

Investor KIT

Guideline for Investors



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Our Campuses

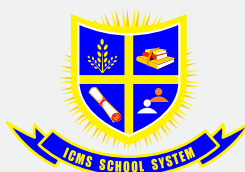


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About ICMS

ICMS Education System was established in the year of 2005 with an ambition to provide affordable and high-quality education with best modern infrastructure facility along with a realization of social responsibility.

The vision of the chairman was to establish a unique educational institute having its own characteristics and environment that distinguishes it from other schools. At ICMS, the entire community of students, teachers and their families, staff, and servants share their problems, joys, and sorrows.

This develops an ethos where the school becomes a living and pulsating extended family. Residing and working together in an environment which is their home and abode, the interaction between the students, teachers, and community as a whole, helps in the achievement of wider goals.

The salient features of ICMS are religious virtues and mutual trust...

- Purposely built international standard infrastructure
- Vast area and air-conditioned class rooms
- Well equipped modern and updated computer and science labs
- Examination hall having capacity of more than 800 students
- Students lobby Mosque facility





Vision

"Building a nationwide network of franchise educational institutions, transforming lives through quality education and empowering students for a successful future."



Mission

"Our mission is to empower franchise partners to provide high-quality education, fostering student success, and shaping future leaders."





Chairman Message

I am thrilled to address you as the Chairman of ICMS Education System, an institution committed to providing quality education for the past 23 years in Peshawar (KPK region). It is with great pleasure and pride that I announce the expansion of our educational services beyond KPK region as we are now offering school and college franchise opportunities nationwide. We have consistently pursued excellence in education by employing highly qualified and passionate teachers, implementing innovative teaching methodologies, and maintaining a strong focus on holistic development. Our goal has always been to provide a well-rounded education that goes beyond academics, nurturing the intellectual, emotional, and social growth of our students.

Now, as we embark on a new chapter in our educational journey, we are delighted to extend our reach across the nation through the franchise model. By offering our school and college franchises, we aim to empower like-minded individuals and organizations who share our vision of providing quality education to children and young adults. With this expansion, we are excited to touch the lives of even more students, unlocking their potential and shaping their futures. Our commitment to quality education remains unwavering, and we are confident that together, we can make a significant impact on the educational landscape of our nation.

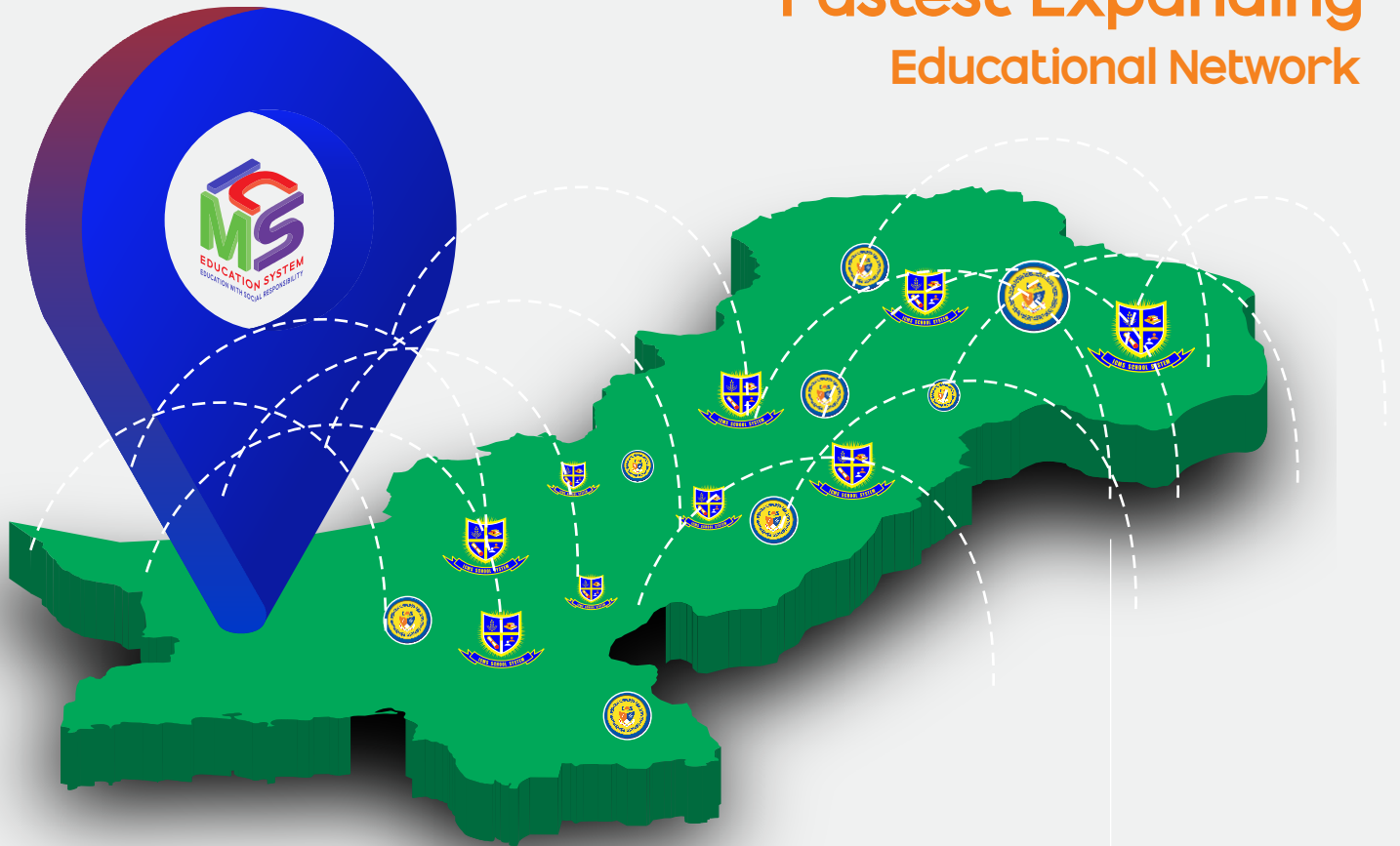
I would like to express my gratitude to all the parents, students, teachers, and staff who have been part of our remarkable journey thus far. Your unwavering support and trust have been instrumental in our success. We look forward to continuing our partnership as we embark on this new venture.

Thank you for your continued faith in ICMS Education System. Together, let us strive for excellence, inspiring generations and building a brighter future for our nation.

Malik Tajamal Hayat Khan
Chairman
ICMS Education System



Join Pakistan's Fastest Expanding Educational Network



- 4 Group Owned Colleges
- 6 Group Owned Schools

10,000
Graduated Students

- 6 Franchise Colleges Network
- 15 Franchise Schools Network

12000
Students Currently Enrolled

40+
Campuses
Nationwide

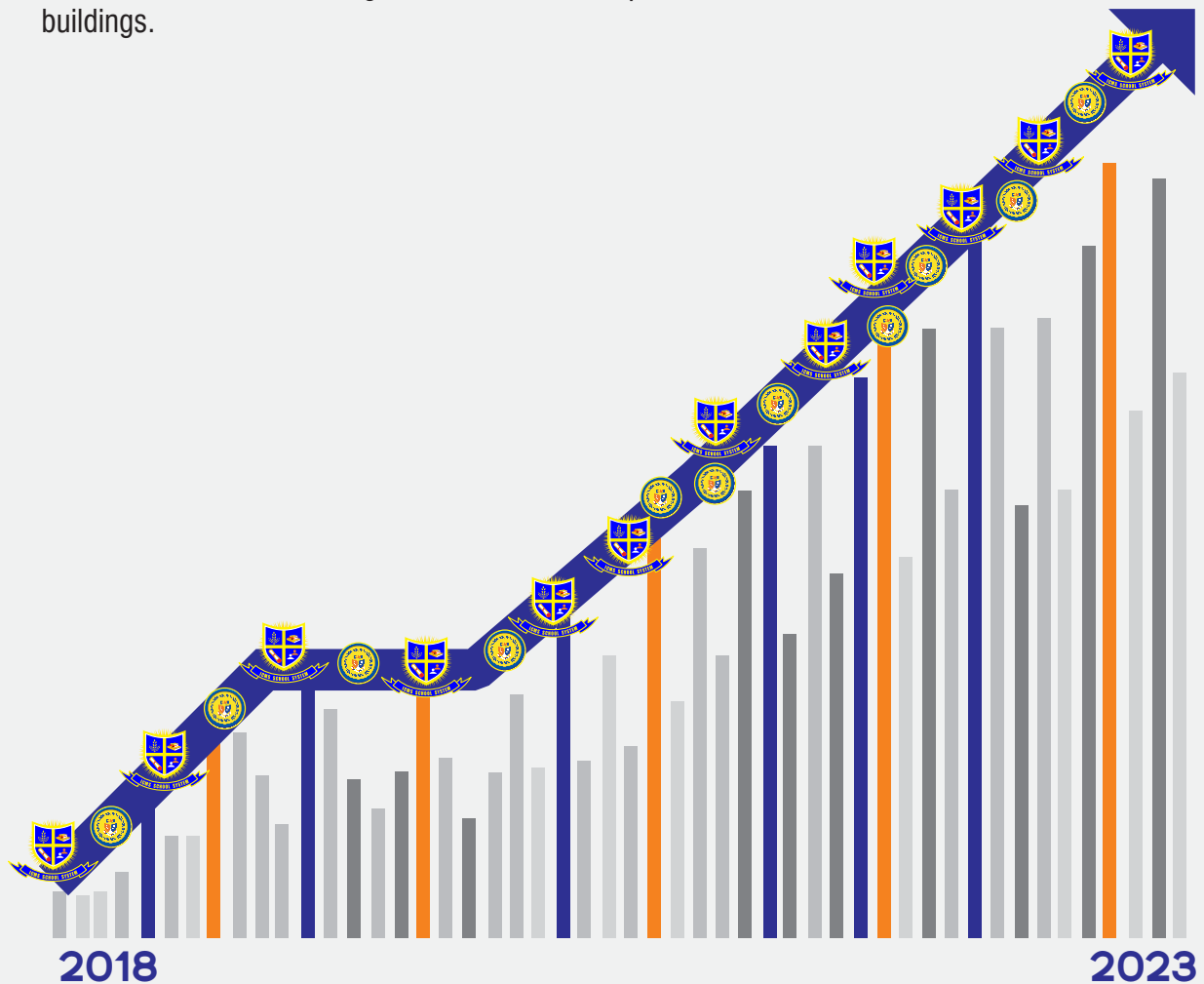


ICMS History

A visionary chairperson Mr. Tajamul Hayat Khan was an epoch-making decision of Great ICMS Education System in 2018. ICMS Education System to establish informatics Colleges in different area of KP.

His focus is stead fastly on raising the quality of education to bring Pakistan at per in field of education By the Grace of Allah Subhana Tallah, in short span of just 5 years, this dream shaped up with the brand name ICMS Colleges, ICMS College System in whole KP.

Alhamd-ul-Lillah 40+ colleges and Schools are operational with full zeal and zest instate of art buildings.



Administrative Support

By acquiring a franchise of school system, the franchisee of ICMS network will receive comprehensive assistance and guidelines from the corporate office in order to have effective school operations.



1. Academic Manual

2. Marketing & Media campaign

3. ERP Manual

4. Quality Assurance Manual

5. Human Resource Manual

6. Administrative Manual

7. Security Manual



Academic Manual

ICMS provides a complete Academic manual comprising of following:

1. Academic Calendar:

Separate academic calendar for Pre-School and Middle/High school made by our experts to ensure a fluent and efficient learning.

2. Curriculum:

A curriculum has been designed according to the National and International standards. Our curriculum includes books of both government and Oxford syllabus so our students can get knowledge of both national and international standards.

3. Scheme Of Studies (Term wise):

A Term wise scheme of studies formed by an expert panel so our teachers follow a plan throughout the year.

4. Monthly, weekly & daily breakdown of the lessons plans:

A Proper breakdown and division of syllabus into lessons keeping in view the ability of our students.

5. Worksheets:

Regular printed worksheets for better understanding of lessons plans for all classes for whole academic year are provided.

6. Monthly tests and their schedules:

Making a proper schedule and syllabus for monthly tests so lessons from each month are reviewed properly by our students at the end of the month.



Academic Manual

7. Subject break ups with learning outcomes:

A proper break-up for each subject with learning outcomes thus helping our teachers in their lesson preparations.

8. Examination procedure:

A Standardised/unified examination procedure with date sheets, proper roll numbers, invigilators and controller examination.

9. Paper pattern:

A Set paper pattern that's followed throughout our campuses.

10. Period allocation for each subject:

A Proper time table set up with allocations of period for each subject.

11. Guidance in time tabling:

Experts provide complete support and guidance in the setting of these timetables.

12. Mark sheet:

Standard mark sheets for all tests and exams.

13. Progress Reports:

Progress reports for first, second and final term exams.

14. Examination and Assessment material:

Centralized Examination System and provision of examination and assessment material according to ICMS standards.



Academic Manual



15. Activity calendar:

An activity calendar providing a complete roadmap of all the activities to be conducted throughout the academic year.

16. Book lists

A Complete book list of all classes are provided to each franchisee.

17. Admission Tests:

Sample of Admission tests is provided for each class

18. Monitoring and evaluation:

Regular monitoring, evaluation and performance analysis is conducted throughout the academic year.

19. Summer and Winter tasks / Packs:

Devised With the help of our experts summer and winter tasks/packs are prepared and provided in due course of time.

20. SOPs and Regulations:

A set of SOPs is provided in order to smoothen the running of your institution academically.

21. Staff training:

Workshops and training exercises are conducted for teaching and non teaching staff at the beginning of each session.





Marketing Manual

ICMS provides a Marketing and advertisement manual comprising of:

1.Guidelines:

We provide necessary guidelines for opening the school that includes publicity material and cost effective promotional schemes.

2.Annual Marketing plan:

Our experts provide advice for the preparation and implementation of an annual marketing plan according to budget.

3.Marketing material:

Access to our professionally developed advertising, promotional and marketing material such as designing for brochures, newspaper advertisements, direct mailing, leaflets, banners, cable advertising and graphic designing.

4.Media Presence:

Regular presence on different types of media including:

- Print media
- Electronic media
- Social media

5.Outdoor Advertisement:

Outdoor advertisement including billboards, pamphlets etc.





ERP Manual

ICMS is using the services of ICMS ERP which helps us run our educational operations smoothly. We provide a complete ERP manual that contains all the details about working and management of ERP.

Standard features offered by ERP are:

1. User Management:

- Create multiple users
- Access to particular module

2. Online diary:

- Upload daily diary
- Upload homework
- Assignments • Image based

3. Fee management:

- Fee vouchers
- Fee defaulters
- Customised fee plan
- Bank reconciliation

4. Teacher portal:

- Send assignments
- Publish online diary
- Publish online lectures
- Mark attendance
- Submit results

5. Parent portal:

- View child performance
- Fee details
- Diary view
- Online lectures view





ERP Manual

6.Mobile app:

- Android / iOS mobile app
- Teacher
- Student
- Parent

7.E-Learning (LMS):

- Live lectures
- Recorded video upload
- Youtube links
- Lecture feedback
- Lecture discussion through comments
- Students analytics

8.Examination:

- Question bank
- Create papers
- Import questions
- Chapters list

9.Student Enrolment:

- Add students
- Students record
- Suspended students
- Assessed students

10.Attendance:

- Biometric student attendance
- Staff / teachers attendance
- Real time reports



Why ICMS Franchise

ICMS Education System offers franchise opportunities for schools and colleges as we believe in the power of education to transform lives and communities.

By expanding our reach through franchises, we can extend our impact and provide quality education to a wider range of students across the Country.

ICMS School and College System delivering quality education for the last 23 years.

Here are some key reasons why ICMS Education System offers franchise opportunities:

Quality Education:

We have developed a proven and comprehensive educational system that emphasizes academic excellence, character development, and holistic growth. By offering franchises, we can ensure that our high standards and effective teaching methodologies are implemented in schools and colleges nationwide.





Positive Impact

Our goal is to make a positive impact on society by nurturing future leaders and empowering students to succeed and excel academically and personally.

Empowering Educators and Entrepreneurs

Franchising allows passionate educators and entrepreneurs to take ownership of their educational institutions.

We provide the necessary support, training, and resources to help franchise partners succeed in establishing and operating successful schools and colleges.





Collaborative Network

Franchise partners become part of a collaborative network, benefiting from the collective knowledge, experience, and best practices shared within the ICMS Education System community.

This network guarantee continuous improvement and allows for ongoing support and professional development.

Nationwide Reach

Through franchising, we can expand our presence to different regions, towns, and cities, ensuring that quality education is accessible to a larger population.

This enables us to contribute to the development and advancement of education on a national scale.





Benefits of Joining ICMS

Following are some characteristics of ICMS that make us a right choice for a franchisee:

1. Name Recognition:

Attachment to a popular educational brand which has 23 years of academic excellence. With a network of more than 35 branches and franchises ICMS is a well known institution among the respectable people of KPK.

2. A respectable legacy:

Until now about 10,000 students have graduated from ICMS and currently 12,000 students are enrolled in our various campuses. Many of our ex-students have graduated as doctors, engineers and officers.

3. Ideal Business Model:

By joining us you get exclusive rights to operate in a specific area. Our franchisees are provided with a sustainable and profitable business model with minimum risk and a higher chance of success.

4. An Islamic atmosphere:

ICMS takes pride in cultivation of Islamic spirit and life style among our students. We have separate classes for boys and girl in junior sections while altogether separate campuses in senior sections.





Benefits of Joining ICMS

5. Academic excellence:

- ICMS produced incredible results every year.
- We provide a well-recognised and comprehensive education system that fulfils all of the academic and personality needs of our students.
- Main focus on personality development and character building of our staff and students for carving future leaders and legends.
- Umbrella of qualified, experienced and highly trained teaching staff.
- At ICMS we focus on conceptual and practical learning.
- Art and craft classes

6. Support for the franchisee:

- Pre-launch and Post-launch support.
- Nation wide publicity
- Marketing and promotional support.
- SOPs to support basic campus operations.
- Provision of hundreds of academics and administrative manuals, forms, guidelines and other helping materials.
- Training workshops for staff.
- Full supervision about the working of various departments of the institution.
- Provision of a curriculum designed according to National and International standards.
- Complete IT support
- Academic support
- Easy access to our head office.





Benefits of Joining ICMS

7. Assistance in setting up the project:

ICMS facilitates its franchisees until the project is complete and running. We provide a complete guidance in choosing an appropriate location for the campus. Other than this a feasibility plan is also provided. We also help the investors to form a connection with our trusted vendors for various school equipment like furniture, lab and office material and even uniforms and books.

8. Support for students:

- An affordable fee structure
- Interactive smart board
- Free transfer from one campus to another
- Specially designed e-learning facility and web portal
- International Montessori system
- Fulfilling the grooming requirements of our students.





ICMS Education System Support

Academic Support:

The system offers academic support by providing tools for curriculum planning, course management, lesson planning, online learning platforms, and assessment management.

It helps maintain educational standards and provides a structured approach to teaching and learning.

Marketing Support:

The ICMS Education System Support assists in marketing and promotional activities for franchise schools and colleges.

It may include branding materials, digital marketing strategies, lead generation, and customer relationship management (CRM) tools to attract students and build brand awareness.

ERP [Enterprise Resource Planning]:

The ICMS Education System

Support provides an integrated ERP solution to manage and streamline various administrative tasks, such as student admissions, fee management, timetable management, inventory management, payroll, and financial accounting. This ensures efficient operations and better resource utilization.



ICMS Education System Support

Training and Development:

The system provides training and development modules for teachers, staff, and administrators. It may include online training courses, workshops, and resources to enhance their skills, knowledge, and pedagogical practices.

This ensures consistent quality education across all franchise locations.

Research and Development [R&D]:

The ICMS Education System

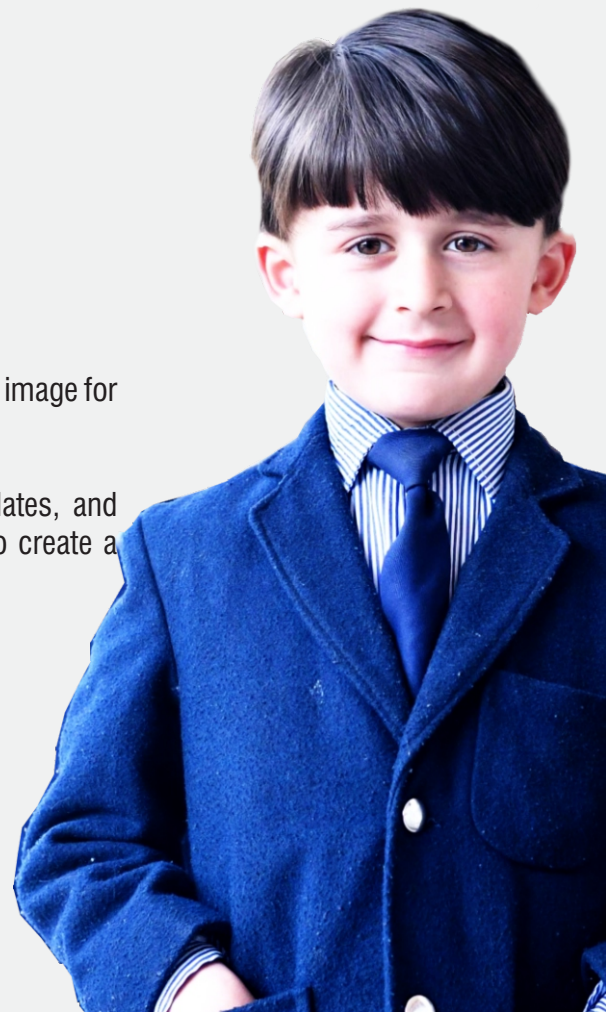
Support may offer R&D services to continually improve the educational programs, methodologies, and content.

It may involve research collaborations, curriculum updates, and incorporating innovative teaching practices to keep the franchise schools and colleges up-to-date with the latest educational trends.

Branding Support:

The system assists in building and maintaining a consistent brand image for the franchise schools and colleges.

It may provide branding guidelines, marketing materials, templates, and support in designing websites or other promotional materials to create a unified brand identity.





ICMS Education System Support

Warehouse Supplies Support:

The ICMS Education System

Support may offer a centralized supply chain management system to efficiently manage inventory and procure educational resources and supplies. It ensures timely delivery of materials, reduces costs, and provides access to a wide range of educational resources.





How to Become a Franchisee

1.Information:

New/Potential franchisee gets preliminary information from corporate website, Electronic and Print Media, Hourdings advertisements, social media, word of mouth referrals etc.

2.Register with us:

Applicants can apply through our website by providing:

- Details of applicant/profile • Area of interest

3.Initial Briefing of Model:

- Our team will brief about ICMS School and College Systems project
- Basic requirements ICMS School and College System

4.QA team visit and QA report:

Quality assurance(QA) team will visit the site and give their feedback:

- Site is satisfactory or not
- Area has potential for School or college or both





How to Become a Franchisee

5. Signing of MOU:

After receiving the QA's satisfactory report:

- MOU will be signed
- 100% upfront franchise fee will be charged.

6. Support after the MOU:

- Full support is given for renovation and new constructions.
- Brand guidelines for campus signage.

7. QA Team Follow up visit:

A follow up visit by QA team for guidelines and to meet the defined quality standards.

8. Agreement Signing:

- Upon satisfaction QA will approve the campus and initiate all concerned department.
- HO legal department will issue the agreement to the campus.
- This will convert the potential client into a business partner.

9. Onboard / Orientation:

After contract signing ICMS will provide following:

- Operation Manuals
- Academic support
- Teachers and Parents orientation
- LMS Training



Franchising Models

ICMS offers four basic franchise models.

MODEL NO 1

ICMS School

Our first model is for ICMS schools with classes from Play Group to Matriculation.

MODEL NO 2

ICMS College

The second model offered is for ICMS College. FSc classes for pre-engineering, pre-medical and computer sciences will be conducted in this case.

MODEL NO 3

Comprehensive Franchise

ICMS SCHOOL AND COLLEGE SYSTEM

If the franchisee wishes for a large scale project then they can opt for our third model of comprehensive franchise. In this case they are allowed to conduct classes of both school and college. The franchisee must fulfil the land requirement of minimum 4 kanal for this model.

MODEL NO 4

Conversion of Already Existing School

This model is for those franchisees who already have a school or College or both with a local name but now they wish to get attached to a popular educational brand such as ICMS. In such case the franchisee can change the name to ICMS school or ICMS College or ICMS School and College System





ICMS Financial Model

Franchise License Fee

Following are the details of some of the franchise models:

FRANCHISE FEE FOR SCHOOL

- The franchise fee from Play Group to Matric is:Rs.1,500,000
- 15 lac rupees (Negotiable)

AREA COVERED

- For Semi Urban 2 km area give school franchise in the radius of 1 Kilometre for urban areas.
- For semi rural area we give franchise in the radius of 3 kilometres.
- For rural areas we give franchise in 5 kilometres radius.

ROYALTY:

- 10% royalty on gross revenue with be collected by ICMS School System on every monthly collection of fees.

FRANCHISE FEE FOR COLLEGE

- Franchise fees for college is Rs. 25 lac rupees (Negotiable)

AREA COVERED:

- An ICMS college franchise is given within the radius of 10 kilometres



Investment Models

A person with enough financial capability can invest in any of the ICMS models.

ICMS has 100 % success ratio in the following investment models:

1. Own ICMS School Franchise
2. Own ICMS College Franchise
3. Own ICMS Coaching Academy franchise
4. Conversion of Existing School into ICMS School System
5. Conversion of Existing College into ICMS College System
6. Purchasing Master franchise with exclusive rights for each district for Schools and Colleges
- Purchasing Master Franchise with exclusive rights for each Region / Division for School, College and Academy
8. Head office manages franchise for investors
9. Invest in ICMS current projects and become a share holder in it with 10 % to 50% share holding.
10. Joint Venture (JV) for my new project under the name of ICMS





Building and Infrastructure

With the complete support from ICMS Education System,

The Franchisee will establish, manage and operate a campus area of approximately:
Minimum Requirements for School building is

- Two(2)-Kanals for running Comprehensive School (Playgroup to Class 10th).
Minimum requirements for College

- Four(2)-Kanals for ICMS College separately
Moreover, The Franchisee is responsible to establish the campus according to the standards specified by Franchisor / ICMS.

ACADEMIC & SUPPORTING INFRASTRUCTURE REQUIREMENTS

- * 14 Standard Rooms @ (18' * 22')
- * Library (16' * 22')
- * Computer Lab (18' * 22')
- * Science Lab (18' * 22')
- * Principal Office (14' * 16')
- * Reception (14' * 16')
- * Admin office
- * Waiting Area for guests
- * Staff room (18' * 22')
- * Accounts Office
- * Washrooms for staff
- * Lavatories for students





Smart Education

ICMS has always tried to keep up with the changing surroundings and to keep our students and our staff members up-to-date we promote smart learning in our campuses through two basic features:

Interactive Dashboard:

An Interactive dashboard that shows complete and brief information regarding the school's students, staff, admissions, expenses, defaulters, to do tasks and other information like today's students birthday.

E-Learning (LMS):*

- Live lectures
- Recorded video upload
- Youtube links
- Lecture feedback
- Lecture discussion through comments
- Students analytics





Quality Assurance

Our Monitoring team carries out periodic Monitoring and Evaluation (M&E) visits to support and ensure conformity to the quality & standards of ICMS. The ME process identifies areas that need to be strengthened and improved, thus re-aligning the school on the path of excellence.

The M&E procedure includes:

- School Evaluation
- Copy Checking
- Monitoring
- Student Observation & Evaluation
- Compliance with Academic support
- Classroom Observation
- Conformity with the Policies
- Classroom management
- Daily Practices
- Principal/ Leadership Evaluation
- Interaction with Staff
- Staff development
- Communication Mechanism
- Record Keeping
- Periodic review
- Reports





Curriculum Support

Our curriculum support focuses on 21st-century learning, critical thinking & project-based approaches that enable students to reach their greatest potential. The curriculum features a range of learning activities using different tools, The holistically designed curriculum cultivates analytical and creative abilities of the students.

The curriculum support includes:

- Guidelines for the teacher
- Evaluation Sheets
- Format for written work
- Test Sheets
- Lesson plan
- Lesson Activity sheets





HR Trining

Human Resource is considered to be the backbone of any campus. It must be trained and skilled so that it may operate the campus as per SOPs and Standards set. Before initiating the activity at campus, Head Office provides HR training as per following modules:

- Module I: Campus Management
- Module II: Marketing Management
- Module III: HR Management
- Module IV: Admission Management
- Module V: Financial Planning and Management
- Module VI: Brand Management





Teacher Trining

- Module I: Curriculum Management
- Module II: Lesson Planning
- Module III: Teaching Techniques
- Module IV: Assessment Techniques
- Module V: Teaching Strategies For English
- Module VI: Teaching Strategies For Math
- Module VII: Teaching Strategies For Urdu
- Module VIII: Teaching Strategies For Social Studies/Pak Studies
- Module IX: Teaching Strategies For General Science
- Module X: Teaching Strategies For Biology
- Module XI: Teaching Strategies For Chemistry
- Module XII: Teaching Strategies For Physics
- Module XIII: Teaching Strategies For Knowledge & Skills



CORE VALUES

ICMS

At ICMS we are committed to instil these core-values in our students:





Franchising Models

ICMS offers 9 basic franchise models;

MODEL NO 1

ICMS School System (Pre-School level) From Play Group, KG to Nursery

MODEL NO 2

ICMS School System (Junior level) From play group to class 2nd

MODEL NO 3

ICMS School System (Primary level) From play group to class 5th

MODEL NO 4

ICMS School System (Middle school level) From Play group to class 8th

MODEL NO 5

ICMS School System (High School Level) From play group to class 10th

MODEL NO 6

ICMS College System for boys First year and 2nd year Fsc.
classes for pre-engineering, pre-medical and computer sciences

MODEL NO 7

ICMS College System for Girls
First year year and 2nd year
Fsc. classes for pre-engineering, pre-medical and computer sciences

MODEL NO 8

ICMS Coaching Academy

MODEL NO 9

Conversion of Already Existing School This model is for those franchisees who already have a school or College or both with a local name but now they wish to get attached to a popular educational brand such as ICMS.

In such case the franchisee can change the name to ICMS school or ICMS College or ICMS School and College System



Our Franchise Models For New School

PRE
SCHOOL

JUNIOR
SCHOOL

PRE SCHOOL + JUNIOR SCHOOL +
PRE SCHOOL TO LEVEL 5

COMPREHENSIVE SCHOOL
PRE-SCHOOL TO GRADE 7

COMPREHENSIVE HIGH SCHOOL
PRE-SCHOOL TO GRADE 10

ICMS COLLEGE GRADE
11TH AND 12TH

#	Franchise Options	Initial Franchise Fee	MOU	Security	Monthly Royalty for 1st year	Monthly Royalty for 2nd year
01	Pre-School	350,000/-	100,000/-	100,000/-	10%	10%
02	Junior School	450,000/-	100,000/-	100,000/-	10%	10%
03	Pre School + Junior School Pre-school to Level-5	600,000/-	100,000/-	100,000/-	10%	10%
04	Comprehensive School Pre-School to Grade-10	750,000/-	100,000/-	100,000/-	10%	10%
05	Comprehensive High School Pre-School to Grade-10	850,000/-	100,000/-	100,000/-	10%	10%
06	ICMS College Grade 11 and 12	500,000/-	100,000/-	100,000/-	10%	10%



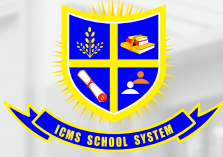
Our Support to Franchise System

Support Offered to the Franchise Partner.

The management will provide maximum support to our Business Partners in the following areas:

- Sales and growth Department
- Marketing and Media Department
- Administration Department
- Quality Assurance and Performance Enhancement cell
- Academics Department
- Human Resources Management Department
- Continuous Professional Development Unit
- Accounts and Finance department





**ICMS SCHOOL
SYSTEM**

تعلیم سے تخلیق تک



**ICMS COLLEGE
SYSTEM**

تعلیم سے تخلیق تک

Franchise Head Office, Peshawar

KHYBER CAMPUS

ICMS Education System, Jamrud Road, Opposite BISE – Peshawar

Ph: 091-5851634-6 Email: info@icms.edu.pk



**ICMS EDUCATION
SYSTEM**

تعلیم سے تخلیق تک

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www.icms.com.pk

