



**Royal Lyceum**

The School of Excellence

# FRANCHISE BOOKLET





# TABLE OF CONTENTS

## PAGE NO.



|                                   |    |
|-----------------------------------|----|
| 01 INTRODUCTION                   | 02 |
| 02 VISION & MISSION / CORE VALUES | 04 |
| 03 OUR IDENTITY                   | 06 |
| 04 WHY US                         | 08 |
| 05 FRANCHISE CATEGORIES           | 12 |
| 06 SINGLE FRANCHISE               | 14 |
| 07 FINANCIAL GUIDANCE             | 16 |
| 08 INFRASTRUCTURAL REQUIREMENTS   | 18 |
| 09 FRANCHISE PROCEDURE            | 20 |





**Royal Lyceum**

The School of Excellence

# INTRODUCTION

Royal Lyceum, the School of Excellence is a project of Lyceum group of schools having its footprints in the field of education since 1984. Our top concern is the education and preparation of tomorrow's conscience leaders. Our target is to inculcate quality education in the general population. We are here to serve the great citizens of this country by educating their youth and setting them up to become socially responsible citizens and professionals. Royal Lyceum, the School of Excellence inherits its work ethics and professional stature from its counterpart. We possess a deep understanding of the educational foreground and market knowledge and we are determined to use latest tools to educate the youth.







**Royal Lyceum**  
The School of Excellence





**Royal Lyceum**

The School of Excellence

# VISION & MISSION

## ◆ Our Vision

Our vision is to create educated society by providing affordable and quality education to the masses.

## ◆ Our Mission

Our mission is to enable greatness, happiness and well-being in all.

## ◆ Core Values

- ✓ Excellence
- ✓ Integrity
- ✓ Perseverance
- ✓ Respect





Success

Solution

Business Strategy

- Innovation
- Branding
- Solution
- Marketing
- Analysis
- Ideas
- Success
- Management

- Innovation
- Branding
- Solution
- Marketing
- Analysis
- Ideas
- Success
- Management

● SOCIAL NETWORK





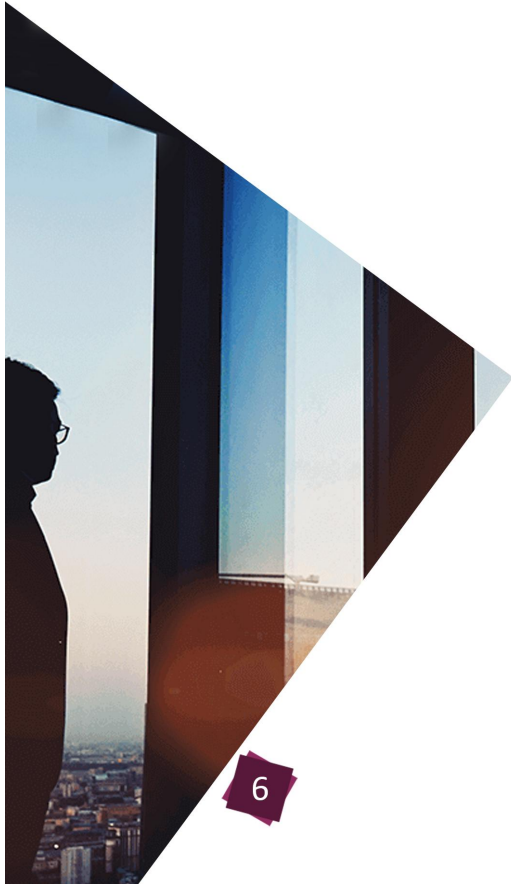
**Royal Lyceum**

The School of Excellence

# OUR IDENTITY

Royal Lyceum, the school excellence of is a project of Lyceum Group of Schools which focuses on providing affordable education to the youth of Pakistan. Royal lyceum, the school excellence is built upon the foundation of its core values which reflect in each and every area of its operations. Our team is always committed to provide the best service for learners and attractive investment options for investors. Our teaching and management philosophies are tried and tested that produce results and challenge the status quo. We believe in positive change and that is why our team is ever evolving and always transforming to compensate for the natural shift of circumstance.

Education has always been a noble profession and catering to the academic need of the youth of Pakistan has become a passion for our team. This passion is driven by determination and diligence and fueled by the desire to see children succeed and excel in the sphere of academics. We invite you to come and join us on this incredible journey that leads to the enlightenment of our society.







**Royal Lyceum**

The School of Excellence







**Royal Lyceum**

The School of Excellence

## WHY US?

Every organization has a purpose, and our purpose is to become the best educator through its enhanced teaching and management techniques. Our team members cannot be described as conventional employees, these individuals can be categorized as organizational members who are committed to put in the extra effort and go the extra mile to make sure that we deliver value to our customers and investors.

In order to become a member of the Royal Lyceum School System network the potential stakeholder must foster the discipline and dedication required to operate as part of the Royal Lyceum School System. You will be accommodated with several benefits including the use of the institute's signature brand name and will also be awarded the legal right to operate under the institute's trademark.



Royal Lyceum Project of American Lyceum  
International School.





**Royal Lyceum**

The School of Excellence

## OTHER FEATURES

- ◆ A Project of Lyceum Group of Schools
- ◆ Cambridge Global
- ◆ National and International Brand Recognition
- ◆ Study Planners
- ◆ School Manager Software and Mobile App
- ◆ Inter Branch Transfer Facility
- ◆ Handsome Profits
- ◆ Teacher and Staff Trainings.
- ◆ Logistic Support/ Economy of Scale:
- ◆ Legal support
- ◆ Quality Assurance Support
- ◆ Business and campus Development Plan
- ◆ Marketing and Promotions







**Royal Lyceum**

The School of Excellence





**Royal Lyceum**

The School of Excellence

## Franchise Categories

- ◆ Franchise Leader (for a city or area)
- ◆ Single Franchise

## Franchise Leader

Depends upon the city and area. Contact to know the cost.





**Royal Lyceum**  
The School of Excellence





**Royal Lyceum**

The School of Excellence

## Single Franchise

| Franchise Price                              |                |
|--|----------------|
| Franchise (Primary – Playgroup till Grade V) | Rs.800,000/-   |
| Franchise (Matric)                           | Rs.10,00,000/- |
| Royalty                                      | 10%            |

- ◆ Franchise can be upgraded to the next level by paying a fee of Rs. 300,000/-









**Royal Lyceum**

The School of Excellence

## Financial Guidance (Fee Structure of the School)

| One Time Payable |            |
|------------------|------------|
| Registration Fee | Rs. 200/-  |
| Admission Fee    | Rs. 1500/- |

| Monthly Fee (Fee Structure) |            |
|-----------------------------|------------|
| Play Group to Grade 1       | Rs. 2100/- |
| Grade 2 to Grade 4          | Rs. 2250/- |
| Grade 5 to Grade 8          | Rs. 2450/- |
| Grade 9 & 10                | Rs. 2750/- |







**Royal Lyceum**  
The School of Excellence

**Royal Lyceum**  
The School of Excellence





# Infrastructural Requirements:

---

## Rooms

- ◆ One classroom for each grade
- ◆ One office/reception
- ◆ One room for lab/computer lab/lib
- ◆ Washrooms (1 for every 80 children)

## Other facilities

- ◆ Internet connection
- ◆ One computer for office
- ◆ 5 computers for lab
- ◆ Electric water cooler
- ◆ Swings (as required)

Detailed specifications will be provided afterwards



**Royal Lyceum**

The School of Excellence





**Royal Lyceum**

The School of Excellence

# FRANCHISE PROCEDURE

## ◆ STEP: 1

Submit the initial form attached with this booklet or fill the online form at <http://www.royallyceum.com/franchise/apply> .The pictures of the building are to be attached with the form.

## ◆ STEP: 2

If the franchise manager gives the initial approval then he will require you to deposit the 10% of the franchise fee for the Physical visit of the team.

## ◆ STEP: 3

If the franchise team finally approves the campus after the physical visit, you will be required to deposit the franchise fee and the agreement will be signed.

## ◆ STEP: 4

The franchise license will be issued.

## ◆ STEP: 5

Initial campus preparations and hiring of staff will take place along with trainings and installation of software etc.







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



[info@royallyceum.com](mailto:info@royallyceum.com)



[royallyceum](https://www.instagram.com/royallyceum)



[@LyceumRoyal](https://twitter.com/LyceumRoyal)



[@lyceumroyal](https://www.facebook.com/lyceumroyal)