

[WALL ST ENGLISH]

WHAT CAN AN ENGLISH LANGUAGE BUSINESS DO FOR YOU?

If a language school wasn't your franchise choice, it's time to think again, says Pearson-owned Wall Street English

English is the global language of business, travel, entertainment, and diplomacy. It is also a US\$50b industry that continues to grow in today's connected world which has English as the common language. The drive to learn English and be part of that global conversation spans all age groups,

economic status, and regions. People around the world see English as a way to achieve a better future. They see English as a way to achieve their dreams. This is why English is such a great business opportunity.

"Opening an English language school isn't your typical franchise opportunity," said Lex Baker, Franchise Management and

Development Director for Wall Street English International. "It is a business where you get to touch people's lives every day. The product you sell leads people to real life-changing opportunities. It is incredible to be part of something that has that kind of impact on people."

The English language education industry is dominated by local or regional schools that vary per market. There are very few global brands in this sector. One such is Wall Street English, a premium English language provider that teaches English to adults. Wall Street English is owned by Pearson, the world's largest education company. The first Wall Street English learning center opened in Italy in 1972, and since then it has grown to over 400 learning centers in 28 countries.

RETURNS OF UP TO 35%

"For us, franchising is essential to the success and growth of our business as it offers flexibility, efficiency, and local know-how," said Baker. "We look for strong partners who understand local business operations and their market. We also look for partners who have a vision for expansion in their region. Successful businesses in our network can see returns of up to 35%."

Using a blended learning methodology, Wall Street English



★ 7 REASONS TO OWN A WALL STREET ENGLISH FRANCHISE

- ★ English training sector estimated to be US\$50Billion market and growing
- ★ Attractive returns of up to 35%
- ★ Effective blended learning methodology and service delivery concept
- ★ Fully documented and standardized operating procedures
- ★ Support with hiring key staff and identifying center locations
- ★ Extensive launch support, training, and ongoing guidance by experienced WSE International team
- ★ Strong international brand and global network of franchise partners



students learn English the natural way, much like how people learn their first language. With each lesson students listen, repeat, speak, read, and write English. The course is flexible to fit into busy lifestyles, and is highly effective. Wall Street English students learn how to really communicate in English.

Learning results and a focus on strong, personal service are what support the premium Wall Street English brand. The company recently invested heavily in a complete upgrade of their English language course to make it more effective, personal, engaging, and entertaining. The new

course offers many advantages over the local competition.

Because of the nature of the business, Wall Street English puts a lot of emphasis on training new franchise partners and helps manage all stages and areas of the business. The company offers a complete set of Standard Operating Procedures to support its partners and ensure the delivery of quality education to students. Wall Street English also provides the entire curriculum, teacher materials, learning platform and a student management system so its partners can focus on running their local branches in line with

the global network. Due to their extensive experience in franchising, opening a new location can be a very fast process.

“We are currently in 28 markets across the globe, but we are always looking for good partners to expand our global footprint. We also have franchise partners who are looking to sub-franchise their region,” said Baker. “These opportunities include Saudi Arabia, Italy, France, Portugal, Czech Republic, and several countries in Latin America.”

As the demand for English is universal, the opportunity presents itself to make learning English a profitable business. You can be successful in business whilst helping people realize their dreams and change their lives.



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WALL STREET ENGLISH: A DIFFERENT KIND OF LANGUAGE SCHOOL

- ★ Engaging curriculum designed for success
- ★ Personalized attention with small classes and a dedicated staff
- ★ Personalized schedules where students can start learning at any time
- ★ Flexible classes that fit into busy lives
- ★ Native English speaking teachers
- ★ An immersion experience
- ★ Courses for every skill level
- ★ A proven method
- ★ Global online community
- ★ Guaranteed results
- ★ Trusted organization



FURTHER INFORMATION

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