



Singapore Math

Franchise Success Guide

Unveiling the Path to Building a
S.A.M Singapore Math Enrichment
Center in the Philippines

www.seriouslyaddictivemaths.com.ph

A Message from the President and CEO



At Enrich Asia, we have always believed that success lies in collaboration and a shared commitment to excellence. I am excited to extend an invitation to you to explore the possibilities of becoming a part of our growing network of successful franchises.

We believe that your success is our success, and we look forward to the possibility of welcoming you into our growing family. Thank you for considering us as your franchise partner. We are excited about the potential of what we can achieve together.



Hsien Naidu

President and CEO
Enrich Asia Management Philippines

A Message from the Founder



We are delighted to introduce you to the S.A.M Singapore Math franchise opportunity, an award-winning math enrichment program that has been transforming the lives of children worldwide. We have made it our mission to provide children with a strong foundation in math while fostering their critical thinking skills, problem-solving abilities, and a lifelong love for learning.

We are excited to offer you the chance to become a part of our global network of S.A.M Singapore Math centers by franchising with us. Our franchise program is designed to support dedicated individuals like you who share our passion for education and our commitment to helping children succeed in math and beyond.



Samuel Chia

Founder
S.A.M Singapore Math



Welcome! Are you passionate about education, entrepreneurship, and making a positive impact on young minds? If so, you're in the right place. In this guide, we're excited to introduce you to the world of franchising with S.A.M Singapore Math enrichment centers.

Get ready to explore a remarkable opportunity to bring exceptional math education to students while building a rewarding business of your own.

Section I. Why Choose S.A.M Singapore Math Enrichment Center Franchise?

At S.A.M, we understand that deciding on a franchise is a significant choice. Our franchise offers a host of compelling benefits that set us apart:


- **Proven Excellence:** Join a well-established brand with a reputation for delivering top-quality math enrichment.
- **Effective Curriculum:** Stand out with S.A.M's innovative teaching methods that foster deep understanding and critical thinking.
- **Your Success is Our Goal:** We provide comprehensive training, ongoing support, and a network of fellow franchisees to ensure your success.
- **Rising Demand:** With parents and students seeking exceptional education, the demand for quality math enrichment is on the rise.







Section II: The Heart of S.A.M: The CPA Approach

Teaching Philosophy: S.A.M Singapore Math isn't just about numbers; it's about nurturing a love for learning. Our approach emphasizes grasping concepts rather than memorization, fostering lifelong skills.



 S.A.M Singapore Math

Concrete–Pictorial–Abstract (CPA) Approach

Concrete stage – “**doing**” stage where children use physical or concrete objects

 and  makes ?

Pictorial stage – “**seeing**” stage where children use drawings or pictures

 and  makes ?

Abstract stage – “**symbolic**” stage where children use abstract symbols

$2 + 3 = ?$

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Innovative Curriculum: Discover the S.A.M curriculum, designed to transform math into an engaging adventure. Through real-world problem-solving and interactive activities, students not only learn math but also how to think critically and logically.

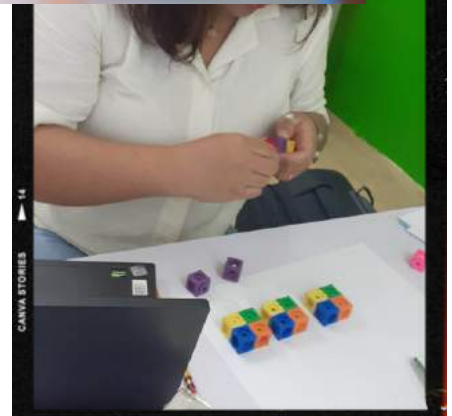




Section III: Franchisee Support and Training: Your Growth Partner

Empowerment through Training: Our franchisees receive comprehensive training in the S.A.M methodology, curriculum, and effective classroom management techniques. You'll be ready to inspire students from day one.

Marketing Magic: Worried about getting the word out? Don't be. We're here to guide you with proven marketing strategies, helping you build a strong local presence and attract eager learners.





Section IV: Becoming a S.A.M Singapore Math Franchisee: Taking the Leap

Start Your Journey: It all begins with a simple inquiry. Reach out to us, and we'll provide you with all the information you need to start your exciting franchise journey.

The Application Process: Our team will guide you through the application and evaluation process, ensuring that this partnership is a perfect fit for both parties.

Setting Up Shop: Once you're on board, we'll assist you in selecting the ideal location, designing your center, and creating a welcoming space for learning.

Training and Onboarding: Get ready for comprehensive training that equips you with the skills, knowledge, and confidence to run your S.A.M Singapore Math enrichment center successfully.





Section V: Investment and Financial Considerations



Investment Insights

For a Single Unit Franchise, the upfront investment to be paid to S.A.M is approximately Php 1-1.2 M inclusive of franchise and training fees, startup marketing kit, franchisee security deposit and physical center setup.

The franchise term is valid for 3 years. If you're able to maintain 35 enrolled students monthly, the return of investment happens on the 18th month from your center opening.

Standard tuition fees

For centers in Metro Manila and Cebu City, the standard tuition fee for 4 sessions (1 month) is Php 3,000. For centers in the provinces, the standard tuition fee for 4 sessions (1 month) is Php 2,400.

Teacher salaries

Franchisees are free to dictate their teacher's salary. For a startup center, one part time teacher (paid per-hour) and one full-time teacher who will also be the admin (paid per month) is ideal.

For an in-depth discussion and to consider all current financial factors, please email franchise@enrich-asia.com or contact the Franchise Sales Manager at +63917-7108725



Section VI: Crafting Your Brand: Marketing and Branding Strategies

Building Credibility: Discover strategies to build local credibility and trust, so parents and students are excited to join your S.A.M Singapore Math center.

Leveraging the S.A.M Brand: Benefit from the strong S.A.M brand reputation and the recognition it carries in the education community.

Innovative Marketing: From online campaigns to community engagement, we'll share effective marketing techniques to ensure your center flourishes.





Section VII: Overcoming Challenges and Embracing Opportunities

Navigating Challenges

Every business faces hurdles. We're here to guide you through potential challenges, offering strategies to overcome them and maintain a thriving center.

Education is an ever-evolving field. Learn how S.A.M Singapore Math stays ahead of trends and regulations, ensuring your franchise remains relevant and successful.

Surviving and thriving during the Covid-19 global recession

When the S.A.M Philippines Management team first heard the news about the country-wide lockdown, we were not sure what to feel. Despite this, we kept our eyes on our franchisees' boats, we wanted to keep our loyal center owners afloat.

Parents started to pause their child's enrollments due to financial struggles. Teachers had to work remotely, and center owners had to move out of their commercial spaces to reduce the overhead costs.

The pandemic forced most of the S.A.M teachers to learn apps they've never heard of before, only within weeks. They had to be twice as engaging with children who were constantly distracted online.

As the master franchisee, S.A.M Singapore Math Philippines, knew that one solution to recuperate losses was to get new franchisees onboard. However, the team and Hsien Naidu, the president of S.A.M Philippines and Enrich Asia Philippines Management, we were committed to taking care of the current franchisees first.

There was no use in trying to get new franchisees if we will lose those who have been loyal to the brand. We focused our efforts on training the franchisees and teachers on online teaching techniques, experimented with tools and processes, and doubled down on social media marketing for more enrollees.

Through the head office's persistence in supporting local franchisees, we were able to lower the cost of franchise renewal fees and kept 81% of our S.A.M centers operating through the global recession.



Section VIII: FAQs about Franchising a S.A.M Singapore Math Center

What's the space requirement?

You need a minimum of 40sqm for your S.A.M center.

Will head office help in the recruitment of S.A.M trainers?

The Philippines head office helps by posting ads for teacher pooling. From the list, if the applicant chose your center, you can interview them. The head office also assists in the assessment of applicants.

What can we expect from the training?

The training is 2 weeks long. The first week is done remotely online on the S.A.M Online Onboarding Tool. The second week is done in-person at the training office.

The training dives deep into the CPA method and how the teachers can successfully execute them for each level. The training also covers financials, accounting, operations, sales and marketing - everything that will prepare you for franchise success.

Is S.A.M from Singapore?

Yes. The S.A.M brand is 100% from Singapore - founded by a Singaporean, managed by Singaporeans and originated in Singapore. In addition, the S.A.M Thinking Math program is based on Singapore Math, a global top-ranking curriculum according to international studies.

I already have an education center, is there a different franchise package for me?

Yes, the franchise package may differ especially on physical center build or investment. Please email franchise@enrich-asia.com or contact the Franchise Sales Manager at +63917-7108725

Can I offer online classes?

Yes. The S.A.M curriculum is teachable online and can be a good retention strategy for families that frequently travel. Although, note that a physical center is still a franchise requirement.

After my center's official center opening, what other support can I get?

The Philippines team is continuously in touch with the franchisees especially for new curriculum training cascaded from Singapore. Aside from this, there are marketing events and activities from the head office you can take advantage of. Most importantly, you'll be part of the S.A.M Philippines Franchisee community where seasoned franchisees are open to sharing what worked and didn't work for their centers.



Section IX: Your Path to Franchise Success: Next Steps

Take the Leap: You've absorbed a wealth of information about franchising S.A.M Singapore Math. Now it's time to take action! Reach out to us today and start your journey to building a S.A.M Singapore Math enrichment center.

Guided Application: Our team is ready to assist you through the application process. Let's work together to explore how your passion aligns with our franchise opportunity.



Section X: Your Future Begins Here

Thank you for embarking on this exciting journey with us. We believe that through S.A.M Singapore Math enrichment centers, you're not just building a business – you're shaping the future of young minds.

As you consider joining the S.A.M family, remember that our franchisees' successes are interwoven with S.A.M's commitment to excellence. Together, we can make a lasting impact on education.



Need Some Help? Let's Brainstorm!

Have any questions about this guide? Or stuck on a roadblock to begin building your own S.A.M center?
Send us a direct message today!

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