



Making Children Creative & Empathic.
Prepare them as Future Leaders.

KIDS TIME Franchise Proposal



KIDS TIME Franchise Process



Kids Time offers a range of courses designed to foster creativity, Problem solving skills, Moral Emphasis and Emotional intelligence in children.

❖ Space Requirement:-

- ☐ You have to ensure minimum 900-1500 square feet apartment for Kids Time center operation

❖ Investment Details:-

- ☐ You need to provide 1,00,000 (One Lac) taka Franchise Fee.
- ☐ Training cost 50,000 taka for one time (3-5 teacher). For further training 5000-taka charge for each teacher.
- ☐ Decoration costs 4 to 6 lac taka (Based on requirement).
- ☐ Backend Software cost 50 taka per student (Administration: Teacher's support, student support and payment support).
- ☐ Marketing costing 50,000 – 70,000 taka (Based on the physical marketing activities) for one time.
- ☐ You need to purchase the welcome gift from us and provide it to new students. Per welcome gift pack cost is 1500 taka.

KIDS TIME Franchise Investment Details



Costing Details for Kids Time (After School Programe)							
SI No	Investment Head	Item	Unit cost (BDT)	Unit number	Fixed Cost	Variable Cost	Note
1	Room acquisition Cost	Advance for renting space	100,000	1	100,000	0	Advance depends on Area and Location
2	Furniture & Decoration (Classroom) Cost	AC (1.5 ton)	50,000	3	150,000	0	Depands on space and requirement
		Carpet	750	8	6,000	0	Depands on space and requirement
		Painting	10,000	4	40,000	0	Depands on space and requirement
		Chair	500	20	10,000	0	Depands on student and requirement
		Table	5,000	3	15,000	0	Depands on student and requirement
		Storage Cabinet for books,paper	9,000	1	9,000	0	Depands on space and requirement
		Shelf	8,000	1	8,000	0	Depands on space and requirement
		3	Furniture (Reception room) Cost	Table	6,000	1	6,000
Chair	2,500			2	5,000	0	Depands on student and requirement
sofa	6,000			1	6,000	0	Depands on space and requirement
Shelf	8,000			1	8,000	0	Fixed
Executive Chair	5,000			1	5,000	0	Fixed
Desk	8,000			1	8,000	0	Fixed
4	Technology Support	CC Camara	6,000	4	24,000	0	Depands on space and requirement
		Desktop /Laptop	25,000	1	25,000	0	Fixed
		Payment Processor to Collect Payments	0	1	0	0	Depend on franchisee choise
5	Cleaning Item Cost	Bathroom brush	185	3	0	555	Depend on branch requirement
		Bathroom bucket and Mug	220	3	0	660	Depend on branch requirement
		Broom and Dustpan	180	2	0	360	Depend on branch requirement
		Mop	385	1	0	385	Depend on branch requirement
Total Branch setup cost Approximate					425,000	1,960	

KIDS TIME Franchise Investment Details



Costing Details for Kids Time (Pre-School Programe)							
SI No	Investment Head	Item	Unit cost (BDT)	Unit number	Fixed Cost	Variable Cost	Note
1	Furniture & Decoration (Classroom) Cost	AC (1.5 ton)	50,000	1	50,000	0	Depands on space and requirement
		Carpet	750	8	6,000	0	Depands on space and requirement
		Painting	10,000	4	40,000	0	Depands on space and requirement
		Chair	1,500	16	24,000	0	Depands on student and requirement
		Table	5,000	4	20,000	0	Depands on student and requirement
		Storage Cabinet for books,paper	9,000	1	9,000	0	Depands on space and requirement
		Shelf	8,000	1	8,000	0	Depands on space and requirement
2	Pre-school and learning Item Cost	Slider	8,000	1	8,000		One time
		Rope Climber, Hirse rider, Duck, Swinger	30,000	4	30,000		One time
		Worksheet, Photocopy/Printing cost	8,000		8,000		One time
		Admisitrative tools cost	0				
		Read allowed Books	10,000	1	10,000	0	One time
		Toys	10,000	1	10,000	0	One time
		Book selves	5,000	2	10,000	0	Depands on space and requirement
		Bins`	250	6	1,500	0	Depands on space and requirement
Pre-School setup cost Approximate					234,500	3,920	

KIDS TIME Franchise Investment Details



Approximate Overall Costing For After school Setup		
Itemwise	Cost Element Description	Amount
Branch Setup Cost (Approximate)		426960.00
Promotional Purpose cost		
Leaflet		5000.00
Billboard		10000.00
Others		5000.00
Social Media ADD	Promotion	100000.00
Website (Approximate cost) variable	Student wise	10000.00
Other channel		10000.00
Overall Expenses		566,960

Approximate Overall Costing For Pre-school Setup		
Itemwise	Cost Element Description	Amount
Branch Setup Cost (Approximate)		238420.00
Promotional Purpose cost		
Leaflet		5000.00
Billboard		10000.00
Others		5000.00
Social Media ADD	Promotion	100000.00
Website (Approximate cost) variable	Student wise	10000.00
Other channel		10000.00
Overall Expenses		378,420

Kids Time Center Decoration standard



Kids Time Center Decoration standard



Kids Time Pre-School Decoration standard



Kids Time Center Decoration standard



Kids Time Center Decoration standard



Reception Area



❖ Decoration Criteria:-

- ☐ Decoration will be covered as per our standard. You can purchase or decorate according on your budget. You can't change any color code or equipment without our prior approval.
- ☐ The detailed requirement of center decoration will be given to you for your reference.
- ☐ You have to ensure Signboard or any branding materials according to our brand guidance.

❖ Training Details:-

- ☐ You can make your own decision regarding teacher requirement (As per our given criteria), but if any suggestion or help you need, we will give the support.
- ☐ Training will provide in your center and the period will be 7 days.
- ☐ Parents onboarding and sales training will be provided from our side.

❖ Manpower Requirement:-

- ☐ You can make your own decision regarding teacher requirement (As per our given criteria), but if any suggestion or help you need, we will give the support.
- ☐ Training will provide in your center and the period will be 7 days.
- ☐ Parents onboarding and sales training will be provided from our side.



❖ Marketing Activities:-

- ☐ Before center opening, we will communicate in digitally to enroll the students via Facebook, SMS, E-mail and WhatsApp.
- ☐ We will try to organize physical school campaign in the surrounding area of your center to reach out most of the student and parents. But this depends on our ongoing activities with schools in your area.

❖ Physical Activities: -

- ☐ You need to arrange and distribute Leaflet, Banner, Festoon, Poster, Electric poll banner for physical marketing purpose.
- ☐ All type of design will provide by Kids time.
- ☐ Within 2 months interval, if you need to give 20,000 taka for digital campaign.
- ☐ You can open your own page (e.g Kids Time Mirpur branch) and run your own digital campaign. Kids Time will be also an admin of the page.

Kids Time Marketing Activities



Kids Time Creative School
Inspire Creativity
Create Future Leaders

Our Centers

Dhanmondi
House 67/A, Regina
Garden, Road
9/A, Dhanmondi
Dhaka, 1209

Khilgaon
Academia School
Batali Bai Road,
Plot 591, Block C, Housing 891,
Malibagh Chowdhury Pura,
Khilgaon, Dhaka - 1207

Take classes online

An Initiative of
Light of Hope
www.lightofhope.com

National Award-Winning Company

Free Ticket

Free Art & Craft Session for Children
in Dhanmondi & Khilgaon center.

kidstimebd • www.kidstimebd.com • Kids Time BD • kidstimebd@gmail.com

Our Courses

Crafting Course
Kids Time Craft Course develop children's creativity with joy and happiness.

Drawing Course
Kids Time Drawing Course help children to express their imagination through drawing.

Story Making Course
Children make their own stories, illustrations and finally make their own storybooks

Spoken English
Develop your child's English speaking skills with our Joy School English Course

Singapore Math
Singapore Math Course develop children's math skills & they learn from the best math curriculum.

www.kidstimebd.com 01968774016

Kids Name: _____ Kids Age: _____
Parents Name: _____ Mobile Number: _____

National Award Winning Brand

Kids Time helps Children to Unleash their Creativity to become Future Leaders.

Why We Are Better?

- Activity Based Learning
- National Award Winning Brand
- 7+ Years Experience
- 4,000+ Students Graduated

Our Facilities

- Interactive Online Courses
- Well Trained Teachers
- One to One Student Support

Kids Time Online Student Arisha Receiving Award from Honorable Prime Minister for her Excellence in Drawing.

Our Courses

Crafting Course
Kids Time Craft Course develop children's creativity with joy and happiness.

Drawing Course
Kids Time Drawing Course help children to express their imagination through drawing.

Story Making Course
Children make their own stories, illustrations and finally make their own storybooks

Spoken English
Develop your child's English speaking skills with our Joy School English Course

Singapore Math
Singapore Math Course develop children's math skills & they learn from the best math curriculum.

www.kidstimebd.com 01968774016

Kids Name: _____ Kids Age: _____
Parents Name: _____ Mobile Number: _____

Products for Kids

Our popular characters and the products are loved by millions of children and families.

Products for Personal and Corporate Gifting

We can customize products with your brand. We design and produce consumer promotion item for your brand.

Theme-based Storybook sets

Flashcard Sets

Consumer Promotion Item

Pencil box

Activity books & Creative art books.

Handmade crochet & puppets

Adult Coloring book for stress relief & mindfulness

Handmade & Eco-friendly product

Our Product Specialty

- Eco-Friendly
- Handmade
- Customized
- Create Job for Woman

Our Corporate Partners

unimart, Khana food, The Asia Foundation

Contact Us

Mahfuz Ahmed AGM, Sales & Operation Mobile: 0179774045

Mahdi Hasan Asst Manager, Sales Mobile: 01958434811

Office Address

Light of Hope Ltd. Regina Garden, 3-5th floor, House 67/A, Road 9/A, Dhanmondi, Dhaka 1209

Your Gift Partner for Personal & Corporate Gifting

We design and manufacture unique learning & engaging products for children and adults.

Goofi, the popular kid's media franchise, is owned by *Light of Hope*

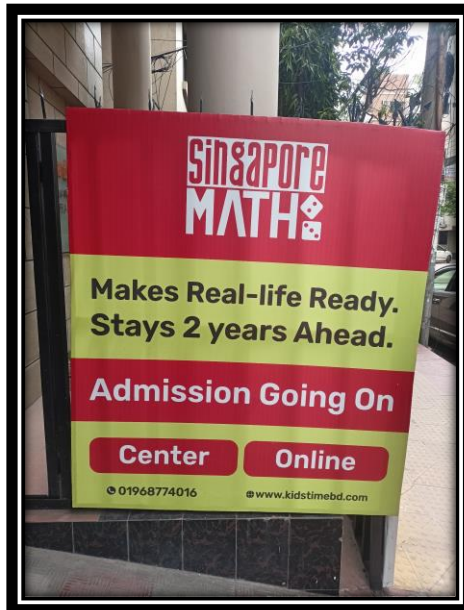
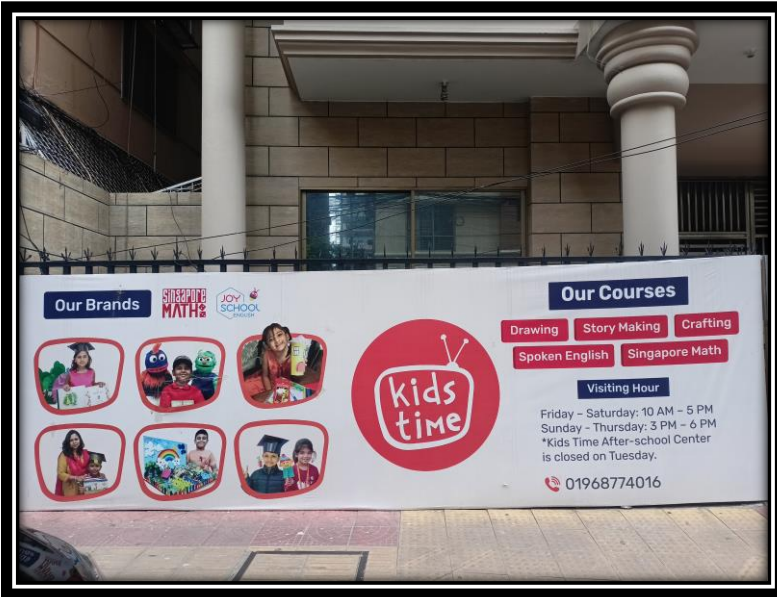
We give results because

- Goofi is highly sought brand
- Children loves our characters
- Parents highly recommend
- Highly Engaging & Drive Conversion

QR Code

www.goofivorld.com

Kids Time Marketing Activities





❖ Craft Course:-

❑ Age Group: 4-10 years

❑ Description: This course focuses on enhancing children's creativity and problem-solving skills through various crafting projects. Children will learn easy crafts and creative design with the guidance of skilled teachers, with all necessary materials provided.

❖ Drawing Course:-

❑ Age Group: 5-12 years

❑ Description: The drawing course is designed to unleash children's creativity and imagination. The course includes basic to advanced levels, taught by some of the best drawing teachers in the country. Children will learn to draw new things and bring their imaginations to life.

❖ Singapore Math Course:

❑ Age Group: 5-8 years

❑ Description: This course utilizes the renowned Singapore Math method, which is known for simplifying complex concepts through visual and practical methods. The program helps children stay two years ahead of the local academic curriculum, enhancing their math and problem-solving skills.



❖ Storytelling Course:-

❑ **Age Group: 4-10 years**

❑ **Description:** This course is designed to enhance children's creativity, imagination, and communication skills through the art of storytelling. Children will learn how to craft their own stories, develop characters, and present their tales in an engaging manner.

❖ Spoken English Course:-

❑ **Age Group: 5-8 years**

❑ **Description:** Offered in collaboration with Joy School English, this course uses an English learning app to help children speak English like native speakers. The course is designed to develop children's English speaking skills in a fun and engaging manner.

❖ Kids Time Montessori Pre-School:-

❑ **Age Group: 3-5 years**

❑ **Description:** Following the Montessori method, this pre-school program aims to nurture young minds and foster creativity and leadership. The curriculum is designed to spark curiosity, ignite creativity, and empower children to become confident, independent learners. The Montessori campus is located in Dhanmondi, Dhaka.



❖ Revenue:-

- ☐ First 70 students you need to provide 15% margin and over 70 students the margin will be 20% on the total admitting amount to Kids time.
- ☐ First 70 students monthly fee will be divided into 15% and 85% ratio (for all courses) and over 70 students the ratio will be 20% and 80%. Specially for “Joy School English” you have to pay 500 taka (per student per month).
- ☐ Goofi and Kids Time book and products: You will get 25% margin on this product sales.
- ☐ Online Admission: if you will admit any students in Kids Time, you will get 50% margin on the admission fee.
- ☐ Hourly Ticket: You don't need to share any percentages with us. It's totally your revenue.

❖ Required Documents for Agreement: -

- ☐ Franchisee Fee 1,00,000 taka account pay check
- ☐ Training Fee 50,000 taka account pay check
- ☐ 2 Copy passport size photo
- ☐ National Id card (Copy)
- ☐ Trade License (Copy)
- ☐ House deed (Copy)

KIDS TIME Franchise Operational Cost



Operating Cost					
SI No	Costing Head	Onetime cost	Per Student costing (BDT) for New Student	Monthly per course costing (BDT) for enrolled student	After School
1	Drawing Course		1150	100	1150
2	Crafting Course		1300	150	1300
3	Story Making ourse		1100	100	1100
4	Singapur Math Course		1450	0	1450
5	Jay School Course		950	300	950
6	Teachers Cost	8000			8000
7	Caretaker Cost	8000			8000
8	Maid Cost	8000			8000
9	Flat Rent	20000			20000
10	Tea/Coffee Cost	5000			5000
11	Others (Tishu,Cleaning Items and etc) Cost	5000			5000
12	Printing cost		50		50
13	Gifting Cost		50		50
14	Refreshment Training	400			400

KIDS TIME Franchise Profit calculation (ROI)



Kids Time Franchisee center					
Student Number		For 10 Student	For 30 Student	For 50 Student	For 70 Student
SI No	Costing Head	Month-1 Total Costing	Month-2 Total Costing	Month-3 Total Costing	Month-4 Total Costing
1	Drawing Course	13200	27700	30300	32900
2	Crafting Course				
3	Story Making ourse				
4	Singapur Math Course				
5	Joy School Course				
6	Teachers Cost	8000	32000	48000	64000
7	Caretaker Cost	8000	8000	8000	8000
8	Maid Cost	8000	8000	8000	8000
9	Flat Rent	20000	20000	20000	20000
10	Tea/Coffee Cost	5000	5000	5000	5000
11	Others (Tishu,Cleaning Items and etc) Cost	5000	5000	5000	5000
Total		67200	105700	124300	142900
SI No	Profit Head	Month-1 Total Profit	Month-2 Total Profit	Month-3 Total Profit	Month-4 Total Profit
1	Enrollment Fee/ Admisssion	50000	100000	100000	100000
2	Course Fee	15000	45000	75000	105000
3	Sales on learing items	2500	2500	2500	2500
4	Commission from product sales	1000	1000	1000	1000
5	Commission from online admission	20000	20000	20000	20000
8	Ticket sales	9000	6000	6000	6000
Total Revenue		97500	174500	204500	234500
Commission For KIDS TIME		9750	21750	26250	30750
Net Revenue		87750	152750	178250	203750
Total Costing		67200	105700	124300	142900
Monthly Approximate Net Profit		20550	47050	53950	60850

Contact Us:



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Website, Social Media

-  <https://kidstimebd.com/>
-  <https://instagram.com/kidstimebd>
-  <https://youtube.com/c/KidsTimeBD>
-  <https://kidstimebd.com/>