

ALEXANDER INTERNATIONAL

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Contact:

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Website: <http://ALS-Alexander.org> or <http://alexander-schools.com/franchise/franchise.htm>

E-mail Address: info@als-alexander.org

Franchise Sales - International ONLY:

Single Unit: Yes

Multiple Units: Yes

Area/Master Developer: Yes

Description of Franchise:

Language Schools operating for more than 40 years. Internationally since 1994 (see Franchise Annual NY old editions, [Franchise Business NZ](#) and [Franchise New Zealand Magazine](#) and others)

Background:

Year Established: 1966

Year First Franchised: 1994

Franchised Units: 24

Company Owned Units: 78

Projected New Units (12 months): 30

States/Countries Registered In: Greece

Availability: **International-ONLY / Not availbale in the United States**

Financial/Terms:

Cash Investment: \$40K USD min

Total Investment: \$50K to 250K USD (Single / Master)

Total Investment - Single Unit Franchise: \$50K to \$100K USD

Total Investment - Multiple Unit: \$60K to \$150K USD

Total Investment - Area/Region: \$70K to \$200K USD

Total Investment - Master Franchise: (for a state/province or small country): \$80K to \$250K USD

**Note: Area/Region Franchise usually coincides with master franchise in very small countries- with small population- (Example: Costa Rica, Singapore, and Luxembourg)

Franchise Fee: Single Unit: \$30K USD

Franchise Fee: Multi Unit: \$40K USD

Franchise Fee: Area Franchise: \$50K USD

Franchise Fee: Master Franchise: \$60K USD

**All fees are negotiable: Depend on state/country, down payment, royalties, units etc

Discounts: VetFran, Women, Minorities? VetFran Program Participant: Yes

Royalty: 7% to 15% on gross (tuition) - depending on initial fee agreed and paid. Minimum \$4K USD annually (advertising not included)

Ad: (Advertising) not included in the above percentage of continuing fees (royalty), but is shared between the franchisees in each country after mutual consent.

Local promotion/advertising belongs totally to the franchisee (ref its territory)

Average # of Employees: 6 (min. 2)

Passive Ownership Allowed: Yes, as long as certain qualifications are met

International Expansion:

International Opportunities: ONLY International opportunities

Europe: European Union countries or not

Asia: Saudi Arabia, Singapore, Thailand, Malaysia, India, Hong Kong, China, Japan

Oceania: Australia, Tasmania New Zealand

Africa: South Africa, Egypt (see also www.als-alexander.org/territories.htm).

Single Unit Availability: Yes

Multiple Unit Availability: Yes

Area Development or Master Availability: Yes

Cash Investment: \$40K USD min.

Total Investment: from \$50K to \$250K USD

Support & Training Provided:

Financial Assistance Provided: We can reduce the initial fee if we participate as silent partners (with a small percentage in gross)

Site Selection Assistance: Mostly on phone, e-mail etc. They can visit us. On location it is provided for high investment ventures such as a big single unit/school/college, multi-unit, area and master franchises.

Lease Negotiation Assistance: Yes

Co-operative Advertising: Yes after mutual consent

Training:

As above mentioned the new franchisee can visit us or an old franchisee (eg Bulgaria) to see the operations on location. We also provide assistance locally according to afore mentioned conditions. We also furnish franchisees with a lot of written information/guidelines manual and documents.

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