



IMPERIAL[™]
ENGLISH  UK

PARTNERSHIP PROPOSAL

Collaborate to deliver the best quality
English skills courses



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Greetings,

This partnership proposal has been prepared by Imperial English UK especially for you, with whom we would like to collaborate with on the mission of delivering the best quality English skills courses at the most competitive prices.

Imperial English UK is a trusted British English brand with an international presence in over 25 countries. Our partners enjoy many benefits without paying any partnership, renewal, or royalty fees.

Collaborate with us to enjoy exclusive benefits:

- A. Work with a trusted British brand
- B. Offer quality English courses
- C. Award learners a British certificate
- D. 100% digital courses on our world-class apps
- E. Deliver courses face-to-face or online via Zoom / Skype
- F. Receive comprehensive support
 - Teacher Training
 - UK Academic and Cultural Tours
 - Free paperless management portal
 - Free personalised webpage, e-flyers, e-brochures for marketing and promotions
- G. Heavily Subsidised Fees
 - The biggest partnership benefit is our low course fees. No other fees are charged. You as a partner have complete authority to decide the course fees to charge students and keep 100% of these fees.

Our partnership model is underpinned to help our partners:

- generate extra income and profits
- establish an exemplary 'Centre of Excellence in English Education'
- to start up immediately by having simple and easy procedures

It is hoped this partnership proposal will provide all the information you require and the rationale to form a partnership. Please contact us to arrange a Zoom meeting to explore this further.

We thank you for your time and look forward to hearing from you soon.

Yours Sincerely,

Dr Govind Desai (PhD Leicester Uni)
Director

ABOUT US

A TRUSTED BRITISH BRAND

Imperial English UK is an established British brand for English language learning and teaching. We have created over 150 English language products and are pioneers in English language learning and teaching with our world class applications.

Our English Language Learning courses are approved by a UK government awarding body regulated by Ofqual. The courses are designed and developed by renowned language experts and have been mapped against British and international standards including, Common European Framework and IELTS.

Our interactive apps are becoming increasingly popular amongst academic institutes around the world as the preferred choice to test their learners' English proficiency levels and teach English skills courses.

PARTNERSHIP OPPORTUNITY

We are looking for partners to work with us in delivering British standard English language courses and teacher training.

This partnership is open to individuals and existing organisations including:

Academic Institutions: high schools, college, university language centres etc.

Government Organisations: Ministry of Higher Education, Human Resources, Defence etc.

Businesses: private and public companies, industries, NGOs etc.

Professionals: investors, teachers, consultants etc.

PARTNERSHIP MODEL

In both models, our course is taught by the partner's teachers at the partner's premises or live online.

Model 1: Deliver our courses in partnership

as a part of skills development, activities, curriculum or learner support

Model 2: Deliver our courses independently

by setting up your own Imperial English Academy

PARTNERSHIP BENEFITS

1

Offer quality English courses

2

Award learners a British certificate

3

Teach courses face-to-face or online via Zoom / Skype

- On computers, laptops, tablets and phones

4

100% digital delivery using our world class Apps

5

Comprehensive support

- 5.1 Teacher Training
- 5.2 UK Academic and Cultural Tours
- 5.3 Management portal
- 5.4 Personalised webpage, e-flyers, e-brochures

6

Biggest benefit - heavily subsidised fees

7

Profitable model

1 OFFER QUALITY ENGLISH COURSES

Our courses meet British, European and IELTS standards

Elementary

IELTS 3.5-4.5
CEFR A2-B1

General English: 60 hours

Academic English: 15 hours

Duration: 75 hours

Intermediate

IELTS 4.5-5.5
CEFR B1-B2

General English: 60 hours

Academic English: 30 hours

Duration: 90 hours

Advanced

IELTS 5.5-6.5
CEFR B2-C1

General English: 60 hours

Academic English: 30 hours

Duration: 90 hours

Course Features

- Follow scientific approaches and pedagogy as used in the UK with integrated quality standards.
- Has been written by specialists with over 35 years of teaching experience
- Has content that is contemporary, creative and innovative
- Is mapped against the Common European Framework (CEFR), British level and IELTS
- Internationally trialled by students from over 25 countries including Spain, Japan, Russia, Italy, Brazil.

Integrated Skills Approach

All our courses follow an integrated skills approach covering core skill areas including general, academic & life skills.

General English Skills

Reading
Writing
Speaking
Listening
Grammar
Vocabulary
and more...

Academic English Skills

Presentations
Critical thinking
Research
Note taking
Essays
Referencing
and more...

Life & Soft Skills

Communication
Team building
Time management
IT skills
Creativity and problem solving
and more...

2

AWARD LEARNERS A BRITISH CERTIFICATE

Recognised Internationally

Certificates are awarded on portfolio-based assessment (no formal examination is required)

Upon successful completion of the courses, learners can receive a certificate:

- Awarded by Imperial English UK
- Jointly awarded by the partner organisation and Imperial English UK.
- Awarded by a UK government regulated awarding body (Ofqual)



3

TEACH COURSES

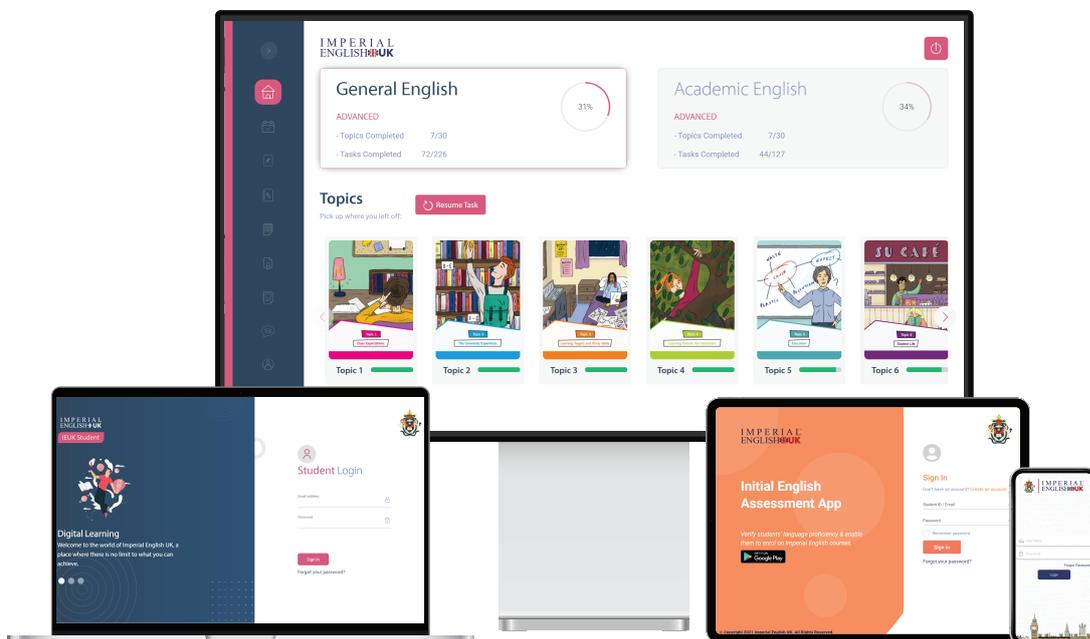
Face-to-face in classroom setting

or

Online e.g. Skype / Zoom

100%
DIGITAL
DELIVERY

Using laptops, computers, tablets and phones



4

100% DIGITAL DELIVERY WITH WORLD CLASS APPS

TECHNOLOGY-BASED LEARNING

Easy to use, efficient and modern



IEUK Test

This app is used to verify students' language proficiency and enable them to begin Imperial English Courses.



IEUK Student

This app is used by students to learn the Imperial English UK courses and manage their learning.



IEUK Teacher

This app is used by teachers to deliver the Imperial English UK courses and manage their classes.



IEUK TESOL

This app is used to train and assess teachers on the Imperial English British TESOL programme.



IEUK Connect

This is a mobile application for students to receive notifications, news and updates.

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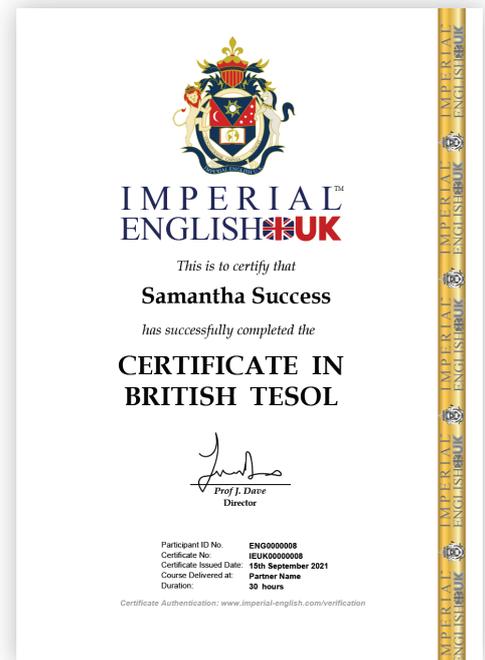
COMPREHENSIVE SUPPORT

5.1 TEACHER TRAINING

IEUK TESOL

IEUK British TESOL Training:

- Consists of 14 sessions covering various aspects essential for pedagogy development.
- Duration 30 hours (training: 10, self-study : 20)
- Can be delivered face-to-face or online
- Certification awarded by Imperial English UK and partner (optional)
- Provides opportunities for further training in the UK
- Includes course content training and how to use the applications (additional practical session)



5.2 UK VISIT OPPORTUNITY

Academic Tours: Intensive English, IELTS, Soft / Study skills

Training Tours: TESOL CPD, IELTS Teacher Training, Quality Assurance

Business Tours: Curriculum Development, Establishing an international pre-school / school

Cultural Tours: Summer / Winter Camps visiting tourist attractions in London, Oxford, Cambridge, etc.

5.3 MANAGEMENT PORTAL

Learner Management Features

Includes access to students: all course content, registration details, fees and invoices, emergency contacts, timetables, individual attendance reports, tutorial records, Individual Learning Plans, vocabulary lists, topic notes and summaries, work record, portfolio assessment record etc.

Teacher Management Features

Includes access to; personal profiles, CPD logs, observations, CPD Reading, feedback, complaints, all course content (up to 24 books in a single app) and students' work record to mark.

Classroom Management Features

Includes access to administrative policies, class attendance registers, class logs and PEN profiles.

5.4 MARKETING SUPPORT

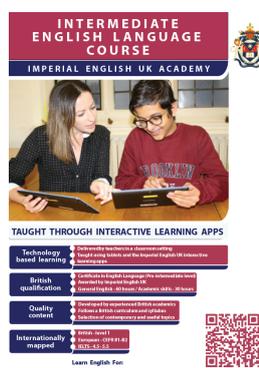
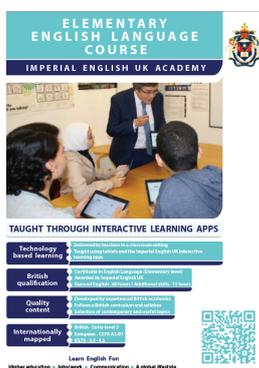
PERSONALISED WEBSITE



COURSE FLYERS



COURSE BROCHURES



6

A PROFITABLE MODEL RAISE NEW INCOME AND INCREASE PROFITS

Here are some profit projections based on different student numbers and varying course fees. As can be seen from the table partners that enrol 500 learners could generate between \$75,000 to \$125,000 in income and - \$30,000 - 50,000 in profits.

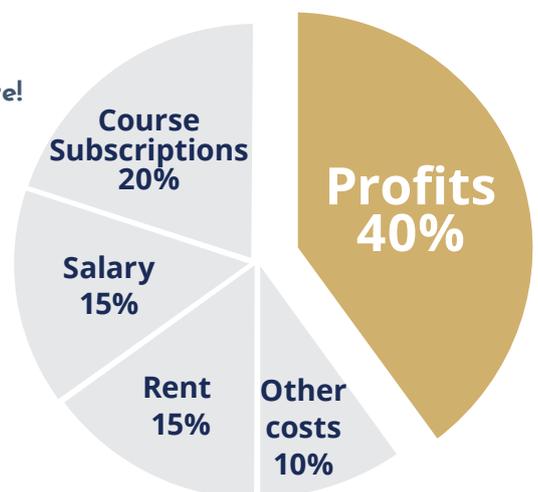
Learner Numbers	Income (fees x learner numbers) Profit (40% of the income)	Option 1 Course Fees £100	Option 1 Course Fees £150	Option 2 Course Fees £200
100 Learners	Income (100%)	£10,000	£15,000	£20,000
	Cost (60%)	£6,000	£9,000	£12,000
	Profit (40%)	£4,000	£6,000	£8,000
500 Learners	Income (100%)	£50,000	£75,000	£100,000
	Cost (60%)	£30,000	£45,000	£60,000
	Profit (40%)	£30,000	£30,000	£40,000
1,000 Learners	Income (100%)	£100,000	£150,000	£200,000
	Cost (60%)	£60,000	£90,000	£120,000
	Profit (40%)	£40,000	£60,000	£80,000

Generate healthy profits of up to 40% or even more!

This is based on the assumption of costs for; course subscription (20%), salary (15%), premises rent (15%) and other costs (10%).

Efficient utilisation of resources would bring these costs down further and increase profits.

Income (100%) - Costs (60%) = 40% Profit



A GREAT PARTNERSHIP

FOR EXCELLENCE IN ENGLISH EDUCATION

Offer British standard curriculum and courses



Smart, easy
and interactive
learning



Create a source
of income and
earn profits



Attract
more
students



Effective use of
existing resources
e.g. staff,
premises



Easy and immediate start

Our partnership procedures are simple and easy for an immediate start

PARTNERSHIP PROCESS

1

Partnership Interest Form

Register your interest in forming a partnership by completing the 'Interest Form'. On submission of the interest form you will receive a copy of the Business Proposal, following which a member of our team will contact you to explore the potential collaboration.

2

Partnership Discussion

A call / visit will be made to discuss in detail key partnership aspects and benefits including; product demonstrations apps, management portal, course content, assessment, awards, certifications, teaching-learning facilities, promotions and marketing, key legal points in the partnership agreement and financial capacity to purchase the minimum course subscriptions.

3

Partnership Agreement or MoU

Following successful partnership discussions, a 'Partnership Agreement' or 'MoU' will be provided. The Partner must send back the agreement in due course.

4

Partnership Registration

Upon receiving the signed agreement and payment dues, Imperial English will issue a 'Payment Receipt', Signed Agreement by both parties, and the Partnership Certification. The issued certificate can be verified online on the Imperial English UK website.

5

Partnership Support

In consultation with the Partner a timetable for the following training and support will be agreed:

Admin Training: On how to use the management portal, register teachers, learners, create classes, and access reports. How to use the IEUK Test, Student, Teacher and Connect apps.

Teacher Training: British TESOL training provided to selected teachers.

Marketing & Promotions: Developing a personalised web page and access to course brochures, flyers and classroom wall posters.

6

Partnership Ready For Business

Ready for business, begin to deliver quality British standard English skills courses in partnership with Imperial English UK - a trusted British Brand.

7

Partnership Ready For Business

A designated Partnership Coordinator will be allocated, who is responsible for supporting and maintaining this partnership.

INTERESTED?

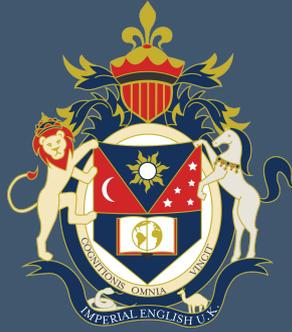
Next Steps

We would welcome the opportunity to present our resources (e.g. books, certification, learning apps and management portal) to your institution and members of the academic team.

If this proposal is of interest, please contact our local representative to explore this further.

TEXT YES TO: 0044 7722101222   

EMAIL US: info@imperial-english.co.uk



English is the future, Imperial English the best choice.

Phone & mobile

Phone: + 44 (0) 121 212 0888

Mobile + 44 (0) 7722101222

Online

info@imperial-english.co.uk

www.imperial-english.com

facebook.com/IEUK1

Instagram.com/imperial_english_UK