



IMPERIAL[™]
ENGLISH  UK

PARTNERSHIP PROPOSAL

Collaborate to deliver the best quality
English skills courses

2021



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Dear Partner,

This Business Proposal has been prepared by Imperial English UK especially for you, with whom we would like to collaborate with on the mission of delivering the best quality English skills courses at the most competitive prices.

Imperial English UK is a trusted British English brand with an international presence. Our partners enjoy many benefits without paying any partnership, renewal, or royalty fees.

Collaborate with us to enjoy exclusive benefits:

- A. Work with a trusted British brand
- B. Offer quality English courses
- C. Award learners a British certificate
- D. 100% digital courses on our world-class apps
- E. Deliver courses face-to-face or online via Zoom / Skype
- F. Receive comprehensive support
 - Teacher Training
 - UK Academic & Cultural Tours
 - Free Paperless Management Portal
 - Free Personalised Webpage, e-Flyers, e-Brochures for marketing & promotions
- G. Heavily Subsidised Fees
 - The biggest partnership benefit is our low course fee from £35 per student. No other fees are charged. You as a partner have complete authority to decide the course fees to charge students & keep 100% of these fees e.g. £200.

Our partnership model is underpinned to help our partners:

- generate extra income & profits
- establish an exemplary 'Centre of Excellence in English Education'
- to start up immediately by having simple & easy procedures

It is hoped this Business Proposal will provide all the information you require and the rationale to form a partnership. Please contact us to receive demo access to view our products & services.

We thank you for your time and look forward to hearing from you soon.

Yours Sincerely,

Dr Govind Desai (PhD Leicester Uni)
Director

ABOUT US

A TRUSTED BRITISH BRAND

Imperial English UK is an established British brand for English language learning & teaching. We have created over 150+ English language products and are pioneers in English language learning & teaching with our world class applications.

We are based in the prestigious BMI, at the heart of the second largest city in England, with one of the BMI's earliest presidents being the world-famous novelist Charles Dickens.

Our English Language Learning courses are approved by a UK government awarding body regulated by Ofqual. The courses are designed & developed by renowned language experts and have been mapped against British and international standards including, Common European Framework and IELTS.

Our interactive apps are becoming increasingly popular amongst academic institutes around the world as the preferred choice to test their learners' English proficiency levels and teach English skills courses.

PARTNERSHIP OPPORTUNITY

We are looking for partners to work with us in delivering British standard English language courses and teacher training.

This partnership is open to individuals and existing organisations including:

Academic Institutions: high schools, college, university language centres etc...

Government Organisations: Ministry of Higher Education, Human Resources, Defence etc.

Businesses: private & public companies, industries, NGOs etc...

Professionals: investors, teachers, consultants etc...

PARTNERSHIP MODEL

In both models, our course is taught by the partner's teachers at the partner's premises

Model 1: Partners deliver our English language courses to their current students.

Model 2: Start up a new Imperial English UK academy independently.

PARTNERSHIP BENEFITS

1

Offer quality English courses

2

Award learners a British certificate

3

Teach courses face-to-face or online via Zoom / Skype

— On Computers, Laptops and Tablets

4

100% digital delivery using our world class Apps

5

Comprehensive support

- 5.1 Teacher Training
- 5.2 UK Academic & Cultural Tours
- 5.3 Management Portal
- 5.4 Personalised Webpage, e-Flyers, e-Brochures

6

Biggest benefit - heavily subsidised fees

7

Profitable model

1 OFFER QUALITY ENGLISH COURSES

Our Courses Meet British,
European and IELTS Standards

1

Elementary

IELTS 3.5-4.5

CEFR A2-B1

UK Entry Level 3

General English: 60 hours

Academic English: 15 hours

Duration: 75 hours

2

Intermediate

IELTS 4.5-5.5

CEFR B1-B2

UK Level 2

General English: 60 hours

Academic English: 30 hours

Duration: 90 hours

3

Advanced

IELTS 5.5-6.5

CEFR B2-C1

UK Level 3

General English: 60 hours

Academic English: 30 hours

Duration: 90 hours

Course Features

- Follow scientific approaches and pedagogy as used in the UK with integrated quality standards.
- Has been written by specialists with over 35 years of teaching experience
- Has content that is contemporary, creative and innovative
- Is mapped against the Common European Framework (CEFR), British Level & IELTS
- Internationally trialled by students from 25+ countries Spain, Japan, Russia, Italy, Germany, Brazil

Integrated Skills Approach

All our courses follow an integrated skills approach covering core skill areas including general, academic & life skills.

General English Skills

Reading
Writing
Speaking
Listening
Grammar
Vocabulary

Academic English Skills

Presentations
Critical Thinking
Research
Note taking
Essays
Referencing

Life & Soft Skills

Communication
Team Building
Time Management
IT Skills
Creativity &
Problem Solving

2

AWARD LEARNERS A BRITISH CERTIFICATE

Recognised Internationally

Certificates are awarded on portfolio- based assessment (no formal examination required)

Upon successful completion of the courses, learners can receive a certificate:

- Awarded by Imperial English UK
- Jointly awarded by the partner organisation & Imperial English UK.



3

TEACH COURSES

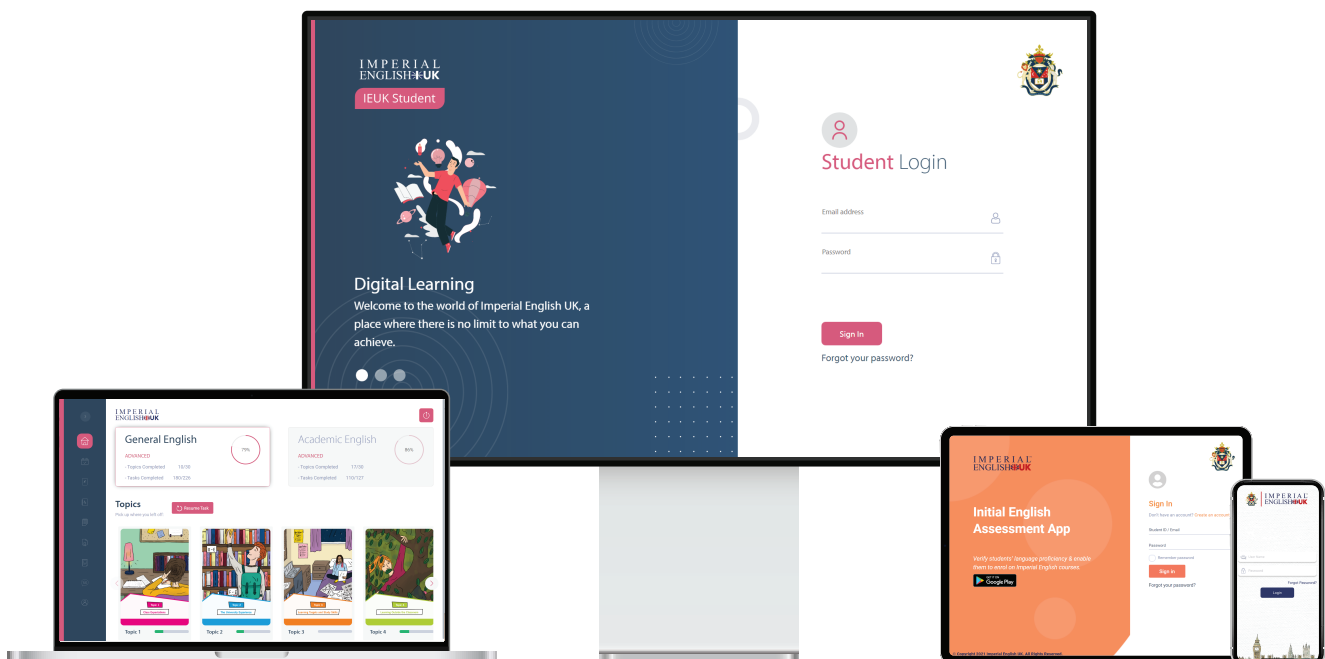
Face-to-face in classroom setting

or

Online e.g. Skype / Zoom

100%
DIGITAL
DELIVERY

Using Laptops, Computers and Tablets



100% DIGITAL DELIVERY WITH WORLD CLASS APPS

TECHNOLOGY-BASED LEARNING

Easy to use, efficient & modern



IEUK Test

This app is used to verify students' language proficiency & enable them to begin Imperial English Courses.



IEUK Student

This app is used by students to learn the Imperial English UK courses and manage their learning.



IEUK Teacher

This app is used by teachers to deliver the Imperial English UK courses and manage their classes.



IEUK TESOL

This app is used to train and assess teachers on the Imperial English British TESOL programme.



IEUK Connect

This is a mobile application for students to receive notifications, news and updates.

5

COMPREHENSIVE SUPPORT

5.1 TEACHER TRAINING

IEUK TESOL

IEUK British TESOL Training:

- Consists of 14 sessions covering various aspects essential for pedagogy development.
- Duration 35.5hrs (training: 15, self-study : 20.5)
- Can be delivered face-to-face or via online
- Certification awarded by Imperial English UK & partner (optional)
- Included course content training and how to use the applications
- Provides opportunities for further training in the UK



5.2 UK VISIT OPPORTUNITY

Academic Tours: Intensive English, IELTS, Soft / Study skills

Training Tours: TESOL CPD, IELTS Teacher Training, Quality Assurance

Business Tours: Curriculum Development, Establishing an international pre-school / school

Cultural Tours: Summer / Winter Camps visiting famous tourist attractions in London, Oxford, Cambridge,

5.3 MANAGEMENT PORTAL

Learner Management Features

Includes access to students: all course content, registration details, fees & invoices, emergency contacts, timetables, individual attendance reports, tutorial records, Individual Learning Plans, vocabulary lists, topic wise notes, summary, work record, portfolio assessment record etc.

Teacher Management Features

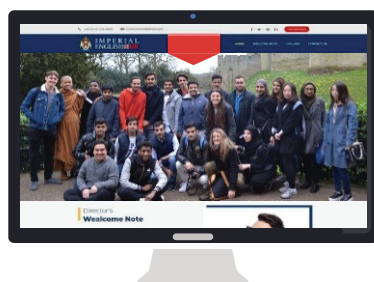
Includes access to; personal profiles, CPD logs, observations, CPD Reading, feedback, complaints, all course content (up to 24 books worth in a single app) & students' work record to mark.

Classroom Management Features

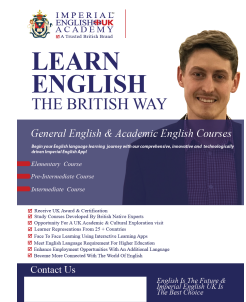
Includes access to administrative policies, class attendance registers, class logs & PEN profiles.

5.4 MARKETING SUPPORT

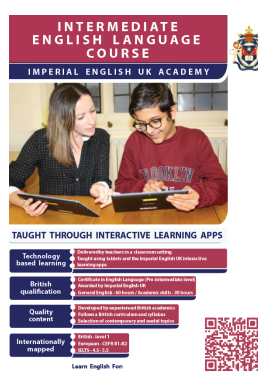
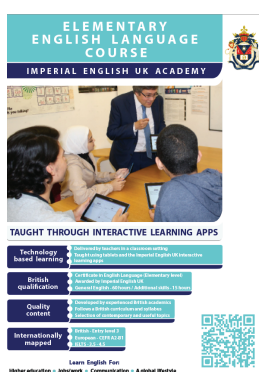
PERSONALISED WEBSITE



COURSE FLYERS



COURSE BROCHURES



BIGGEST BENEFIT - HEAVILY SUBSIDISED FEES

OUR FEES

Course Fees From

35GBP

Per

Learner

Our Course Fees: £0.40 per hour ($£35 \div 90\text{hours}$)

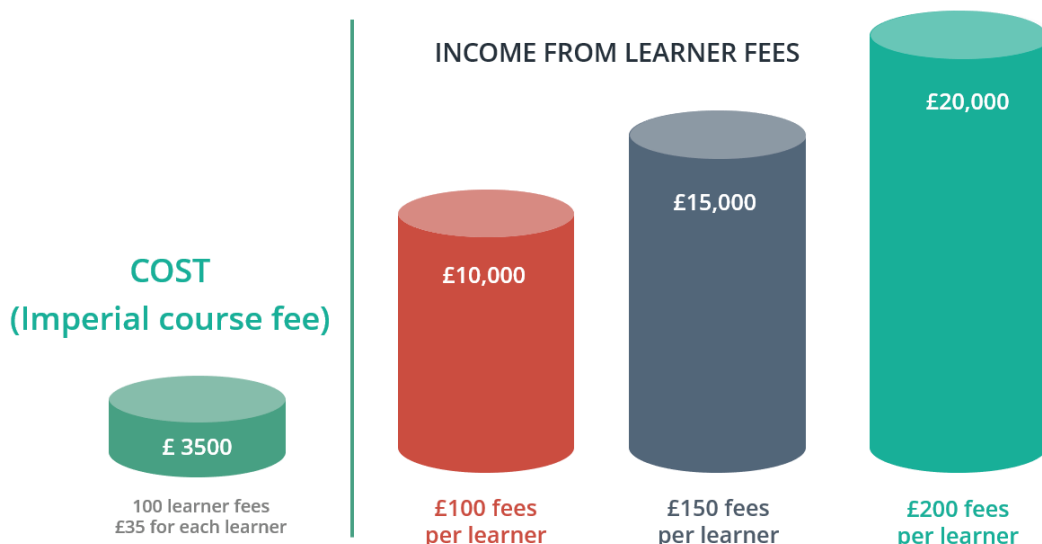
Compared with the average hourly fee for English language learning in various countries our fees are substantially cheaper.

Country Name	Average Fees per hour (in £)
UK	£30.00
Italy	£12.00
Saudi Arabia	£11.00
China	£8.00
Iraq	£4.00
India	£3.00
Imperial English UK Academy	£0.40 (average)

INCOME PROJECTION

Partners keep 100% of the income & fees charged to learners.

This graph below displays the income projections after enrolling 100 learners at various fees from £100, £150 and £200. Fees can be charged in the local currency.



7

A PROFITABLE MODEL RAISE NEW INCOME & INCREASE PROFITS

Here are some profit projections based on different student numbers and varying course fees. As can be seen from the table partners that enrol 500 learners could generate between \$75,000 to \$125,000 in income and - \$30,000 - 50,000 in profits.

Learner Numbers	Income (fees x learner numbers) Profit (40% of the income)	Option 1 Course Fees £100	Option 1 Course Fees £150	Option 2 Course Fees £200
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100 Learners	Income (100%)	£10,000	£15,000	£20,000
	Cost (60%)	£6,000	£9,000	£12,000
	Profit (40%)	£4,000	£6,000	£8,000

500 Learners	Income (100%)	£50,000	£75,000	£100,000
	Cost (60%)	£30,000	£45,000	£60,000
	Profit (40%)	£30,000	£30,000	£40,000

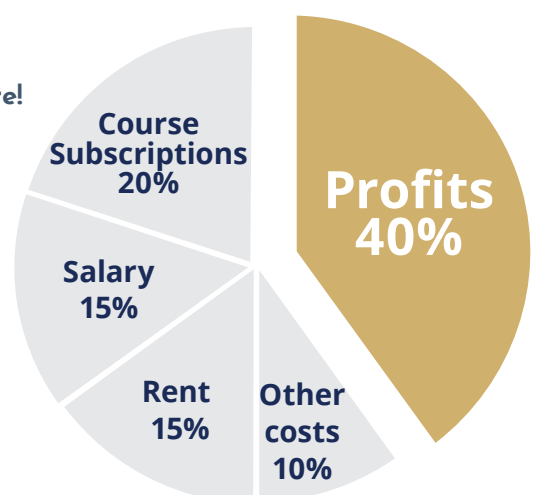
1,000 Learners	Income (100%)	£100,000	£150,000	£200,000
	Cost (60%)	£60,000	£90,000	£120,000
	Profit (40%)	£40,000	£60,000	£80,000

Generate healthy profits of up to 40% or even more!

This is based on the assumption of costs for; course subscription (20%), salary (15%), premises rent (15%) and other costs (10%).

Better utilisation of resources would bring these costs down further and increase profits.

Income (100%) - Costs (60%) = 40% Profit



A GREAT PARTNERSHIP

FOR EXCELLENCE IN ENGLISH EDUCATION

Offer British standard curriculum & courses

Smart, easy
& interactive
learning

Create a source
of income &
earn profits

Attract
more
students

Effective use of
existing resources
e.g. staff,
premises



Easy & Immediate Start

Our partnership procedures are simple & easy for an immediate start

PARTNERSHIP PROCESS

1

Partnership Interest Form

Register your interest in forming a partnership by completing the 'Interest Form'. On submission of the interest form you will receive a copy of the Business Proposal, following which a member of our team will contact you to explore the potential collaboration.

2

Partnership Discussion

A call / visit will be made to discuss in detail key partnership aspects and benefits including; product demonstrations apps, management portal, course contents, assessment, awards, certifications, teaching-learning facilities, promotions & marketing, key legal points in the partnership agreement & financial capacity to purchase the minimum course subscriptions.

3

Partnership Agreement & Payment

Following the successful partnership discussions a 'Partnership Agreement' & Invoice will be provided. The Partner must return the signed agreement and clear the payment.

4

Partnership Registration

Upon receiving the signed agreement & payment dues, Imperial English will issue a 'Payment Receipt', Signed Agreement by both parties, and the Partnership Certification. The issued certificate can be verified online on the Imperial English UK website.

5

Partnership Registration

In consultation with the Partner a timetable for the following training & support will be agreed:

Admin Training: On how to use the management portal, register teachers, learners, create classes, and access reports. How to use the IEUK Test, Student, Teacher & Connect apps.

Teacher Training: British TESOL training provided to selected teachers.

Marketing & Promotions: Developing a personalised web page & access to course brochures, flyers & classroom wall posters.

6

Partnership Ready For Business

Ready for business, begin to deliver quality British English skills courses in partnership with Imperial English UK - A trusted British Brand.

7

Partnership Ready For Business

A designated Partnership Coordinator will be allocated, who is responsible for supporting and maintaining this partnership.

INTERESTED?

Next Steps

We would welcome the opportunity to present our resources (e.g. books, certification, learning apps & management panel) to your institution and members of the academic team.

If this proposal is of interest, please communicate with our local representative to explore this further.

TEXT YES TO: 0044 7722101222   

EMAIL US: info@imperial-english.co.uk



English is the future, Imperial English the best choice.

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