



# Support Matrix !

## BUSINESS STRATEGY

- Our managers will support you in a proper mapping of Market, Area, Feasibility and Demand Forecasting.
- Support/Guidance in terms of Tie-ups, Vendor management, Parents, RWA & Corporate.
- Regular updates and intervention by the management in running centre smoothly.

## MARKETING & SALES SUPPORT

- All marketing and promotional materials provided by company as FOC. All kind of creatives will be provided as needed.
- Pre-Launch strategy for successful launch of the brand.
- Support and active role in launching of centre.
- Corporate tie ups and visits by operational team.
- Participating and organizing trade fair seminars, business meet and presentations.

## ADVERTISING & PROMOTIONS SUPPORT

- Local Media – Support in Strategy, Layout, Planning, Conceptualization, Execution.
- National reach through Newspapers, Magazines, Electronic & Network platforms.
- Digital and Social Media outreach campaign on Facebook, LinkedIn, Blogs etc.

## ACADEMIC AND TRAINING SUPPORT

- International standard curriculum and manuals.
- Hiring of Resources & HR support.
- Training of all staff members.
- Regular training programs on various subjects.
- Audit of classes and delivery.

## RESEARCH

- Curriculum, Activities, Worksheets, Allied Issues.
- Industry updates and key challenges.
- Competitive strategy and product development.
- E-learning contents and tools.

## STRUCTURAL / INTERIOR SUPPORT

- Site visit & layout plan
- Interior and architect support/guidance provided
- Elevation and theme selection/suggestion
- Furniture, Fixture and other essentials selection/guidance