

FRANCHISE FEE STRUCTURE

FRANCHISE MODEL DETAILS

School Type:	K-12 (Grades 1-12) and Kindergarten (ages 3-6)
Franchise Format:	Full operational support from pre-launch to post-launch.

FRANCHISE FEES AND CHARGES

This section outlines all the fees and charges associated with Premiera franchise, both one-time and ongoing.

K-12 SCHOOLS

Initial Franchise Fee:	This is a one-time payment for entering the franchise system.
Standard Range:	50,000 - \$150,000 depending on the market and the size of the school.
Ongoing Royalty Fees:	Percentage of gross revenue, typically between 5% and 8%.
Marketing Fees:	Usually 2% to 3% of gross revenue, contributing to both local and national/international marketing campaigns.
Training Fees:	Initial training is included, but ongoing training and professional development may have separate fees, as determined and agreed by both parties.
Renewal Fees:	These are the fees charged when renewing the franchise agreement after its initial term (typically 5-10 years) has concluded.
Technology and Curriculum Fees:	Annual fees for digital learning platforms, learning management systems, and curriculum updates. Usually range from \$10,000 - \$30,000 annually.

KINDERGARTEN

Initial Franchise Fee:	\$20,000 - \$50,000
Royalty Fees:	5% of gross revenue.
Marketing Fees:	2% of gross revenue.
Training Fees:	For leaders, teachers and administrative staff, these may possibly included or charged separately.
Curriculum Fees:	Specialised early childhood curriculum access for kindergartens is typically \$5,000 - \$10,000 annually.

KEY TERMS AND CONDITIONS

Territorial Rights:	This means the territory in which the franchisee will operate, granting exclusivity within a geographic area.
Franchise Agreement Term:	5-10 years, with an option to renew.
Minimum Facility Requirements:	Facility standards include size, safety, classroom numbers, and amenities in the school.
Compliance with Local Regulations:	Franchisees must adhere to local and national educational regulations and licensing requirements.
Standard Operating Procedures (SOPs):	These are detailed guidelines on how the school/kindergarten should operate, and include hiring, safety protocols, academic standards, and parent engagement.
Training and Support:	Includes initial training for the franchisee and their team, covering all operational areas (curriculum, technology, administration, etc.).
Ongoing Support:	This means ongoing training, curriculum updates, academic management tools, marketing assistance, and operational support.
Quality Assurance and Audits:	Premiera will conduct regular assessments and audits to ensure adherence to its standards.
Reporting Obligations:	Franchisees must report regularly on their financial performance, including revenue, expenses, and student numbers.
Renewal Conditions:	These are the criteria for renewing the franchise agreement, including performance benchmarks.
Exit Terms:	This means the process for exiting the franchise or selling to a third party, typically with the franchisor's consent.

FRANCHISEE RESPONSIBILITIES

Hiring and Staffing:	Franchisees must hire qualified educators and administrative staff, aligning with Premiera's standards.
Facilities Management:	Maintain of school/kindergarten facilities, ensuring compliance with health, safety, and environmental regulations.
Local Marketing:	While the franchisor will provide national/international marketing support, franchisees are responsible for implementing any local campaigns.
Financial Management:	Franchisees must manage the school's financial operations, including fees collection, payroll, and budgeting.

FRANCHISOR SUPPORT

Pre-Opening Support:	This includes assistance with site selection, facility design, curriculum setup, and teacher training.
Operational Support:	Premiera provides ongoing guidance on school management, technology integration, and academic administration.
Marketing and Branding:	This means the use of Premiera's name and logo, access to digital marketing campaigns, promotional materials, and Intellectual Property (IP)
Curriculum and Innovation:	This means continuous curriculum audits, mapping, and updates as well as integration of new teaching methods, technologies, and tools.
Technology Systems:	Premiera will have access to the franchise's proprietary systems, including student management platforms, learning portals, and parent communication tools, that is, LMS and SIS systems.

Quality Control:	Premiera will conduct regular visits, audits, and assessments to ensure that all franchise locations maintain the highest standards of educational delivery.
STANDARD EXPENSES	
Initial Setup Costs:	Construction or renovation of the school/kindergarten building, furniture, technology setup, and learning materials.
Estimated costs for K-12 schools:	\$500,000 - \$2,000,000.
For kindergarten:	\$150,000 - \$500,000.
Operational Expenses:	Salaries, utilities, maintenance, marketing, resources, aides, and consumables.
Insurance:	Mandatory liabilities, including property, and employee insurance.
Technology and IT Infrastructure:	This means investments in e-learning platforms, online assessment tools, and interactive learning technology.
Legal Fees:	These include franchise agreement registration, local compliance fees, and any additional legal consultation.

LEGAL ASPECTS	
Franchise Disclosure Document (FDD):	This is mandatory in many regions and outlines all the financial and legal obligations of both parties.
Non-Compete Clause:	Franchisees are restricted from operating competing schools within a certain geographic area for a specified period.
Intellectual Property:	Franchisees are granted the right to use the franchisor's trademarks, logos, and proprietary, IP or content (curriculum, tools).