visa consultancy.
- 4.Must be eager to work for the benefit of their business.
- 5.Has the ability to give time for the organizational development. Interested to invest a non refundable amount of 50,000 INR as the associateship fees.
- 6.Should possess the ability to convince the people/marketing for their business.
- 7.Should have pleasant way of talking and patience to listen others.

### Premises

Requirements 600sq.ft to 2000 sq.ft covered area either rental or owned. It should be located at the prime location of the area. Rs. 2.5 Lacs to 5.0 Lacs initial investment is required including the fees to Head Office.





## Details of Support

### **Study Materials:**

For all the courses Careernexxt will provide one copy of original book and where ever required we will provide you the soft copies and xerox materials that may cost more than 1lac rupees.

### **Audio video assistance:**

Internet is said to be the ocean of knowledge. We will assist the centre to provide online trainings in order to develop the skill of the students. We will provide all the Audio and video materials to our centres to remain up to date on teaching or training. More than 200 CDs will be provided along with a proper guidance on how to use them.

### **Recruitment assistance:**

Careernexxt may assist to recruit proper staff for the for the purpose of smooth running of the centre only in the advise and request of the Centre. Some times there are some right people in the wrong place and vice versa. With our 15 years experience we will select the people who can make the centre a viable one.

### **Faculty Assistance:**

Careernexxt will provide faculty for all the courses as per the requirement and request of the centres.

### **Faculty and Centre training and development program**

Every quarter there will be a work shop/seminar/ training program on faculty development and centre development by the experts. This will be held in the head office of the company.

### **Advertisement, Sales and Marketing promotion**

The head office will assist, design, perform marketing, sales and advertisement for the promotion of the centres which will be as per the rules and regulations of the company.

### **Examination/Paper Assessment/ Assessment**

The Head office will conduct examinations for each subject, correct the answer and declare the result.



## Marketing Strategy

The marketing strategy of the company will be both Direct and Indirect. For the attraction of the students and other clients of the centre, there will be various marketing activities to be carried on by the head office; the head office may help centres in the following activities:

- Pamphlet printing & distribution
- Banners
- Advertisement preparation
- Road shows
- Danglers
- Seminars
- Agent Identification
- SMS advertisement
- Email Advertisement
- Tele Calling from the Head Office
- Online Advertisement
- Place in the Website
- Details of the Centre with its Manager in the official website
- Canopy promotion
- Education Fairs
- Institutional meetings and promotions
- Direct Marketing through sales and marketing personal
- Hoardings
- Multiplex promotions
- International recognition
- Local activities



Apart from the Mentioned activities, the head office may think of some innovative practical marketing strategies for the growth of business and the reputation of the centre. It may vary from centre to centre and will be informed to the centre in course of time. It will be assured that centre will get full support for the marketing activities and the promotion of the products.





## Profit and Loss Projections

### Expenditure/ Month

Sl. No.	Particulars (estimation is projected and may vary place to place)	Cost (In INR)
01	Rent of the premises	20,000
02	Marketing cost	20,000
03	Salary(1 receptionist, 2 faculties)	25,000
04	Others (Bills, refreshments, travel)	10,000
05	Franchisee Fee	3,75,000
	<b>Total</b>	<b>450000</b>

### Income/ Month

Sl. No.	Particulars (Based upon a minimum of 5 students per batch in a month)	Cost (in INR)
01	IELTS (7000 x 5)	35,000
02	TOEFL (10000 X 5)	50,000
03	Spoken English (8000 x 5)	40,000
04	Competitive Exams (15000 x 20)	3,00,000
05	Student Visa (1 file per month x 25000)	25,000
06	PR (1/m x 50,000)	50,000
07	Non immigration (2/m x 25000)	50,000
	<b>Total</b>	<b>5,50,000</b>

Royalty: 10% of income

Profit:

5,50,000 - 75,000 = 4,75,000 INR- 47,000= 4,28,000 INR



Lead India Foundation is a not for profit making, non religious, non political, humanitarian organisation, working for the benefit of the society and nation as a whole. The organisation supports the companies interested to work with it to maintain their quality and to provide them legal and social strength.



Computer Courses

Language Training

Overseas/Domestic Education

Competitive Exam Coaching

HR Management

Assured Placement

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