

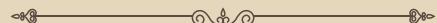
FORCES SCHOOL & COLLEGE SYSTEM



Franchise-**Booklet**

'Iqra' meaning 'read' was the first Holy word that was revealed to Prophet Muhammad (peace be upon him). This word symbolizes the importance of education and enlightenment in Islam.

Let's join hands to illuminate every nook and corner of the motherland with the light of knowledge by making quality education accessible to all.



READ

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Our Vision

To develop FSCS into a leading brand of the country that ensures quality education relying on 21st century learning techniques and principles in an enabling environment and refined educational culture. With a child centric approach, we strive to equip the students with higher order critical thinking, analytical and decision making skills.

Our Mission

While ensuring formal quality education to the child, focus on character-building, leadership, personality development, correct religious orientation with concurrent efforts on rekindling the spirit of nationalism.



About FSCS

The Forces School & College System (FSCS) has been established with a vision to make international standard education accessible to all with a focus on instilling positive values, analytical skills, creative thinking and competitiveness for grooming future leaders.

The Forces School & College System (FSCS) commits itself to nurture the innate latent potential that nature bestows in abundance upon every child. With a panel of distinguished academicians and educationists, FSCS will impart world-class education through the latest learning and teaching techniques, coupled with a modern curriculum that places equal emphasis on academic excellence and character-building.

The Forces School & College System (FSCS) aims to build a nationwide presence through a network of schools and colleges operating under its umbrella, ensuring quality education to all along with affordability and profitability at the same time. To this end, FSCS intends to provide each of our Franchise Partners with all the tools and support necessary for the immediate establishment and operation of a franchise.

The Forces School & College System has the technical and professional support of some leading business groups of Pakistan, comprising several retired senior officers of the Pakistan Army. These business groups have a diversified portfolio ranging from marketing, retail, IT, construction and real estate development including landmark projects such as **Blue World City**, **Blue Town Sapphire** and **Awami Residential Complex**.

Board of Governors

★ **Maj Gen Muhammad Arif Warrainch (R)**
Hilal-e-Imtiaz (Military)
Patron in Chief & Chairman FSCS



★ **Maj Gen Sajjad Rasul (R)**
Hilal-e-Imtiaz (Military), Sitara-e-Basalat
Vice Chairman FSCS



★ **Brig Sardar Aftab Ahmed Khan (R)**
Sitara-e-Imtiaz (Military)
Deputy Chairman FSCS



★ **Tasnim Aslam**
Former Ambassador



★ **Dr Imran Opal**
Head Islamabad Diagnostic Center,
Actor, Philanthropist



☆ **Saad Nazir**
CEO BGC



☆ **Ch Nadeem Ejaz**
CEO IGC



☆ **Burair Nazir**
CEO FSCS



☆ **Aqeel Karim Dhedhi**
Chairman AKD
Group

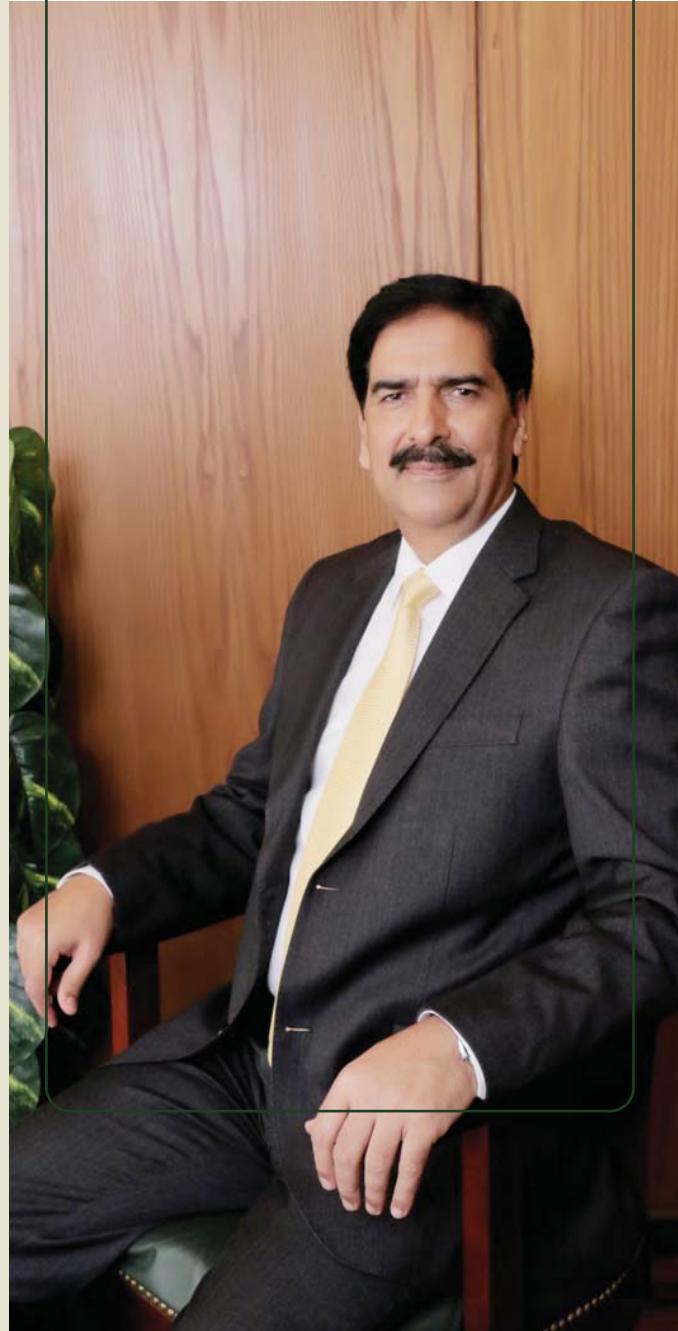


Maj Gen Muhammad Arif Warrainch (R)

Hilal-e-Imtiaz (Military)

Patron in Chief & Chairman FSCS

Education is of critical importance to the economic, political, social and cultural progression of any country. In Pakistan, where the population is expanding exponentially and where public spending upon the education sector remains paltry at best, educating the future generation has become an imperative that calls for extraordinary efforts. Together, Consultex and BGC have decided to take up this challenge and thus, it is with immense pride and joy that we unveil our latest model for the education sector: the Forces School & College System (FSCS). We envision FSCS, not merely as a commercial venture on our part, but also a national service. It is intended to act as a catalyst for reforming, restructuring and reinvigorating the private education sector in Pakistan. It realizes the urgent need for the establishment of a network of schools and colleges that offer quality education which is, firstly, at par with leading institutions, and secondly, inculcates in its modus operandi the latest pedagogical techniques and educational methodologies all the while remaining affordable to the larger segment of society. At FSCS, we believe that quality education should not simply be allowed to become the purview of the upper class. Instead, it ought to be proliferated and made accessible to the maximum number of children possible of our country. With this aim, I welcome you, and appreciate the interest and confidence that you have displayed in becoming one of our Franchise Partners. Along with all the necessary expertise and guidance, FSCS shall provide you with a ready-for-implementation blueprint for constructing, establishing and operating a school or college under our banner. Our educational model has been designed by leading educationalists, administrators and business experts, and thus, is specifically tailored to be flexible, sustainable and profitable for each investor. FSCS is founded on a principle of value generation for all including our stakeholders, our Franchise Partners and of course, our prospective pupils, teachers and parents.



“ We understand that your Success is our Success ”

Burair Nazir

CEO FSCS

The Forces School & College System has been established with a vision to redefine the culture of knowledge and learning in Pakistan. In line with our mission to make quality education accessible to all, the Forces School & College System has engaged a team of seasoned and renowned academicians to devise an international standard curriculum for imparting education, training and life skills alongside instilling moral values for effective personality grooming of every student.

The Forces School & College System's faculty is a galaxy of highly experienced teachers who nurture the innate talent of students to channelize their passion in the right direction. Utilizing the latest teaching methodology, state-of-the-art IT and Science Labs, result-oriented extracurricular activities as well as international standard sports facilities in purpose-built campuses, the Forces School & College System ensures our students are mentally tough and physically strong to stay competitive, at every level.

The Forces School & College System believes that providing education is a sublime mission. However, to illuminate every nook and corner of our beloved motherland with the light of knowledge, we need like-minded individuals and entities to join hands with us. Therefore, we have devised a highly-transparent business plan that will attract only those who share our dream of building an enlightened, empowered and egalitarian Pakistan.





Azhar Ahsan

Project Director FSCS



Technology-driven business and enterprise of the present era have changed the very concept of learning and knowledge. In order to meet the versatile demands of the changing times, educational institutions have to focus on their primary role of imparting knowledge and skills, inculcating discipline and competitiveness as well as instilling values and personality grooming by utilizing the latest teaching methodology and technology. So in this national and international milieu, education has assumed a new dynamic role.

The Forces School and College System (FSCS), comprehending the need of the present times, emphasizes not only on the curriculum design but also on modern pedagogy.

FSCS provides a diverse learning experience with its holistically designed curriculum that ensures a level playing field for all students to actualize their latent potentials. At FSCS, education comes with the value of unity, faith and discipline and Quran is the nucleus of personality development and spiritual sublimation.

By the grace of Allah, I am sure that with the experience and market research of FSCS franchising team, we shall add value to the already existing educational culture. Our endeavors shall take our stakeholders along in our pursuits. May Almighty Allah grant us the vision and courage to deliver. Ameen!

Group Profile



AWAMI RESIDENTIAL
COMPLEX



A Mokal Housing & Blue Town
Joint Venture Project



Lahore
SAPPHIRE



Islamabad
BLUE WORLD CITY



BLUE WORLD TRADE CENTER



BLUE HILLS
COUNTRY FARMS



Islamabad



FORCES SCHOOL & COLLEGE SYSTEM



FORCES CADET COLLEGE



Expertise-Sharing With System Affiliates



1 Curriculum Catering 21st Century Needs

- ◆ Critical Thinking
- ◆ Creativity
- ◆ Collaboration
- ◆ Communication
- ◆ Life & Learning Skills

2 Value Addition in Curriculum

- ◆ Personality development and grooming embeded in curriculum
- ◆ Moral Sciences Programme
- ◆ Tafheem-e-Deen
- ◆ Forces National Programme: nationalism, patriotism, discipline and unity
- ◆ English Language Development Programme for students and teachers
- ◆ Interactive white boards and learner response systems installed in ICT rooms
- ◆ 'Scratch' from USA Programme for students
- ◆ Club activities encompassing science, arts, swimming etc.

3 Pre & Post Operational Professional Trainings Module

- ◆ Franchisee/System Affiliate from site selection to effective school operations & business development
- ◆ School heads from curriculum implementation, management & school improvement action plan
- ◆ Teachers from system understanding to effective use of 21st century pedagogic skills

4 School Improvement System (SIS)

- ◆ Monitoring & Evaluation of standard operating procedures & policies
- ◆ Campus Evaluation for Quality Assurance
- ◆ Management training & need analysis
- ◆ Teacher training need & analysis
- ◆ Identifying master trainers
- ◆ Academic procedure observation visits
- ◆ Action plans & implementation

5 School Building Customization Guidance

- ◆ Guidance on building selection & customization for a standard school
- ◆ Guidance for constructing new school building
- ◆ Guidance for pre-school decorations
- ◆ Provision of layout plans

6 Handbooks for School Operations

- ◆ Academic Handbook
- ◆ Accounting Handbook
- ◆ Student Information Handbook
- ◆ Security Procedures Handbook
- ◆ Audit Handbook
- ◆ Administrative Handbook
- ◆ HR Handbook
- ◆ Supply Chain Handbook
- ◆ Events & ECA Handbook

7 School Staff Recruitment Support

HO team to lend its expertise to hire school academic & administrative staff

8 Countrywide Marketing Support

- ◆ Technical support for promotional & marketing material designing
- ◆ Countrywide admission campaigns on electronic, print & social media

9 Smart Blend of Portal & Technology

Our web portal includes but not limited to:

- ◆ Student Management System
- ◆ Staff Management System
- ◆ Academic Material
- ◆ Administrative Material
- ◆ Complaint Management
- ◆ Policies and Procedures
- ◆ Updates & Notifications



System Affiliation Advantages

- ◆ Proven business development expertise
- ◆ Trustworthy brand with strong business viability
- ◆ Continuous academic, administrative & business development support
- ◆ Research-based feasibility with high returns
- ◆ Result-oriented countrywide marketing
- ◆ Professional grooming of school management, system affiliates and teachers

Points of Strength

- ◆ Exclusive Moral Science Program
- ◆ Personality Development & Grooming Program
- ◆ Forces Shadows
 - Inculcation of core values of discipline, military ethos and relevant customs of service
 - Wearing of military uniform on fortnightly basis
 - Use of military titles and names for school appointments and classrooms
 - Exclusively designed and tailored physical fitness and agility regime
 - Pre ISSB guidance and training for military academies
 - Preparation for admission in cadet colleges
 - Visits to military installations and museums
 - Viewing of military parades and exhibitions
 - Screening of military documentaries
 - Forces National Programme: Nationalism, Patriotism, Discipline & Unity
 - Interaction with war veterans, ghazis and wards of shuhadas
 - Teaching of life support skills
 - Celebrating Pak Day, Independence Day and Defense Day akin to military functions
- ◆ Tafheem-e-Deen
- ◆ Admission packs and promotion packs with Parents' Guidebook
- ◆ Forces' scholarship programme
- ◆ Healthcare for students on regular basis
- ◆ Special discounts for the wards of shuhdas and talented deserving students
- ◆ Student-parents/mother counselling sessions
- ◆ Annual sports competition
- ◆ Mentoring sessions
- ◆ Smart use of technology
- ◆ Dedicated personality development programme
- ◆ Introduction to various clubs



FSCS Terms



- **Franchise Agreement**

Franchise agreement is a legal contract binding FSCS and the Franchisee to the terms and conditions of the agreement, defining the rights and obligations of both parties, including those for termination and the validity period.

- **Term of Contract**

Ten years is the period of validity of the legal contract between FSCS and the Franchisee, unless otherwise specified in the agreement.

- **Contract Compliance**

To ensure that Franchisees do not conduct themselves in a manner that affects the brand image and business goodwill of FSCS and/or its associates and affiliates, Franchisees are required to comply with the terms and conditions as stated in the franchise agreement.

- **Franchise Fee:**

This is the upfront payment that the Franchisee must make to FSCS to obtain the rights of the business format and trade or services mark for a specified time period. In return, FSCS will provide services related to the design and layout of the premises and assistance in launching of the operation, to facilitate an early conversion to a franchise outlet.

- **Royalty**

An ongoing monthly fee will be paid by the Franchisee to FSCS usually based on a percentage of the gross monthly tuition fee, as per the terms of agreement between the parties.

- **Management & Marketing**

FSCS will provide management services including joint advertising and promotional campaigns, updating of procedures and continual new product development etc.

- **Academic Material**

The Franchisee is expected to follow the curriculum booklist recommended by experts at FSCS.

- **Working Capital**

Franchisees must set aside sufficient funds to pay for regular business overheads like utility bills, salaries and purchase of goods and services.

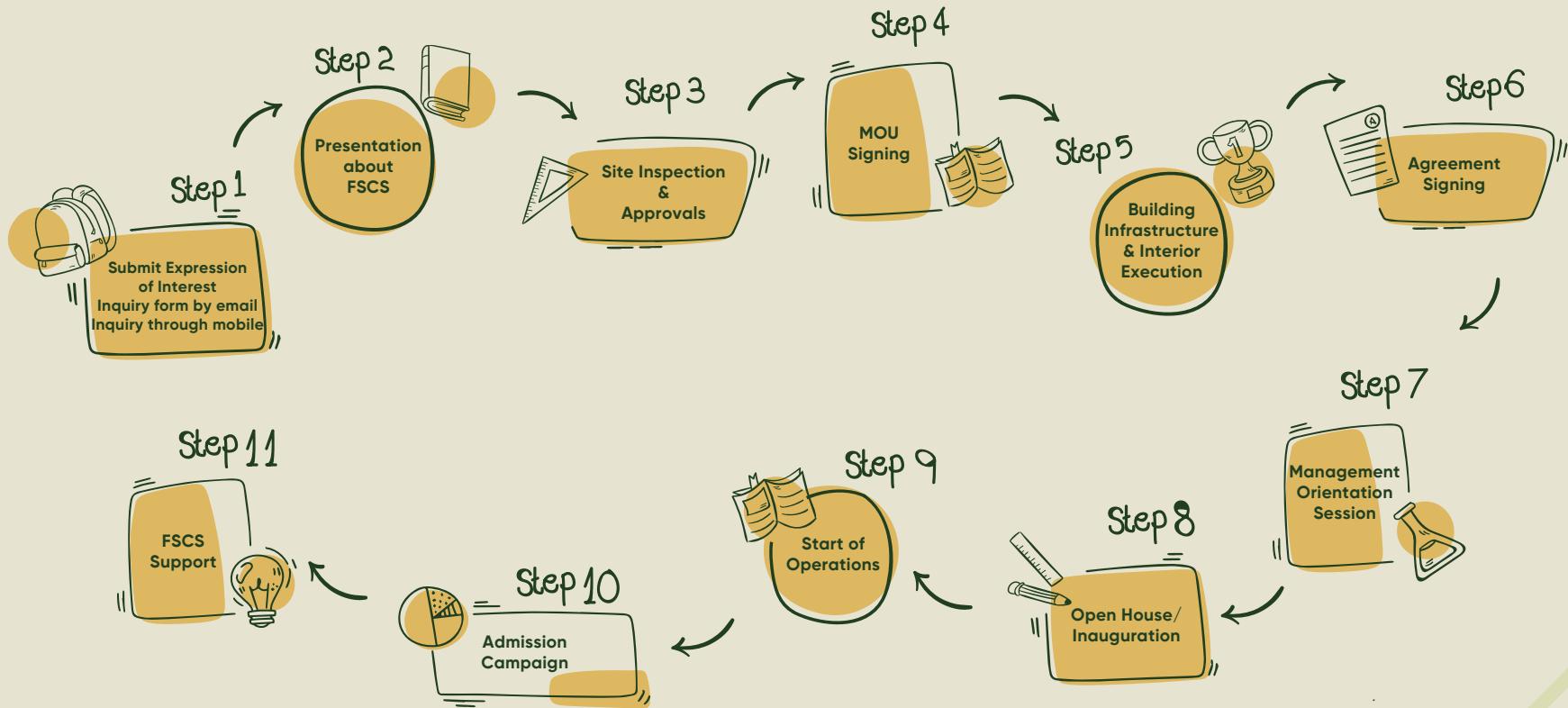


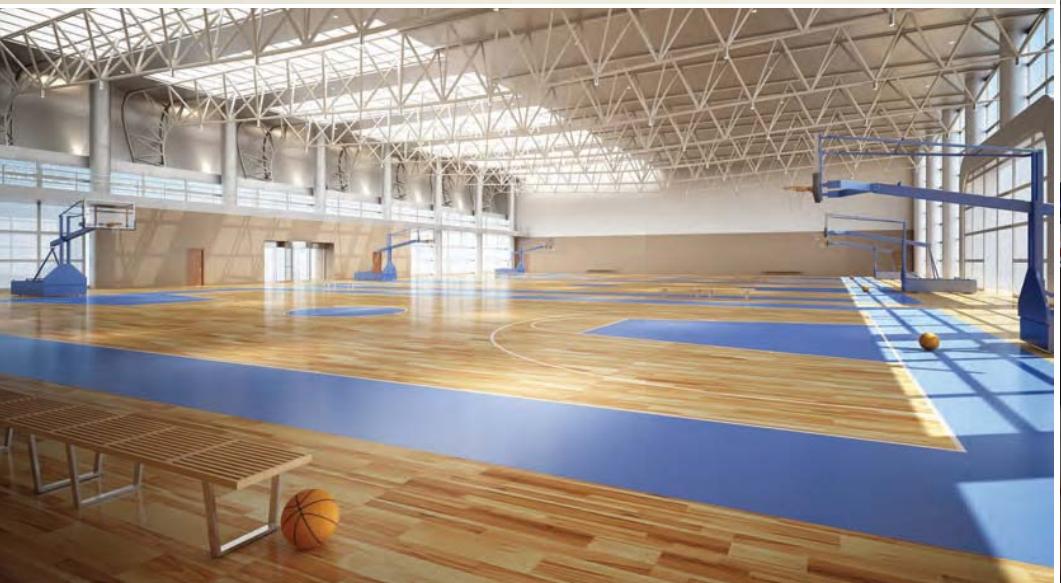
Financial Plan

Sr.	School Level	Classes	Franchise Fee (Rs.)
1	Pre-school	Pre Nursery, Nursery, KG	700,000
2	Primary	I to V	800,000
3	Middle	I to VIII	1,000,000
4	Comprehensive	I to X	1,200,000

- ◆ Monthly Royalty: **8%** (only on tuition fee)
- ◆ Conversion Fee: **50%** waiver on Franchise Fee*

Steps: Association with FSCS





Foundation Laying Ceremony of Flagship Campus of Forces School at Blue World City



Master Plan - Zonal



Campus Highlights

- ◆ Built Over 112 Kanals
- ◆ Admin Block
- ◆ Boys Section
- ◆ Girls Section
- ◆ Examination Hall
- ◆ Science & IT Labs
- ◆ Central Library
- ◆ Auditorium
- ◆ Cafeteria
- ◆ Girls' Hostel
- ◆ Boys' Hostel
- ◆ Staff Hostel
- ◆ Indoor Sports Complex
- ◆ Outdoor Sports Facility
- ◆ Park





The image shows a modern architectural rendering of a school building. The building features a two-story facade with a mix of grey stone and red brick. The upper section has a grey stone facade with a grid of white-framed windows. The lower section is made of red brick. On the left side, there is a three-story tower-like structure with red brick and grey stone, topped with a glass-enclosed balcony. On the right side, there is a two-story structure with red brick and grey stone, topped with a white-framed balcony. The building is set against a clear blue sky with some green trees in the background. The text "THE FORCES SCHOOL SYSTEM" is prominently displayed in the upper center of the building, and "BLUE TOWN SAPPHIRE" is written below it. The same text is also repeated on the lower brick section of the building. The overall design is modern and architectural.

THE FORCES
SCHOOL SYSTEM
BLUE TOWN SAPPHIRE

THE FORCES SCHOOL SYSTEM
BLUE TOWN SAPPHIRE

Foundation Laying Ceremony of Flagship Campus of Forces School at Blue Town Sapphire





Lahore (Franchise Office)

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UAN +92 42 111 22 3456

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Rawalpindi Office

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