华程教育中心

Hua Cheng Education Centre

FRANCHISE

MARKETING KIT

习华之旅

全程伴你





ABOUT

Founded in the millennium year, Hua Cheng Education Centre was spearheaded by a team of experienced NIE-trained teachers. With advice from a former Assoc Professor from NIE-NTU, we have painstakingly developed a full suite of proprietary curriculum and coaching methods capable of meeting the needs of students to help them excel in Chinese language.

Reviewed and refined yearly by qualified teachers, our proprietary course materials strictly follow the latest MOE Chinese Syllabus. These prudently crafted materials effectively equip our students with essential Chinese vocabulary and grammar to best prepare them for examinations.

Besides, our trained teachers are able to build close rapport with our students, thus allowing them to adjust their teaching methods accordingly to maximise our students' Chinese learning potential.

CORE VALUES

COMPETENCY

In all our interactions with our parents and students, we deliver our services with competence and as one team.

COMMITMENT

We are committed to exceed customer expectations by responding to their needs in a timely and effective way.

CONNECTIVITY

We connect with our parents and students in a meaningful way to achieve their full potential in Chinese Language.

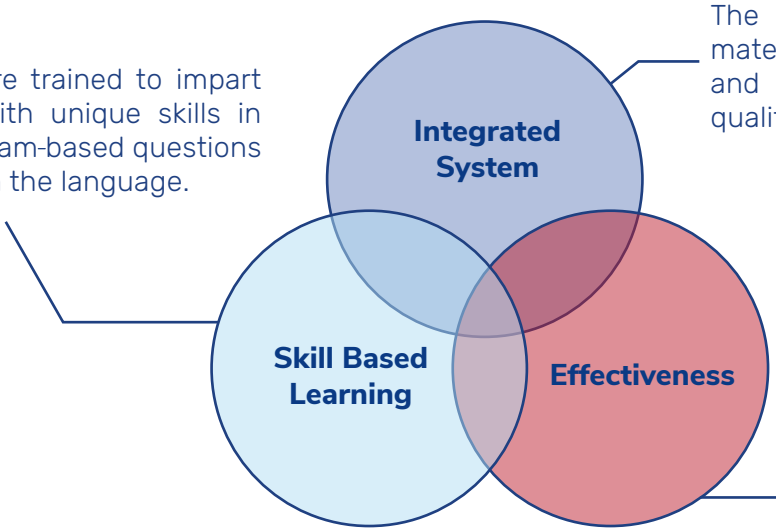
CHINESE LANGUAGE ENRICHMENT COURSES

- **Preschool** N1, N2
- **Preschool** K1, K2
- **Primary** Levels 1 to 6
- **Secondary** Levels 1 to 4
- **Holiday Programmes**



UNIQUE SELLING POINTS

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



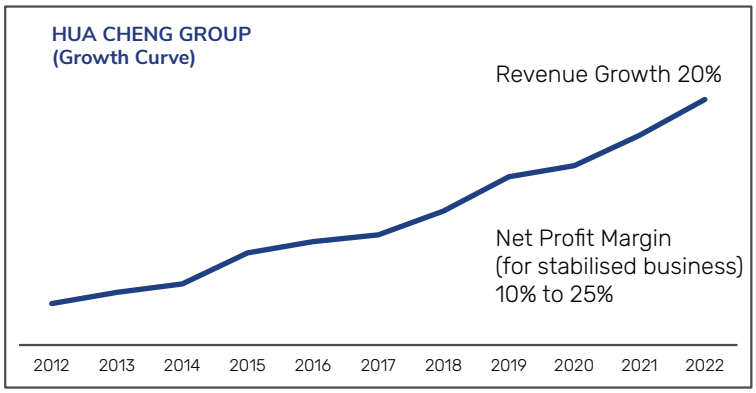
The integration of proprietary teaching material, objective of the teaching guide and standardised SOP ensures high quality teaching standards and delivery.

In 2022, our students achieved 100% Pass in the PSLE Chinese Examinations. Of these, 19.5% of our students achieved AL1 and 34.2% of our students achieved AL2 respectively.

Why Should You Consider Hua Cheng Franchise?

Profitable Market Demand

Our sustainable growth in 10 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.



AN ASME-LIANHE ZAOBAO AWARD
新加坡金字品牌奖
Singapore Prestige Brand Award 2018
Winner, SPBA - Established Brands

Singapore Prestige Brand

Hua Cheng Education Centre is constantly improving its business system, with a dedicated goal to go above and beyond for our customers. Our persistence for excellence has been widely recognised by awards such as the Singapore Prestige Brand Award 2018, a testament to our established brand recognition in Singapore.

Proven Business Model

"I was with Hua Cheng as a Customer Service Executive for 6 years. During my time with Hua Cheng, I recognised 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.

Frequently Asked Questions

How long is the local single unit Franchise Term?

5-year term, renewable.

What is included in the Franchise System?

- The rights to use our proprietary materials during the franchise tenure.
- Full set of franchise manuals that comprises of all elements on business operations.
- Comprehensive staff training prior to operations.

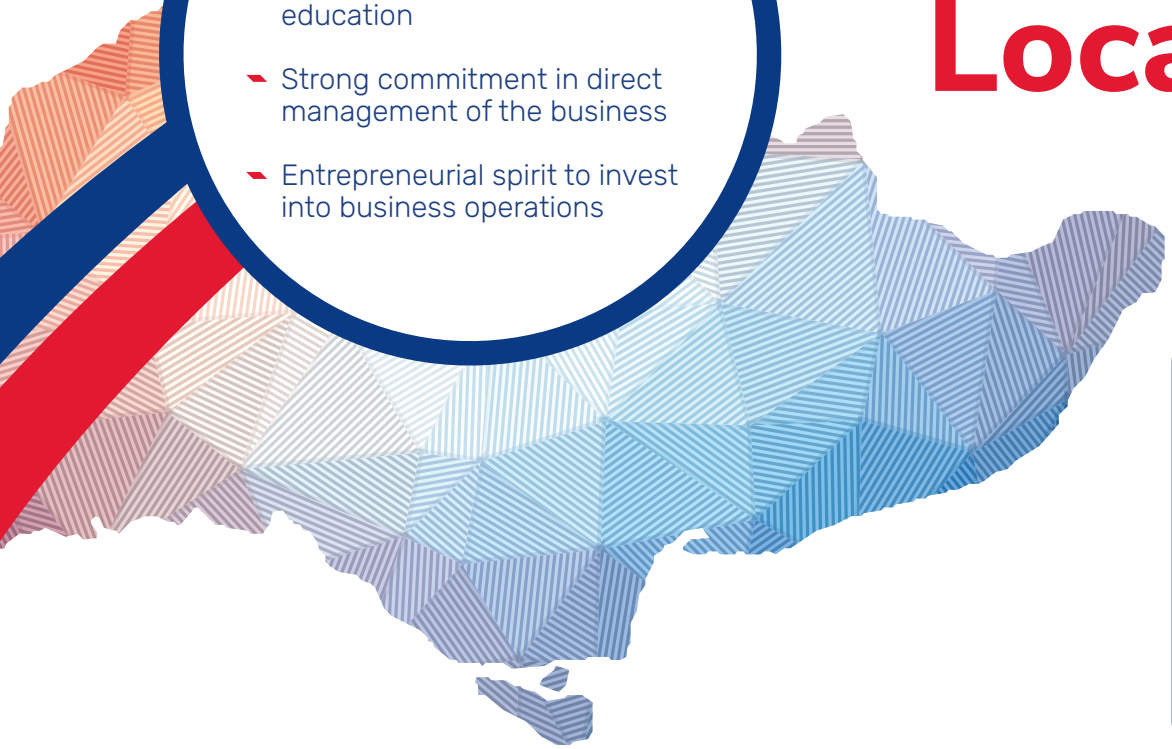
What is the support provided for our Franchisees?

- Consultation on site selection, set-up and business requirements.
- Staff and teacher selection guidance.
- Initial and ongoing marketing-cum-system support.
- Continuous and timely updates of the curriculum.

Criteria for Franchisee

- Passion for Chinese language education
- Strong commitment in direct management of the business
- Entrepreneurial spirit to invest into business operations

Island-wide Locations



SCAN FOR ALL LOCATIONS

HUA CHENG EDUCATION CENTRE (HQ)

Phone: 64583906 / 64526252

E-mail: franchise@huachengeducation.com.sg

Website: www.huachengeducation.com.sg

Address: 301 Upper Thomson Road, #03-24C, Thomson Plaza, Singapore 574408