



Pingu's English

Children love learning with Pingu's English



Transform your business future today

Discover a multi-billion dollar business with the Award Winning Pingu TV Character

The early years are recognised as critical for children's development and prosperity. Parents are willing to spend a significant proportion of their income to ensure their child gets a good head start in life.



The English language learning industry is worth an estimated \$50 billion worldwide



- Pingu's English provides the ONLY language course based around the lovable and award-winning character, Pingu, combined with the experience of a global language training provider. It's a winning combination.
- Our unique children's English language program offers flexible business models for franchisees with marketing support at your fingertips.



Have You Considered an Education Franchise?

The opportunities for growth are endless

We provide the best children's English training method in a **safe, branded and happy environment**. An educational, fun and entertaining children's English language training franchise based on the enormously popular animated television character, Pingu.

There is a range of BUSINESS MODELS that can be applied to your new Pingu's English business. These include, but are not limited to:

- Branded school-based strategy
- Nationwide network of Pingu's English schools, which could be either licensed, franchised or corporately-owned
- Program licensing strategy
- The adoption of Pingu's English by established kindergartens and other early years providers



A projected 2 billion people across the globe will learn English in the next 10-15 years



Over 78% of franchisees said they would recommend their franchise brand to others



- The purchase of a franchise business is one of the biggest decisions a person makes in their professional life. You have to make sure that you're finding the opportunity that is perfect for you.
- The market is estimated at over **\$50 billion** in annual revenue!

Why invest?

Pingu's English is the breakthrough language course that is revolutionising the teaching of English to young children of **3 – 8+ years**.

Pingu's English is a four level American English children's course, based on the hugely popular children's TV series Pingu™ which has been viewed by over one billion people, on 160 TV channels worldwide.

Inspired by the loveable penguin and his everyday adventures in the South Pole, this innovative character-based course is designed for use within Pingu's English Schools, kindergartens and other early year's providers, as well as by parents and children at home.

Created in 2007, Pingu's English is already proving a successful formula across Europe, the Middle East, Latin America and Asia.

With global franchising opportunities available, now is your chance to join our expanding global Franchisee network and capitalise on the growing children's English training market in your country.



Enjoy up to a 30% return on investment with a Pingu's English Franchise



Gross profits for a franchise business in the children's education sector range from 60-90%

Our Heritage – since 1901

Pingu's English is produced by the Linguaphone Group, the UK based world-leading language training provider with over **115 years** of experience in the market place.

Every day, our global network of licensed partners helps thousands of adults and children learn a new language, through our wide range of language courses, sold in over 60 countries. Our experience, knowledge and global training expertise have earned us the reputation as a world-leading authority in language training.

Unique methodology

Pingu's English engages children right from the start with highly stimulating topics and situations. The unique syllabus uses a wide variety of imaginative activities and multimedia resources such as pictures, songs, stories, games and making things. Pingu's English helps each child find the learning style that suits them best.

- Develops fundamental creative and learning skills
- Uses an extensive range of multimedia learning and support materials
- Assesses children continually to ensure success
- Includes a wide range of entertaining and educational activities
- Developed by leading experts in the field of child education

Pingu's English Levels



The Learning Experience

Children will receive:

- **Course Materials**
 - High quality Study Materials and Activity Pack
- **Face-to-face Teaching:**
 - Introduction
 - Expansion
 - Consolidation: Practice, Activity, Games/play, Songs
 - Assessment & Review
- **First Class Customer Service**



Benefits of Franchising

The global brand appeal of Pingu™ combined with the reputation of the Linguaphone Group will ensure a strong competitive advantage from the start.

By using the Pingu's English proven language-training system, you can enjoy these benefits.

- Established brand
- Easier access to funds
- Hassle-free start
- Ownership
- Training
- Proven business
- Web Leads and Internet Marketing Support
- Advertising
- On-going support
- Quick set-up times

The extensive range of support you can expect from us includes:

- World-leading teaching and multimedia resources, including teaching manuals, dedicated lesson plans and a parent's guide
- A personalised training programme delivered in-country
- Ongoing business development consultancy, as well as first-class marketing and PR support, from Linguaphone Group Head Office personnel
- Management, operational and marketing manuals
- Exclusive access to the Linguaphone Group Extranet and other management software, to download all marketing campaigns and Pingu's English imagery

Success Stories

Enjoy the recent success stories of our entrepreneurs who chose Pingu's English:

www.linguaphonegroup.com/case-studies



Daniele Arboit
Master Franchisee - Italy



Dr. Nipat Ungpakornkaew
Master Franchisee - Thailand



Sniežana Daubariene
Master Franchisee - Lithuania





Do I need to have previous language teaching experience?

No, it's not essential to have this experience, although it may be helpful to you if you have taught, or worked in a language school.

Do I need to have experience in franchising?

Whilst it's important that you share a passion for education, most of our successful partners did not have prior experience in franchising. We've done the hard work for you by building comprehensive education material and gaining over 115 years of expertise in language training!

What costs are involved?

Every market has different costs according to the market potential.

What background should I have to be part of the Pingu's English Network?

Investor

- A business seeking diversification or entrepreneurs looking for a new and rewarding opportunity

Kindergarten or early year's provider

- An existing early year's provider with an established network of kindergartens, crèches, cram schools or day-care nurseries

Language school or training networks

- An existing training provider with an established network of language or training school facilities for adults or older children

Nationwide distributors of education products

- Well-established nationwide distributors of education products or home-study materials through direct to market channels – via retail, door-to-door sales, telesales, part-works, etc.



Contact us today:

+44 (0)20 8687 6104

opportunities@pingusenglish.com

www.pingusenglish.com



© 2019 The Pygos Group. A HIT Entertainment company
The Pingu name and character and the Pingu knapsack logo are trademarks of the Pygos Group
Pingu's English is part of the Linguaphone Group



We are launching a UNIQUE Kindergarten project in 2017 in collaboration with Kingston University.

[Contact us to find out more!](#)

Cambridge English Language Assessment

Exam Preparation Centre



www.twitter.com/pingusenglish



www.facebook.com/pingusenglish



www.plus.google.com/+Pingusenglish

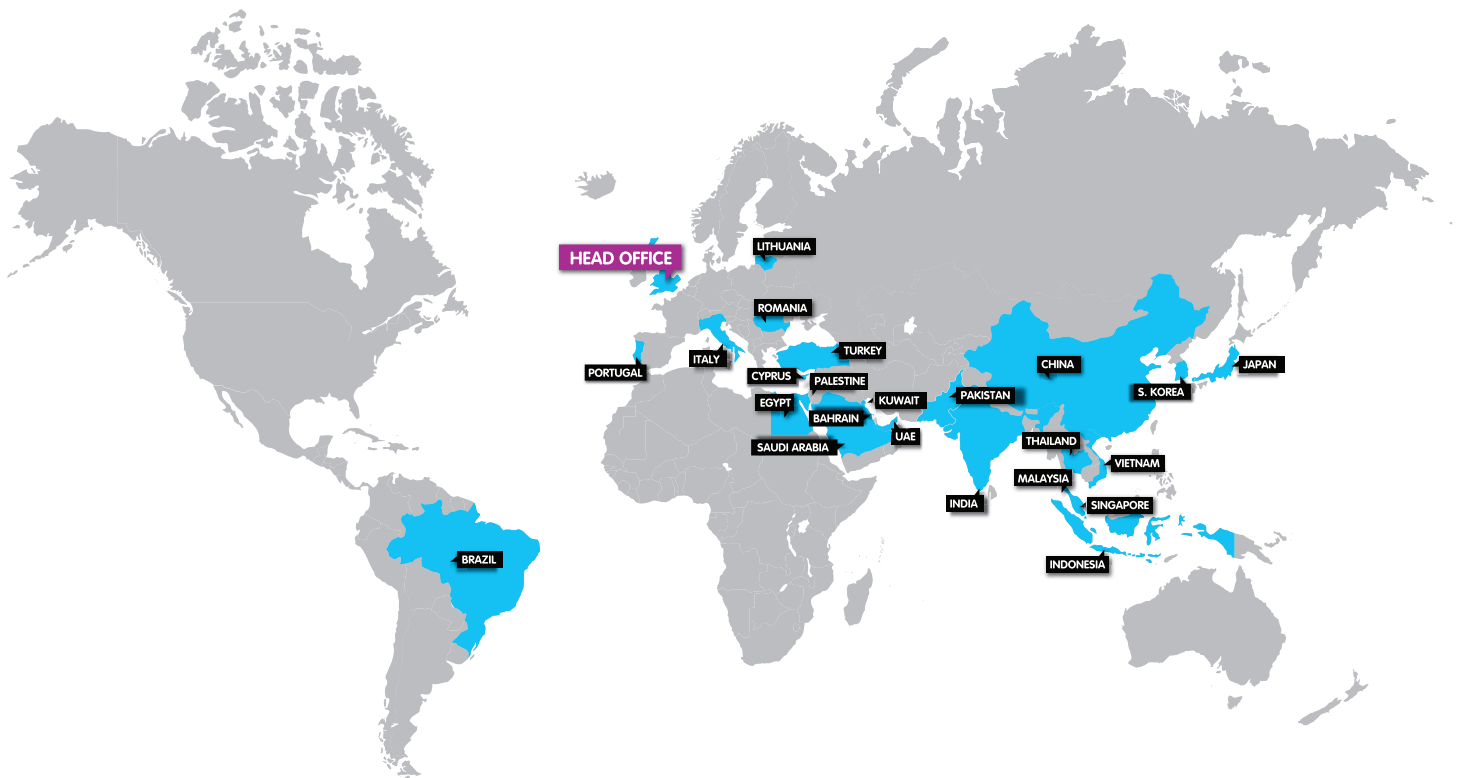


www.linkedin.com/company/pingu's-english-official-global-page-

หลักสูตรภาษาอังกฤษพังกู
ผ่านการพิจารณาจาก
กระทรวงศึกษาธิการ
ในปี พ.ศ. 2552



Join our Growing Global Network



ติดต่อสอบถาม:

บริษัท คลับอะคาเดมี จำกัด

ผู้รับอนุญาตลิขสิทธิ์ Pingu's English ในประเทศไทย

 www.clubacademia.co.th

 info@clubacademia.net

 www.facebook.com/pingusenglish.thailand

 @pingusenglish

 www.pingusenglish.ac.th

 +66 2 652 0806, +668 1958 0085