



# Mobile training centre opportunity fills a niche market gap

Teach children and adults much needed IT skills while reinforcing classroom content and having loads of fun – this is what Computers 4 Kids' training centre entrepreneurs are doing to meet exceptional market demand.



A small business opportunity that builds on the success of the e-Learner educational programme developed by Computers 4 Kids has seen the opening of 60 new entrepreneurial ventures, with 20 more in the pipeline, within five months of launching. This unique business can be set up in schools, homes, businesses, churches, libraries etc.

Founder Russell Pengelly's vision of creating a place where students of all ages could have fun while learning came into being when he opened the first Computers 4 Kids centre in 1994. Today his e-Learner programme is used by over 300 000 learners each day.

The launch of the business opportunity means that licensees can now open their own IT training centres from home, small office premises, shopping malls or any other convenient location and offer computer lessons after school hours to pre-school, primary and high school pupils or to preschoolers and adults in the mornings. Home-schooling families can also be targeted.

### Empowerment through ICT Education

Pengelly says that the internationally endorsed e-Learner information and communication

technology (ICT) curriculum is hugely appealing to parents who, despite the tough times, still want the best for their children. The certification also sets licensees apart from other players in the market as they are able offer a unique service to schools, businesses, pre-schools and the general community.

As the certification is benchmarked internationally, the quality of tuition and lesson content is of an international standard, and yet still South African.

"The main difference between our internationally-endorsed programme and other products is that we offer an integrated approach to learning about ICT and fill the gap where schools and class teachers are possibly failing. Learners study language, maths, EMS and other areas while working towards an international IT certificate; a unique approach consolidating classroom content in a fun way," explains Pengelly.

The business model is expanding rapidly into Africa with licensees in most Southern African countries. Master licenses are also available to entrepreneurs who have the passion and drive to roll out this exciting opportunity in their own country. Pengelly and marketing director Brett Levine will be travelling to the UAE, Egypt, Qatar and Australia shortly to launch the business there. There are several product variations within the master license, including a schools programme, an entrepreneurial model and an online version.

### The business opportunity

According to Pengelly, prospective licensees should be enthusiastic and have a passion for education and IT. Full training is provided. The lesson plans detail all the ICT applications used, the learning areas covered and the objectives and outcomes of the lessons, all in a step-by-step fashion and all customised to

local educational requirements.

"An educational programme for adult learners is also available, suitable for training small business staff on-site, for example," says Levine. Adults also receive international IT certification at the end of the short course.

### The investment

The R49 900 license fee includes everything needed to start and run the business, including all the hardware, software and resources such as planning tools, educational games and typing tutors. The curriculum is supplied in English, Afrikaans, Xhosa and Zulu. Other local language versions will available in 2010. Intensive product and marketing training is included in this business offering in addition to a vast library of marketing material such as adverts, brochures, pamphlets, presentations etc.

A monthly royalty fee of R228 per laptop is payable by all licensees for the duration of the five-year renewable contract. This fixed monthly royalty is easily recovered from just one learner, according to Pengelly.

Levine says that by using the four laptops provided as part of the package and presenting hourly lessons to a maximum of 80 learners a week, entrepreneurs can potentially earn R20 000 a month, working for four hours a day, five days a week.

He says Computers 4 Kids does not dictate the hourly or monthly rate to be charged by licensees but can offer guidance on this. This exciting business opportunity is not only geared towards empowering entrepreneurs, but also the community in general.

For further information please visit: [www.computers4kids.co.za](http://www.computers4kids.co.za), email: [brett@computers4kids.co.za](mailto:brett@computers4kids.co.za) or call: 083 644 1090.

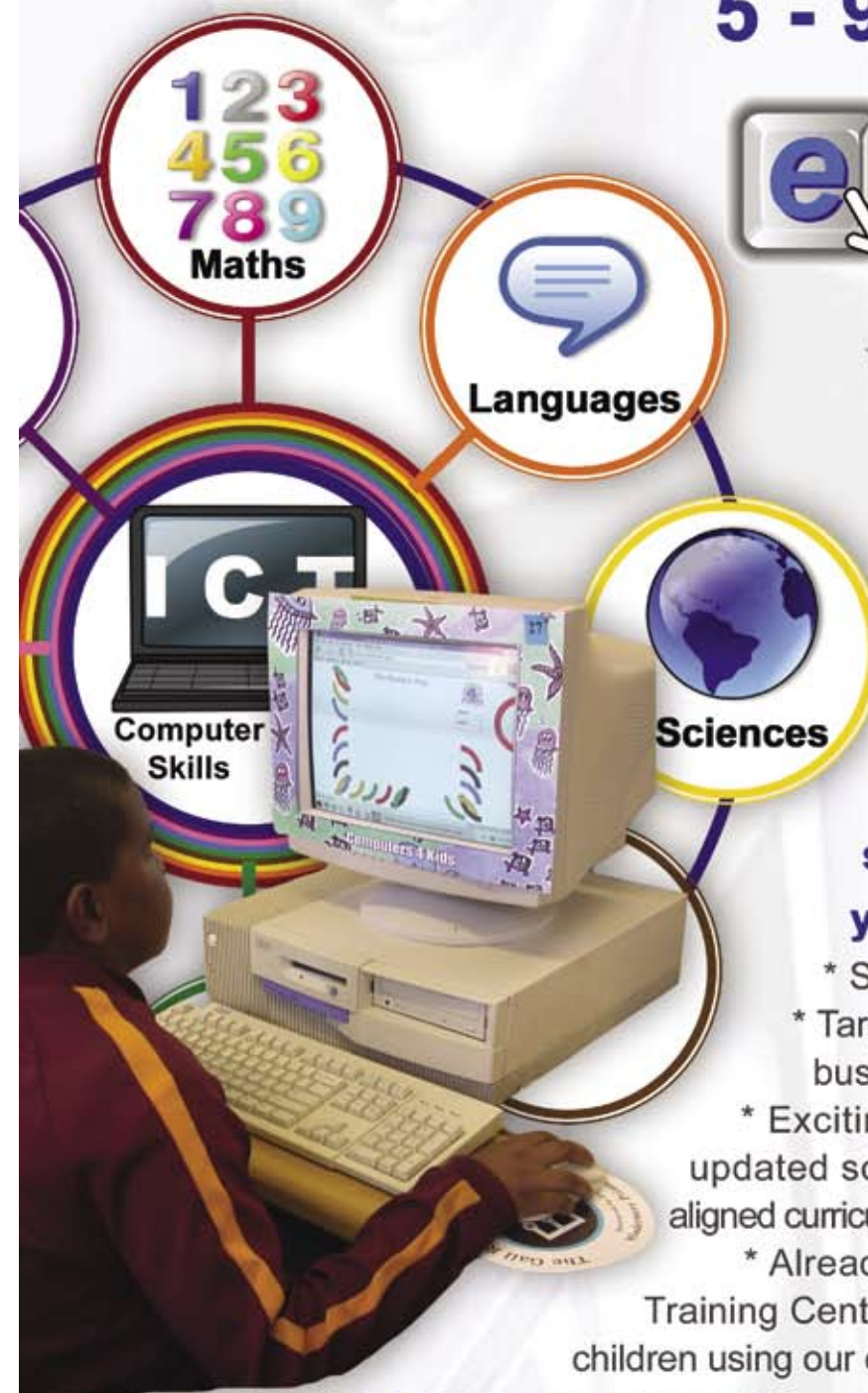
# IT Franchise Opportunity

- Your own IT Centre for R49 900
- Offer OBE IT lessons for ages 5 - 95 years

## e-Learner



Endorsed by the ECDL Foundation



**Turnkey solution includes all hardware, internationally endorsed software curriculum, manuals, marketing material, training, stationery, etc - in fact everything you need to start your own business!**

- \* Set up at home, schools, businesses etc
- \* Target pre-primary, primary and high schools, businesses and many more.

\* Exciting, fun and continually updated software linked to NCS aligned curriculum to reinforce learning.

\* Already in 500 schools and Training Centres with over 300 000 children using our courseware every day!



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