



The perfect assembler of your future

D1/2, P.N.Chatterjee Road, Amaraboti More, Sodepur, Kolkata- 110, Ph no: 6458-1511,
dreamzkolkata@yahoo.co.in, www.dreamzkolkata.com

Welcome to The World of...

High Incomes...

Exposure To Global Clients...

Professional Work Environment...

About DREAMZ...Education centre:-

DREAMZ was established in 2007 with the sole aim of empowering its students with the knowledge which is relevant to the modern education world. DREAMZ is time tested and trusted pre-process education centre accepted and approved by the students. Unparalleled quality, flexibility and values are the hallmarks of DREAMZ's education program. It is undoubtedly the only institute in West Bengal that gives values for money to students. Our fee is affordable and that includes cost of personalized classroom coaching, exhaustive study materials.

DREAMZ education centre is to equip students, professionals and other faculties with relevant skills to achieve their potential by developing best programs, delivery mechanisms and consistent focus on the process. We believe in walking the extra mile in delivering quality to meet the student's expectation both expressed and implied. We do this for both internal and external students.

DREAMZ's vision is to be the most preferred provider of coaching and development of skills and dreams of the students. Now we are co branding with AIETS, New Delhi & ICFAI University.

Why Kolkata and West Bengal is a ideal destination for Education Centre?

Kolkata and West Bengal has a large number of students in higher secondary schools with good knowledge over Math, Physics, Chemistry, and Bio-science. The manpower is good and the teachers are excellent with proper depth of knowledge but only thing that required is proper accommodation, guidance and inspiration.

Our Proposal:-

DREAMZ offers a unique franchise opportunity to help your business grow and flourish. We believe that growth can be successfully achieved through alliances. So, if you are interested in creating a successfully and profitable future for yourself as well as contribute to making a positive difference to the lives of thousands of students, then DREAMZ offers you a great opportunity. We are expanding and adding



The perfect assembler of your future

D1/2, P.N.Chatterjee Road, Amaraboti More, Sodepur, Kolkata- 110, Ph no: 6458-1511,
dreamzkolkata@yahoo.co.in, www.dreamzkolkata.com

education centres across Kolkata, West Bengal and other states like Bihar, Orissa etc and seeking highly motivated ,success oriented individuals who share our high standards and commitment to excellence.

If this sounds like you, moreover if you want personal independence, superior earning potential and the opportunity to provide a valuable and respected service to the society by shaping the career and operating a DREAMZ education centre may be right for you.....

What you need to have we do not need prior experience in the educational field or have specific professional qualifications to be a DREAMZ franchisee.

Two Types of Franchisee are provided by DREAMZ education centre.....

CENTRE FRANCHISEE

- 1) Classroom Centre Franchisee
- 2) Test centre Franchisee (Preferred for Ready infrastructure)

The kinds of qualities we are looking for in potential franchisee include:

1. Strong will and determination to help for shaping the future of many students.
2. Good managerial and administrative experiences.
3. Team leadership ability.
4. Sound financial background.
5. Ability to network.
6. Customer service orientation.

Site location analysis for the centre:-

1. The site should be located on the main road with free flow of traffic.
2. Must be either in well known building or near the landmark.
3. Entering into 3 years of lease at least.
4. Must have essential like: electricity, water supply etc.

Suggested Infrastructure:-

1. 1 or 2 Theory Rooms.
2. Reception area cum teacher's room.
3. Attached toilet.
4. Cycle parking place.



The perfect assembler of your future

D1/2, P.N.Chatterjee Road, Amaraboti More, Sodepur, Kolkata- 110, Ph no: 6458-1511,
dreamzkolkata@yahoo.co.in, www.dreamzkolkata.com

Support to the BUSINEES FRANCHISEE:-

1. HR recruitment and training assistance:-

DREAMZ will extend all its support to the franchisee in recruiting of HR. The faculty recruited will also be trained by the DREAMZ before starting service at the respective areas.

2. Promotions and Marketing Supports:-

- a) Guidance on conducting local marketing activities like career counseling camp, seminars etc.
- b) Designing the course brochures, posters, banners, news paper advertisement , cable TV advertisement and other promotional marketing.
- c) Centralized advertisement like timely release, designing art work etc

3. Courses:-

DREAMZ will provide the list of courses offered .The courses will be modified and new courses will be introduced depending upon the needs of education.

4. Course Materials:

DREAMZ will provide the entire materials to franchisee at an additional cost. The franchisees will distribute the course-ware to the students and the R&D team will update the courses. The franchisee has to pay the course material (10% of course fee for classroom courses and 30% for test series courses and 20% for mock test courses) cost to the authority.

5. Faculties & Teachers:-

DREAMZ will provide the teachers and faculties for respective courses for the franchisee whose are selected by the HR team of DREAMZ. The franchisee has to pay the faculty salary to the authority according the number of classes.

6. Examinations:-

All Examinations of various courses will be conducted by DREAMZ. DREAMZ will provide all centres with all questions and solutions necessary for conducting Examinations. The question bank for the same will be prepared and sent to the centre

7. Website for Global Business:-

DREAMZ provides a common website www.dreamzkolkata.com for the promotional contact



The perfect assembler of your future

D1/2, P.N.Chatterjee Road, Amaraboti More, Sodepur, Kolkata- 110, Ph no: 6458-1511,
dreamzkolkata@yahoo.co.in, www.dreamzkolkata.com

The Courses:-

Classroom Courses:-

1. Course for HS (Class XI & Class XII) on Math, Physics, Chemistry and Biology.
2. Course for ISC / CBSE (Class XI & Class XII) on Math, Physics, Chemistry and Biology
3. Course for 2 years Classroom program...
 - a) For WBJEE/ AIEEE / PMT
 - b) For IIT
4. Course for 1 year Classroom program...
 - a) For WBJEE / AIEEE / PMT
 - b) For IIT
 - c) For POLY

Test-Series & Mock test Courses:-

5. Test Series Courses:-
 - a) For WBJEE
 - b) For AIEEE
 - c) For IIT
 - d) For PMT
 - e) For POLY
6. Mock Test Courses:-
 - a) For WBJEE
 - b) For AIEEE
 - c) For IIT
 - d) For PMT

For West Bengal Classroom Centre: COURSE 1 to 6

For West Bengal Test Series Centre: COURSE 5 & 6

Statement Showing Projected Capital Expenditure:-

For Classroom Centre:

- a) License Fees / Franchisee fees: 10000.00 (Non refundable and renewable in every 2 year)
- b) Security Deposit: 10000.00 (Refundable at the time of surrendering the franchisee-ship min after 2years)
- c) Centre Decoration:

Furniture: i) Chair, Desks	15,000. 00
ii) Reception table:	2,500. 00
Interior Decoration: i) Board:	1000. 00
ii) Light, fans:	3500. 00
iii) Vinyl board:	3000. 00
iv) Extra:	5000. 00

Total: 30,000. 00 or Nil for existing infrastructure

- d) Advertisement:

- i) Local advertisement (Holding, Banner etc): Up to requirement



The perfect assembler of your future

D1/2, P.N.Chatterjee Road, Amaraboti More, Sodepur, Kolkata- 110, Ph no: 6458-1511,
dreamzkolkata@yahoo.co.in, www.dreamzkolkata.com

ii) Combined advertisement (Conducted by head office): 50,000. 00

(From second year the combined ad cost will be 10% of total income OR minimum Rs. 25,000/-)

Total cost: 1, 00,000.00 + local advertisement cost

OR

70,000.00 + local advertisement cost

For Test Series Centre:

a) License Fees / Franchisee fees: 5000.00 (Non refundable and renewable in every 2 year)

b) Security Deposit: 5000.00 (Refundable at the time of surrendering the franchisee-ship min after 2years)

b) Centre Decoration:

Furniture: i) Chair, Desks	10,000. 00
ii) Reception table:	2,500. 00
Interior Decoration: i) Board:	1000. 00
ii) Light, fans:	3500. 00
iii) Vinyl board:	3000. 00
iv) Extra:	5000. 00

Total: 25,000. 00 or Nil for existing infrastructure

d) Advertisement:

i) Local advertisement (Holding, Banner etc): Up to requirement

ii) Combined advertisement (Conducted by head office): 25,000. 00

(From second year the combined ad cost will be 10% of total income OR minimum Rs. 12,500/-)

Total cost: 60,000.00 + local advertisement cost

OR

70,000.00 + local advertisement cost

Projected Operating Cost (Monthly):-

For West Bengal Classroom Centre:

a) House rent: 5,000. 00

b) Electric Bill: 250. 00

c) Telephone Bill: 500. 00



The perfect assembler of your future

D1/2, P.N.Chatterjee Road, Amaraboti More, Sodepur, Kolkata- 110, Ph no: 6458-1511,
dreamzkolkata@yahoo.co.in, www.dreamzkolkata.com

d) Generator Bill: 250. 00

f) Maximum Salary: i) Teachers (Maximum 60classes ×300) = 18000.00

ii) Receptionist 2.000. 00

Total maximum cost: 26,000. 00 OR 18,000.00 for existing infrastructure

For West Bengal Test Series Centre:

a) House rent: 3,000. 00

b) Electric Bill: 150. 00

c) Telephone Bill: 200. 00

d) Generator Bill: 150. 00

f) Salary: i) Receptionist 2.000. 00

Total maximum cost: 5,500. 00 /- OR Nil for already running infrastructure

Projected Monthly Income:-

For Classroom Centre:

For 10 students per batch ONLY:-

	YEARLY	MONTHLY
Board for Class XI: Fee 1500 × 10 =		30,000. 00
Board for Class XII: Fee 1500 × 10 =		30,000. 00
Course for IIT for 2 yr: 19000 × 10=	1,90,000.00	16,000. 00
Course for IIT for 1 yr: 38000 × 10 =	3,80,000.00	32,000. 00
Course for WBJEE for 2 yr: 12000 × 10 =	1,20,000.00	10,000. 00
Course for WBJEE for 1 yr: 24000 × 10 =	2,40,000.00	20,000. 00
Test Series (Engineering): 6000 × 10 =	60,000. 00	5,000.00
Test Series (Medical): 8000 × 10 =	80,000. 00	6,700.00
Mock test (Engineering): 1200 × 10 =	12,000. 00	1,000.00
Mock test (Engineering): 1500 × 10 =	15,000. 00	1300.00
Poly technique: 4000 × 10 =	40,000.00	3200.00

Monthly Income: 1, 55,200. 00



The perfect assembler of your future

D1/2, P.N.Chatterjee Road, Amaraboti More, Sodepur, Kolkata- 110, Ph no: 6458-1511,
dreamzkolkata@yahoo.co.in, www.dreamzkolkata.com

Monthly Income:	1, 55,200. 00
Monthly Expenditure:	26,000. 00
Monthly Royalty (10%):	15,500. 00
Study Materials (10 - 30%)	12,300.00

Total Monthly Profit: **1, 01, 400.00 or 1, 09,400.00** for existing infrastructure

For 5 students per batch ONLY:-

Monthly Income:	77,500. 00
Monthly Expenditure:	26,000. 00
Monthly Royalty (10%):	7,700. 00
Study Materials (10 - 30%)	6,150.00

Total Monthly Profit: **37, 650.00 or 45,650.00** for existing infrastructure

For 3 students per batch ONLY:-

Monthly Income:	46,500. 00
Monthly Expenditure:	26,000. 00
Monthly Royalty (10%):	4,600. 00
Study Materials (10 - 30%)	2,500.00

Total Monthly Profit: **13, 400.00 or 19,400.00** for existing infrastructure

For 2 students per batch ONLY:-

Monthly Income:	31,000. 00
Monthly Expenditure:	26,000. 00
Monthly Royalty (10%):	3,000. 00
Study Materials (10 - 30%)	1,600.00

Total Monthly Profit: **400.00 or 8, 400.00** for existing infrastructure



The perfect assembler of your future

D1/2, P.N.Chatterjee Road, Amaraboti More, Sodepur, Kolkata- 110, Ph no: 6458-1511,
dreamzkolkata@yahoo.co.in, www.dreamzkolkata.com

For Test Series Centre:

For 20 students per batch ONLY:-

	YEARLY	MONTHLY
Test Series (Engineering): 6000 × 20 =	1, 20,000. 00	10,000.00
Test Series (Medical): 8000 × 20 =	1, 60,000. 00	13,500.00
Mock test (Engineering): 1200 × 20 =	24,000. 00	2000.00
Mock test (Engineering): 1500 × 20 =	30,000. 00	2500.00
Poly technique: 1200 × 20 =	24,000.00	2000.00

Monthly Income:	30,000. 00
Monthly Royalty (10%):	3,000. 00
Study Materials (30%)	9,000.00

Total Monthly Profit: **18, 000.00 + referral payment (20%)**

For 10 students per batch ONLY:-

Monthly Income:	15,000. 00
Monthly Royalty (10%):	1,500. 00
Study Materials (30%)	4, 500.00

Total Monthly Profit: **9, 500.00+ referral payment (20%)**

For 5 students per batch ONLY:-

Monthly Income:	7,500. 00
Monthly Royalty (10%):	750. 00
Study Materials (30%)	2, 250.00

Total Monthly Profit: **4, 500.00+ referral payment (20%)**

ROYALTY CALCULATIONS: 10% of the course fee of the students.

IMPORTANT NOTES:

- Minimum 3 students per batch are required to gain profit in case of classroom courses.
- Profit can be gained from the 1st student in case of test-series courses.