

## SECTION A - NAPEI EDUCATION EXCELLENCE AWARDS 2017

### CRITERIA FOR EARLY CHILDHOOD FRANCHISOR

No.	Details of Criteria	ASSESSMENT MARKS							
		1 mark available	mrks	2 marks available	mrks	3 marks available	mrks	4 marks available	mrks
<b>1.0</b>	<b>INSTITUTION INFORMATION</b>								
1.1	No. of Years registered with relevant ministry	1 - 2 years		2 - 3 years		4 - 5 years		5 years and above	
1.2	Number and location of branches based in Malaysia	Only 1 centre		2 - 4 centres		5 - 7 centres		More than 7 centres	
1.3	Number and country of International Branches	1 centre in 1 country		1 centre in 2-3 countries		More than 1 centre in 1 country		More than 1 centre in more than 1 country	
1.4	Type of premises	Shop Lots/ residential units		Double storey corner house		Purpose built Campus in a bungalow		Purpose built Campus	
1.5	No. of years as Member of NAPEI	1 - 2 years		2 - 3 years		4 - 5 years		5 years and above	
1.6	COMPLIANCE TO PRIVATE EDUCATION ACTS 1. Private Education Act 2. Companies Act (Act 125) 3. Registration of Business Act (Act 197) 4. Occupational Safety and Health Act 1994 (Act 514)	Compliance only with Education Act		Compliance only with Education Act and Registration of Business Act		Compliance only with Education Act, Companies Act, Registration of Business Act		Compliance with all relevant Acts	
1.7	Growth in student enrolment over the last five years.	5% and below		Between 5% to 7.5%		Between 7.5% to 10%		Above 10%	
1.8	Levels Conducted	Only Childcare (year 3)		Only Childcare (year 3-4)		Only Childcare (year 3-4) and Kindergarten Year 5		Only Childcare (year 3-4) and Kindergarten Year 5 & 6	
1.9	Number of NAPEI EDUCATION FAIRS attended	Only one		Two		Three		Four and more	
1.10	Organisation structure	Have basic organisation structure only		Have organisation structure for providing franchise service		Have organisation structure distinct for franchisor including franchisees		Have organisation structure distinct for franchisor including franchisees and international franchisees	



5.0 DOCUMENTATION SYSTEMS									
5.1	Corporate Student Management systems for franchisees	Standard manual system only		Standard computerised system		Customised computerised system		Customised computerised online system	
5.2	Product management systems for Franchisees	Standard manual system only		Standard computerised system		Customised computerised system		Customised computerised online system	
5.3	Support Service management systems for franchisees	Standard manual system only		Standard computerised system		Customised computerised system		Customised computerised online system	
5.4	Corporate Management systems by Franchisor	Standard manual system only		Standard computerised system		Customised computerised system		Customised computerised online system	
6.0 AFFORDABILITY FOR FRANCHISEES									
6.1	Start-up capital	Very high start-up capital		High start-up capital		Affordable start-up capital		Very affordable start-up capital	
6.2	Loan Facilities and repayment	Information given and franchisee self arranged		Information given and franchisor arranged with finance providers		Partly arranged by self and partly by franchisor		Fully arranged by franchisor	
6.3	Profit margin for franchisees	5 - 10%		11 - 15%		16 - 20%		Above 20%	
6.4	Various Payment schemes for franchise fees	Single payment scheme		2 instalment payment scheme		Quarterly payment scheme		Monthly payment scheme	
7.0 RETURN OF INVESTMENT FOR FRANCHISEES									
7.1	% of Continuous growth	In the last one year, 30% of franchisees made profit		In the last one year, 50% of franchisees made profit		In the last one year, 75% of franchisees made profit		In the last one year, above 75% of franchisees made profit	
7.2	% of Continuous profit	Average of 3-5% profit over the last 5 years		Average of 6-8% profit over the last 5 years		Average of 9-10% profit over the last 5 years		Average of above 10% profit over the last 5 years	
8.0 MARKET TRENDS AND FUTURE MARKET									
8.1	Research and Development for future changes	Department Available		Department available and research & development done		Department available, research & development done and reports available		Department available, research & development done, reports available and franchise system upgraded REGULARLY	
8.2	Customer Feedback Systems	Customer feedback conducted by franchisee only		Customer feedback conducted by franchisee only and statistics available		Customer feedback conducted by franchisor for franchisees & consumers and statistics available		Customer feedback conducted by franchisor for franchisees & consumers, statistics available and action taken	

8.3	Internationalisation systems	Franchisee suitable for local market only		Franchisee suitable for local market and international market		Franchisee based on local market and adapted for international market		Franchisee based on both local and international market	
<b>9.0 CAPITAL INVESTMENT AND FINANCIAL STABILITY</b>									
9.1	Capital injection or investment	Through franchise collections		Through banks		Through banks and directors		Through banks, directors and reserves	
9.2	Financial stability	Average		Above Average		Good		Excellent	
9.3	Financial Reserves	Average		Above Average		Good		Excellent	
<b>10.0 SUPPORT MECHANISMS - COMMITMENT TO RELATIONSHIPS</b>									
10.1	Support Service – Retraining	Conducted ad-hoc basis		Scheduled retraining		Compulsory ad hoc retraining		Compulsory retraining as per schedule	
10.2	Support Services – Corporate materials	-		-		Provided once a year		Provided as per schedule and when needed by franchisee	
10.3	Support services - Appreciation /recognition/ competitions	Conducted ad hoc basis		Once a year only		Quarterly		Throughout the year as per fixed schedule, conducted, promoted and records available	
10.4	Support services – Promotions	Part promotional activities by franchisor once a year		Part promotional activities by franchisor quarterly		Full fixed promotional activities by franchisor once a year		Corporate promotions throughout the year as per schedule including write ups / visuals in media	
10.5	Support Services – Staffing	Only training provided		Training and available staff listing provided		Training, available staff listing and internship program arranged		Training, available staff listing, internship program arranged and monitoring of trained staff performance	
10.6	Cost sharing	Very limited		Only promotional activities		Promotional activities and events		Clear demarcation of cost, responsibility divided into franchisee spending and franchisor spending	
<b>11.0 STRENGTH OF MANAGEMENT</b>									
11.1	Experience of Management	Experienced in the field for 3-5 years		Experienced in the field for 6-10 years		Partly experienced 1-5 years and partly experienced in the field 6-10 years		All experienced in the field for more than 10 years	
11.2	Qualification of management	Diploma holders		Diploma holders in related field		Degree holders in relevant field		Post graduate in relevant field	

11.3	Suppliers Support	Ad hoc suppliers		Regular directors approved suppliers		Suppliers experienced and financially sound		Suppliers experienced, financially sound and punctual	
<b>12.0 UNIQUENESS OR DIFFERENCE FROM OTHER FRANCHISORS</b>									
12.1	Product or materials (Specify)								
12.2	Delivery Systems (Specify)								
12.3	Branding (Specify)								
12.4	Any others (specify)								
<b>13.0 CORPORATE BRANDING</b>									
13.1	Advertisements	Local/Community		State Level		Nationally		Internationally	
13.2	Brochures and leaflets	Distributed Locally or within the Community		Distributed throughout the State		Distributed nationwide		Distributed nationally and internationally	
13.3	Website	Available but outdated		Available and updated		Available, updated and franchise opportunities available through website		Available, updated and franchise opportunities available through website and online registration available	
13.4	Corporate Activities	Local/Community		State Level		Nationally		Internationally	
<b>14.0 QUALITY CONTROLS MEASURES</b>									
14.1	Uniform Systems for all Franchisees	Systems are individualised for each franchisee		Systems are partly individualised for each franchisee and partly uniform for all franchisees		All systems are uniform for all franchisees and no adaptability		All systems are uniform for all franchisees and also adapted to any special needs	
14.2	Periodic site visits	Ad hoc basis		Once a year		Twice a year		Thrice a year	
14.3	Counselling and guidance provided	Ad hoc basis		Quarterly counselling sessions according to given schedule at HQ		Quarterly counselling sessions according to given schedule regionally		Quarterly counselling sessions according to given schedule regionally and also need based	

14.4	Uniform materials and marketing for all franchisees	Supplied on order basis		Supplied on order based on projections		Supplied on order and projections basis once every year		Supplied on order and projection basis once a year and on need basis	
14.5	Complaints handling bureau	System available		System available and complaints handled		System available and complaints handled within 14 days and records available		System available and complaints handled within 14 days, records available and complaints resolved	
14.6	Selection of Franchisees	Based on interest		Based on interest, financial stability, qualifications and passion for the field		A detailed selection process and subject to close monitoring		A detailed selection process and subject to close monitoring and training performance	
14.7	Territorial Safeguard for franchisee	Based on population only		Based on distance only		Based on distance and population only		Based on suitability of location for consumers , population and distance	
<b>15.0 ACHIEVEMENTS, AWARDS AND RECOGNITION</b>									
15.1	Awards won	Local/Community		State Level		Nationally		Internationally	
15.2	Recognition or Appreciation by Public/Government (non awards)	Local/Community		State Level		Nationally		Internationally	
15.3	Achievements (Non awards Category) e.g. Records, special or unique programmes or activities	Local/Community		State Level		Nationally		Internationally	