

## Basic FAQs:

Below, please find the answers to some of the most common questions regarding the New Horizons franchise business.

### Network

How long has New Horizons been in business?

For 25 years; we began operations in Santa Ana, U.S.A., in 1982. Franchising commenced in 1992.

How big is the New Horizons global network?

Today, we are present in over 300 locations and over 60 countries.

### Products

What products does New Horizons offer?

Information Technology training: providing a broad range of technical and applications courses.

Complimentary courses in Business Skills, Healthcare Information Management (providing skills for the U.S. Medical Billing industry) and English Language training.

Who are the typical customers for New Horizons?

Corporate and government clients: we deal with small, medium and large organizations and government bodies. In many cases, New Horizons has become a single source for all their training requirements.

Consumers: we provide comprehensive and cost-effective training for individuals looking to expand their IT skills in their current professions, or taking the first step towards new careers in this vastly expanding industry.

What differentiates New Horizons from the competitors?

- The size and global reach of our network.
- The wide variety and quality of learning solutions that we offer.
- The unparalleled post training resources and support made available to our students.
- The tools and resources that are available for both our franchisees and our customers.

### Sales and Marketing

What are the advantages of joining the New Horizons network?

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The key benefits are:

- Affiliation with the Global Brand of I.T. Training.
- A proven business model.
- Industry-leading delivery models—Integrated Learning.
- Comprehensive staff training and complete Human Resources tools.
- Industry-leading franchise support.
- Technology tools to help run the business.
- Largest industry best of breed content library, including student manuals, videos, eLearning, exams, and others.
- Strength in numbers, economies of scale cost savings, and immediate industry recognition.
- Individual ownership of each market.

What marketing resources are available to me?

We have an International Marketing Department that supports all Master and Unit Franchisees that in turn support their local Sub Franchisees.

## **Support & Training**

What training and support do franchisees receive both before and after opening the business?

Prior to opening any new franchise, there are two weeks of Initial Franchise Training; this is followed by one week of operational assistance in the local market.

We have a team of Support Experts that support all markets, and work closely with the franchisees.

We offer ongoing training seminars, regional meetings, and an annual International Conference for all partners to attend.

How long is the process to launch a New Horizons Center?

Following the preliminary groundwork and the mutual decision to proceed, there are several steps to follow. These include (amongst others) compiling a business plan, identifying a location, renovating the premises, staff selection and training.

It typically takes six to nine months to launch a New Horizons Center, although it has been done in less.

How is the success of a Franchised Center measured?

We have identified various benchmarks that are vital for measuring performance. These include several operational and financial criteria.

## **Franchisee Profile**

What is the profile of the ideal franchisee?

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An experienced marketing and sales professional with strong business management skills and an extensive contact network. Ideally he or she is proficient in English.

## What qualifications should one possess to be considered as a franchisee?

New Horizons seeks franchisee candidates who are commercially and financially qualified to develop and support a network of training centers in a specific territory.

A suitable candidate must be commercially driven, with solid local business knowledge and a desire to dominate the local market.

## **Franchise Agreement**

### What rights and licenses are granted by New Horizons?

New Horizons grants franchise rights to qualified partners who would like to open training centers.

This may be a Master Franchise license for a whole territory (i.e. a country), or a Unit Franchise license for a specific location (e.g. one or more training centers within a city or a region).

### Is each territory exclusive?

Yes. All franchise agreements specify the territorial boundaries.

## **Finance**

### How is the potential of a new franchise in a particular city or territory determined?

We have been franchising since 1992, and successfully developed our training business all around the globe. As such, we are familiar with the hallmarks of a strong franchise opportunity.

Naturally, local market research is completed as one of the preliminary steps in order to confirm the real business potential of any new market that we are contemplating.

### What is the capital needed to open a franchise?

Capital requirements will vary, depending on the size of the territory and the specific development plan in place.

Generally, a franchisee partner should have a minimum of US \$100,000 in available capital to launch a single Unit Franchise training center.

### What is the fee for a franchise?

The franchise fee shall depend on the type of franchise agreement (Master, typically an entire country, or a Unit, typically a city/town) and the size and economics of the territory in question, determined by specific market data.

Typically, the fee for a Unit Franchise is between US \$30,000 and US \$150,000; while the fee for a Master Franchise can range from US \$100,000 to US \$1 million+.

## Next Steps

### What are the next steps?

There are a number of steps before becoming a New Horizons franchisee. These allow us to get to know each other better; in addition we would share further business information with you, which allows a more in-depth understanding of our franchise operation. The steps are:

- Complete and submit a “Request for Consideration” (RFC) Form.
- Have an initial discussion with one of our Development Directors.
- Complete and submit an application.
- Conduct local market research.
- Visit one of our corporate offices or a New Horizons center for a “Discovery Day”
- Complete and submit a business plan
- Sign a Reservation Agreement, which holds the territory and requires a refundable deposit
- Have final meetings at the candidate’s offices
- Sign Franchise Agreements and pay the Initial Franchise Fee
- Attend Initial Franchise Training
- Launch the New Horizons business

## Website Information:

[www.newhorizons.com](http://www.newhorizons.com)

[www.newhorizons.com/franchise](http://www.newhorizons.com/franchise)