

LEAP, REAP & LEAD

With

SMART READER® WORLDWIDE

**- The Success Story of Growth From A Small
Business To A Global Brand**

DR K H WANG

*Group Executive Director
Smart Reader® Worldwide*

Our Business

We are the specialist in Early Childhood Education and English Language Studies. We operate three different franchise programmes. They are:

- ★ Smart Reader Kids Junior[®] (18 months to 3 years old)
- ★ Smart Reader Kids[®] (3 to 6 years old)
- ★ English For Adults & Youths[®] (12 years to adults)

Our Business

We also run tertiary studies at our very own SRI[®] College, Malaysia, which is located at Desa Sri Hartamas, with a branch campus in Kuching, Sarawak. The diploma and undergraduate programmes include:

- ★ Early Childhood Development;
- ★ English Language & Business Communication;
- ★ Entrepreneurship & Franchise Management;
- ★ Marketing Management and
- ★ Mass Communication.

Our Business

Plans are underway for the development and establishment of the Smart Reader[®] Primary and Secondary Schools, targeted for the Klang Valley, the north and the south of Peninsular Malaysia.

The Concept of Franchising

- ★ We believed that franchising was the way to go. It would be an avenue to nurture numerous individuals who shared the same vision as we did. This concept of franchising, would, in turn, expand the business quickly and surely.
- ★ The franchisees are bosses themselves and they will be more committed than the employed staff. At the very least, we will be able to oversee the heads of the operations and the problem of staffing can be looked into by the various heads.

The Concept of Franchising

- ★ In addition, the most important element is that with **little capital outlay**, but with **a wealth of knowledge** and a **treasure of experiences**, franchising serves the purpose as a catalyst in building up the franchise empire.
- ★ Our first franchised centre was set up in 1999. There has been no turning back since then. Currently, we have close to 300 centres in Malaysia and another 150 centres abroad, namely in China, Thailand, Brunei, the Philippines and the Middle East.

The Concept of Franchising

- ★ In the pipeline are destinations such as Indonesia, Oman and Qatar. We do have potential franchisees in Uganda, South Africa, the Maldives and the Fiji Islands. A business, which was once regarded as a non profit-making concern, is now making heads turn.

This concept has enabled the franchisees to:

- ★ generate a high gross profit margin of 40%;
- ★ quick returns;
- ★ stable income;
- ★ career advancement and
- ★ rewarding investment opportunities.

Through franchising, we witness:

- ★ uniformity;
- ★ standardisation;
- ★ check and control;
- ★ patent/copyright recognition;
- ★ professionalism;
- ★ integrity;
- ★ prominence and
- ★ performance.

Our USPs?

- ★ A distinctive teaching methodology – the Smart Reader Creative Teaching Methodology[®];
- ★ An exclusive curriculum designed by qualified and experienced educators;
- ★ Originality and creativity of all teaching materials;
- ★ A tested and proven effective system;
- ★ A renowned brand name;

Our USPs?

- ★ Strong parents' support and testimonies;
- ★ A track record of impressive performance by former students in Primary and Secondary years;
- ★ Professionally-trained teachers;
- ★ Updating programmes with the latest innovation and technology from constant research and developmental activities with international universities abroad;
- ★ Exclusive identity of our students.

Our brands -



now speak of:

- ★ accomplishments and achievements;
- ★ international award winning programmes;
- ★ a class above others;
- ★ trustworthiness;
- ★ effectiveness;
- ★ quality;
- ★ extensive experience;
- ★ professionalism.

True entrepreneurship can be defined as such:

- ★ It is the measurement of skills, not money.
- ★ It is the measurement of intelligence; not wealth.
- ★ It is the measurement of personal accomplishments, not family inheritance.
- ★ It is the measurement of innovation, not having repetition.
- ★ It is the measurement of followership, not just leadership.
- ★ It is the measurement of national/international contribution and not just personal fame.
- ★ It is the measurement of sustainability, and not just continuity.

Conclusion

In short, a true entrepreneur works from scratch... building something from nothing; achieving many things out of one thing.

Conclusion

I hope our experience and challenges can be an inspiring story for all. Women can become top entrepreneurs and not be regarded as second best if we firmly believe in ourselves and never be defeated by fear and failure.

WOMEN of the world unite,
You must be in the limelight,
You can create highlights,
Do not stay out of sight,
For you are always our

delight!

**Thank you
and may you be blessed
with accomplishments
and magnificence!!!**



SMART READER® WORLDWIDE SDN BHD

Thank You & See You Again



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