



华程教育中心

Hua Cheng Education Centre

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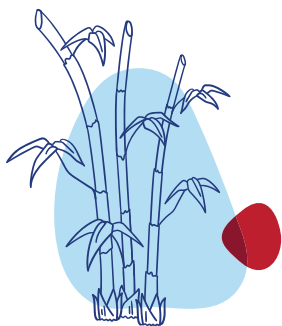
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Hua Cheng Education Centre

Franchising Marketing Kit



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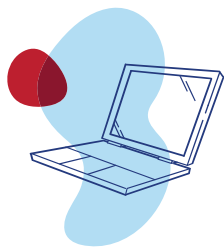
关于
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About Hua Cheng



Hua Cheng Education Centre is spearheaded by a team of experienced NIE-teachers, and teachers from various reputable universities in China and Taiwan. With the support from our team of professional curriculum developers, our programmes undergo refinements regularly. Our teaching methods are updated in accordance to best practices, thus effectively helping students to achieve their utmost potential.

Lessons are conducted in a conducive environment through a healthy teacher-to-student ratio of 1:10. Our classes emphasize on Fun-Based, Skills-Based Learning and application of the language.

At Hua Cheng, we promote professionalism in all our interactions and commit to exceed customer expectations in a meaningful way. We recognize ourselves as the premier Chinese Language Learning Centre, serving the needs of our students and helping them to develop the love for the Chinese Language.



Our courses cater for specific learning paths for Early Childhood, Primary School, Secondary School curriculum and School Holidays programs.

我们的课程

学前班课程 Early Childhood

FUN Nursery Course
K1 Step Up Course
K2 Language Foundation Course

小学课程 Primary School

Ace Chinese Enrichment (ACE) Course
Conversation, Comprehension and Writing (CCW) Course
Combination of ACE & CCW (ELITE) Course
Progress in Chinese (PIC) Course

中学课程 Secondary School

Secondary Chinese Enrichment Course
Secondary Writing Appreciation Course

The unique characteristics of Hua Cheng Education Centre can be summarized into:

(1) Integrated System

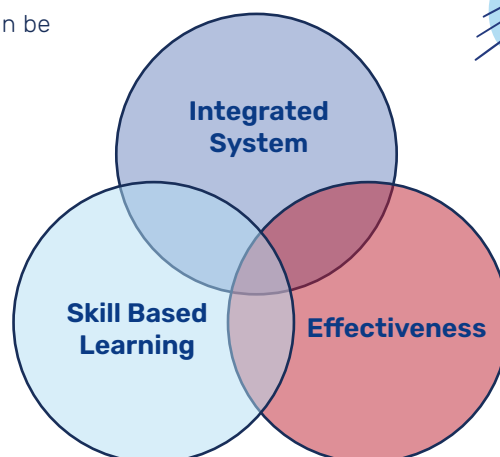
The integration of teaching material, objective of the teaching guide and standardized SOP ensures high quality teaching standards.

(2) Skill Based Learning

Teachers are trained to impart students with unique skills in handling exam based questions and excel in the language.

(3) Effectiveness

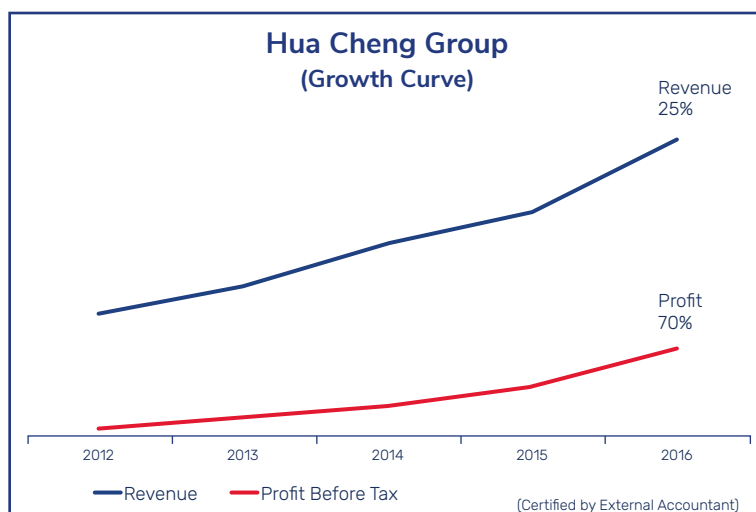
Our effective teaching methods have helped more than 95% of our students achieve A/A* in their results.



华程的特点



业务增长



Our sustainable growth in 5 years is a testament of the quality of our enrichment lessons and the effectiveness of our teaching materials; gaining the trust of parents and students.



Why Should You Consider Hua Cheng Franchise?

Constant Market Demand

Education is the most important factor for future success and parents understand that the ability to command languages is critical. There is a need to expose children to language as early as possible, therefore creating a constant market demand.

Well Managed Brand

Earning the trust of parents and students since 2000 is a testament to our brand's appeal, credibility and reputation as one of the leading Chinese enrichment centres in Singapore.

Proven Business Model

Our business model has proven to achieve sustainable growth in revenue and profit, making as a lucrative investment with attractive return on investment (ROI) in the education industry.

On-Going Development

We develop strategies through updates in the education system as well as learning and teaching trends. Therefore, we continuously adapt our teaching methods to keep pace with the development and ensure classes are conducted effectively.

Strong Franchisor Support

Initial set-up is always difficult and hence we will provide franchisee with assistance, from site selection to renovation and even during official opening. We will also support Franchisee in the selection of staff to ensure that suitable candidates are selected.

Comprehensive Franchise Manuals

A set of comprehensive franchise manuals that documents our operations will be provided to assist franchisee in the management and operation of the business.



Testimonials

"Thank you Hua Cheng for providing my daughter Ysabel Shayne Lee Hsuan with a holistic learning experience. Since she has joined Hua Cheng for 1 semester, her interest in Chinese language has dramatically improved. Gone were the days when she has had to force herself with Chinese spelling and composition."

*Mrs Lee, mother of Ysabel Shayne Lee Hsuan (Primary 2)
at Hua Cheng Education Centre Thomson*

"I think Hua Cheng's teaching materials are enriching. Various types of exercise helps to build up our foundation. The teachers are very patient, considerate, often concerned about our learning situation. They also impart extracurricular knowledge to us. Hua Cheng has made me more interested in Chinese."

*符致憶, student in Secondary 2 Elite Class,
joined Hua Cheng Education Centre Bukit Timah in 2013.*

"I was with Hua Cheng as a Customer Service Executive for 6 years. During my time with Hua Cheng, I recognized the potential of the company and the effectiveness of the pedagogy as the number of students and classes increases over time.

Hua Cheng has given me a steady platform to set up my own business within a short time. With the franchise model, my outlet was set up in a matter of weeks and Hua Cheng's reputation has drawn students to my outlet. Now as a franchisee, my belief in the brand has grown stronger!"

*Ms Jenny, Ex-Customer Service Executive at Hua Cheng Education Centre and
now franchisee of Hua Cheng.*

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Be Our Franchise Partner Today

If you share our mission in developing the love for Chinese Language in students, we welcome you to be our franchisee. Join us to make a difference in their lives and be part of a profitable business.

Contact us to find out more:

☎ +65 64583906 / 64526252
✉ franchise@huachengeducation.com.sg



联系我们
Contact Us

You are also welcome to visit our centres at:

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