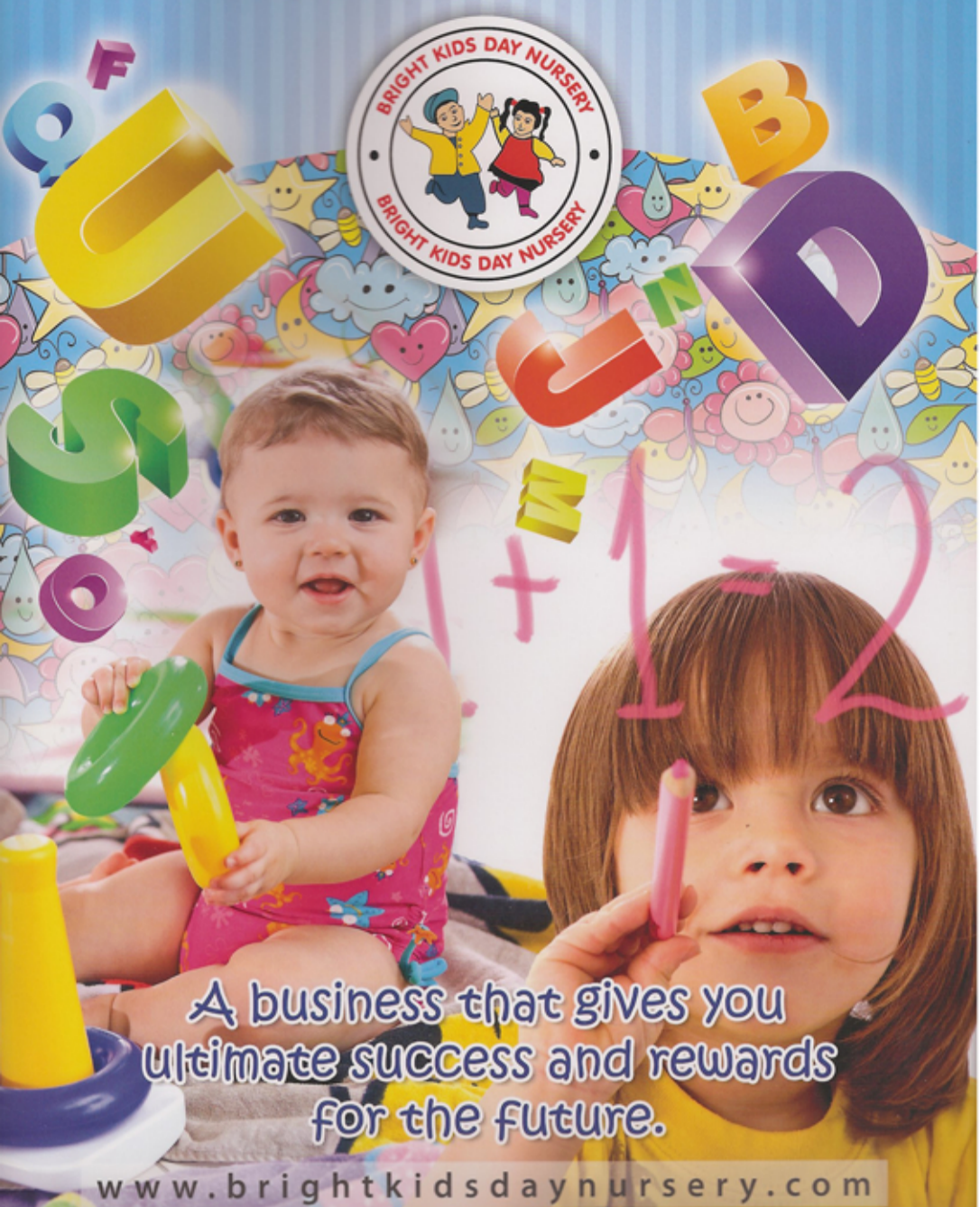


# Bright Kids Day Nurseries™



A business that gives you  
ultimate success and rewards  
for the future.

[www.brightkidsdaynursery.com](http://www.brightkidsdaynursery.com)

## THE COMPANY

Founded by Bel Oomerjee, Bright Kids Day Nurseries was established in 1996. The company has a long record of success and their nurseries have won many awards. Bel has a B.A. Hons. degree in Early Years Professional Studies and her business success was acknowledged by the local community when she was awarded NatWest Business Woman of the Year. (2001)

Bright Kids operate four Ofsted-approved nurseries and are members of the National Day Nurseries Association. The company employs fully qualified staff with a minimum of Level 2 and above. The carefully designed nurseries ensure that children receive the best possible care and education with a unique programme for children which is delivered through their individual learning plan and follows the DCSF guidelines of the 'Early Years Foundation Stage' (EYFS).

Safety and security are paramount, and the nurseries boast biometric fingerprint access security systems across all settings, and a Nursery Cam video system allows parents to see their children via the internet at allocated times.

## THE MARKET

The childcare market is growing and rose to its highest level ever in 2010 which saw the highest birth rate for 40 years, increasing by over 128,500 births. (Source: Nursery World 2011)

The childcare market is worth £5.57 billion as of March 2011 and it is estimated to increase to £7.2 billion by 2015. Nurseries account for 56.9% of the market with £3.2 billion sales and over 459,700 children between 3 and 4 attend private day nurseries. (Source Key Note Report March 2011)

## YOUR FRANCHISE OPPORTUNITY

If you want to own your own business it makes sense to go into an already proven and successful company in a growing market, and one of the safest ways is to take the franchise route. Franchising allows you to run and operate your own business, determine your own income, and be supported by the franchisor. The franchisor's experience and knowledge enables you to avoid the costly mistakes of start-up businesses, and be trained and supported in all aspects of the business. The advantages for you are:

- It is already established in the marketplace
- You can operate under the Bright Kids brand name
- The business model is fully tested and proven
- It is a turnkey operation
- You have the opportunity to grow your business into a saleable asset

So whether you are an individual franchisee or an investor, you can open a Bright Kids nursery in a variety of premises, ranging from a house conversion to a commercial site.

## YOUR EARNINGS POTENTIAL

Ask any successful business owner and they will tell you that financial rewards are a direct result of effort. The Bright Kids franchise is no different except that we have minimised the risk. In the attachments we give an illustration of the investment necessary and the potential earnings.

## THE INVESTMENT PACKAGE

When you invest in a Bright Kids franchise, both parties need to invest time and money in order for both to succeed. Therefore you will be provided with a complete system package based on Bright Kids' experience, and which is designed to get you up and running with a minimum of delay. Nothing is left to chance and you have the assurance of continuing support.

### Initial training

Training in all commercial and operational aspects of the business using a structured training plan at Head Office and on-site, complete with the Bright Kids Operations Manual.

### Business Plan

A detailed comprehensive business plan is drawn up to include operating profit, cash flow and a customised action plan for your franchise.

### Business Management

Every aspect is covered to enable you to run the business system successfully, including accounting software.

### Marketing

We draw up a comprehensive marketing plan including a launch for your new business.

### Turnkey Operation

Once the location has been found with our advice, we will assist with any lease negotiations, project manage with you the completion of your outlet, including fixtures, fittings, furniture, office equipment, computer systems and specialised software.

### Recruitment

To complete the initial start-up, Bright Kids will assist in the safer recruitment of key staff.

### On-going Support

Head Office provides you with on-going support. Our team are experts in every aspect of the business including the Bright Kids system and all the operational aspects of running the business. They are dedicated to assist you to succeed.

## OUR REQUIREMENTS

You should obviously have the financial capability to meet the investment criteria, be willing to enter into our standard five year franchise agreement, and work within the Bright Kids franchise system. You need to be determined to succeed, understand that success is 95% perspiration, enjoy a fast moving high pressure sales/service environment and be used to managing children.

So if you are a "hands on" businessman prepared to work hard, be capable of driving the business forward, and continuously promoting the business, this could be the opportunity for you.

## THE NEXT STAGE

All prospective franchisees have to go through the rigorous selection process to ensure the franchise is right for them and that they meet the standards required.

If you like what you have read so far and want to learn more and be considered as a franchisee, complete the enclosed application form in full (which is strictly confidential) and send it to:



**BEL OOMERJEE - B. A. (Hons)**

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