



**A NATIONAL POLICE
FOUNDATION INITIATIVE**

FRANCHISE POLICY AND PROCEDURES HANDBOOK

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WELCOME MESSAGE

Dear Franchise Partner,

We welcome you to the NPF Education System family. Our initiative is born from a deep commitment to nation-building through education. We envision a Pakistan where every child receives quality education in a safe, values-driven environment.

In an age of rapid global change and innovation, it is essential that our children are equipped not only with strong academic foundations but also with the critical thinking, digital literacy, communication, and collaboration skills needed for the 21st century. Our curriculum is designed to nurture these competencies, ensuring students are prepared to thrive in both national and global contexts. Thank you for joining us on this transformative journey to educate and empower the next generation.

Warm regards,

Director,

NPF Education System



OUR EDUCATIONAL PHILOSOPHY

Vision

To provide quality education that is accessible and affordable for every child across Pakistan—regardless of background or region. We aim to build a nationwide school system that not only delivers academic excellence but also instills discipline, patriotism, and readiness for a rapidly evolving world.

Mission

To nurture a new generation of educated, ethical, and empowered individuals who can meaningfully contribute to their communities and the nation. Through a structured, values-driven curriculum inspired by the integrity and dedication of the national police force, we aim to cultivate learners who are confident, responsible, and equipped with 21st-century skills.

Long Term Goals

- ➡ To foster a nurturing and safe environment for holistic child development.
- ➡ To expand educational access to underserved and remote areas.
- ➡ To maintain high standards through a well-rounded, outcomes-based curriculum.
- ➡ To promote responsibility, respect, and integrity by embedding core moral values into everyday learning and school culture
- ➡ To equip students with global competencies including digital literacy, critical thinking, and communication.
- ➡ To create a model that is economically viable, socially impactful, and scalable.



WHY CHOOSE OUR SCHOOL FRANCHISE?

Unique Selling Points (USPs):

- ➡ Community-Focused School Model
- ➡ Values-Based Education with Modern Techniques
- ➡ Standardized School Culture
- ➡ Structured Academic & Operational Support
- ➡ Police Force Affiliation

Market Demand & Growth Potential

- ➡ Scalable, easy to replicate and cost-effective model
- ➡ Growing need for affordable, English-medium, values-based education across Pakistan
- ➡ Strong potential for expansion in both urban and underserved areas

Support & Services

Establishment Support

- ➡ Location finalization and architectural consultancy
- ➡ Building design and classroom layout guidance
- ➡ Branding elements, sign age, and uniforms



WHY CHOOSE OUR SCHOOL FRANCHISE?

Academic Support

- ➡ Complete yearly curriculum and schemes of work
- ➡ Teacher training and academic workshops
- ➡ Model lesson plans and classroom aids
- ➡ Access to online resources and e-learning modules

Marketing & Admissions Support

- ➡ Regionalized marketing strategy
- ➡ Social media and digital promotions
- ➡ Assistance in planning admission drives and community events

Training & Human Resource Support

- ➡ Teacher recruitment assistance
- ➡ Orientation and startup training sessions
- ➡ Ongoing professional development sessions

Operational Support

- ➡ Regular academic audits and performance monitoring
- ➡ Parent-teacher meeting templates and communication tools
- ➡ Guidance on school management software and data tracking

Brand Recognition:

- ➡ Known across the country with support from the police, seen as disciplined and high-quality



ABOUT THE SCHOOL SYSTEM

The NPF Education System is a school network rooted in the values of the national police force, offering high-quality affordable education from preschool to matriculation.

School Structure: Academic Stages

Preschool (Playgroup to Kindergarten)

A safe and nurturing environment where children learn through play and activities, building early skills in literacy, numeracy, motor skills development, and social-emotional growth.

Lower Primary (Grades I–II)

This stage builds on preschool by strengthening early reading, writing, and math skills, while boosting language, confidence, and classroom habits through interactive learning.

Primary (Grades III–V)

This phase deepens students' academic understanding through a structured curriculum with more focus on concept clarity, problem-solving, and independent thinking, alongside basic IT and life skills integration.

Middle School (Grades VI–VIII)

Students are guided through early adolescence with a balanced approach to academics, personal development, and co-curricular activities. Subjects follow the national curriculum, enhanced with project work, civic education, and digital skills.



ABOUT THE SCHOOL SYSTEM

Senior School (Grades IX–X)

Focused on academic rigor and exam preparation, this stage aligns with the Matriculation Board requirements. Students are encouraged to develop higher-order thinking skills, career awareness, and participate in technical streams or co-curricular tracks for holistic growth.

Practical Life Skills Program – NES Life Lab

At NES School System, we believe education must prepare students not just for exams—but for life. Our signature Life Skills Program, known as NES Life Lab, is a hands-on learning experience that equips students with real-world skills such as time management, budgeting, personal hygiene, teamwork, public speaking, digital safety, and self-leadership. Through engaging activities like preparing healthy snacks, organizing daily planners, role plays, classroom currency systems, and first aid practice, students learn by doing—not just reading.

This innovative, age-appropriate program is integrated weekly across all grade levels, making NES one of the few school systems truly invested in building well-rounded, independent, and socially responsible individuals. Parents trust us not only for academic excellence but also for raising capable and confident young citizens.



ABOUT THE SCHOOL SYSTEM

Future Plan:

We aim to provide Technical education (Matric-Tech streams) in our schools.

Key Achievements:

- ➡ Successfully launched schools in underserved regions
- ➡ Overwhelming response to community-based model
- ➡ High student retention & parent satisfaction



FRANCHISE MODEL OVERVIEW

The NPF Education System offers flexible franchise models to suit different investment levels, land availability, and community needs. Our scalable approach allows partners to start small and expand over time, ensuring sustainable growth and consistent quality.

Franchise Options

We have divided our franchise options into two main categories

Partnership Integration Model:

Transform your existing school into an official branch of NFP Schools by aligning with our proven educational framework and operational excellence.

Flagship Launch Model:

Establish a brand-new institution from the ground up, fully integrated with NFP Schools' policies, academic standards, and innovative practices.



FRANCHISE MODEL OVERVIEW

Types of Franchise Models

Standard Model

- ➔ Coverage: Preschool to Lower Primary (Playgroup to Grade II)
- ➔ Ideal Land Size: 2–3 Kanal

Key Features:

- ➔ Focus on early years and foundational learning
- ➔ Lower startup investment with high community impact
- ➔ Ideal for smaller towns or urban areas with limited space
- ➔ Allows for future up gradation to full school model
- ➔ Customized classroom design, learning corners, and play-based zones

Premium Model

- ➔ Coverage: Full School (Preschool to Grade X)
- ➔ Ideal Land Size: 4 Kanal or more

Key Features:

- ➔ Comprehensive schooling under one roof
- ➔ Stronger brand visibility and long-term enrollment potential
- ➔ Facilities for co-curricular activities, science & IT labs, library, and outdoor play
- ➔ Includes Matric Tech or Technical streams (optional)
- ➔ Designed for urban centers, housing societies, and high-demand area



FRANCHISEE PROFILE – WHO CAN APPLY?

We are looking for passionate and committed individuals or organizations who:

- ➔ Have a strong interest in education and community development
- ➔ Possess prior business or school management experience (preferred but not mandatory)
- ➔ Own or lease suitable land/building as per the site requirements
- ➔ Are financially capable of investing and sustaining operations
- ➔ Are committed to maintaining NPF standards and value

Process of Applying for a Franchise

Initial Inquiry Submission:

- ➔ Fill and submit the Franchise Inquiry Form via our website or email.
- ➔ Receive an introductory email outlining required documentation and survey fee.

Document Submission & Verification:

- ➔ Submit soft copies of registration, land layout, photos, and basic business documents.
- ➔ Verification call/email will be made within 5 working days.

Site Visit & Feasibility Report:

- ➔ Our regional team conducts a detailed survey of the proposed site.
- ➔ Feasibility report shared with recommendations.



FRANCHISEE PROFILE – WHO CAN APPLY?

MOU Signing & Initial Payment:

- ➡ Upon approval, a Memorandum of Understanding is signed.
- ➡ 50% of the license fee is paid at this stage.

Infrastructure & Setup Support:

- ➡ Begin civil works, classroom setup, and branding as per NPF Education System guidelines.
- ➡ Assistance provided for architectural layout and classroom design.

Franchise Agreement & Remaining Payment:

- ➡ Sign final agreement before launch and submit remaining license fee.
- ➡ Marketing support and academic onboarding begins.

Pre-Launch Training & Recruitment:

- ➡ Conduct teacher interviews with support from NPF.
- ➡ Teachers, coordinators, and administrative staff receive orientation and training.

Official Launch & Ongoing Support:

- ➡ Branch officially launched with NPF academic and operational assistance.
- ➡ Continuous improvement support, curriculum updates, and teacher training included.



FRANCHISEE PROFILE – WHO CAN APPLY?

Eligibility Criteria

- ➔ Minimum Land Requirement: 2 Kanal (Preferred: 3 + Kanal)
- ➔ Registered firm/partnership/entity with educational objectives
- ➔ Construction area of 8,000 to 12,000 sq. ft. for Phase 1
- ➔ Minimum community affordability benchmark (fee range starting from PKR 2,000 to PKR 8,000/month)
- ➔ Total first-phase investment starting from PKR 8-10 million depending on the region

Fee Structure & Royalties

- ➔ Franchise License Fee: Varies based on location and model
- ➔ Annual Royalty: 10% of total collected fee annually, applicable after the first academic year

Sample Revenue Model & Break-Even Estimation

- ➔ Monthly fee per student: Starting from PKR 8,000 (with grade level wise increase)
- ➔ Target enrolment by Year 2: 150 students
- ➔ Monthly income: PKR _____
- ➔ Operational expenses: PKR _____
- ➔ Royalty: 10% of monthly revenue after Year 1
- ➔ Break-even: Usually within 2 to 3 years depending on enrolment speed and operational control



FRANCHISEE PROFILE – WHO CAN APPLY?

List of Required Documents

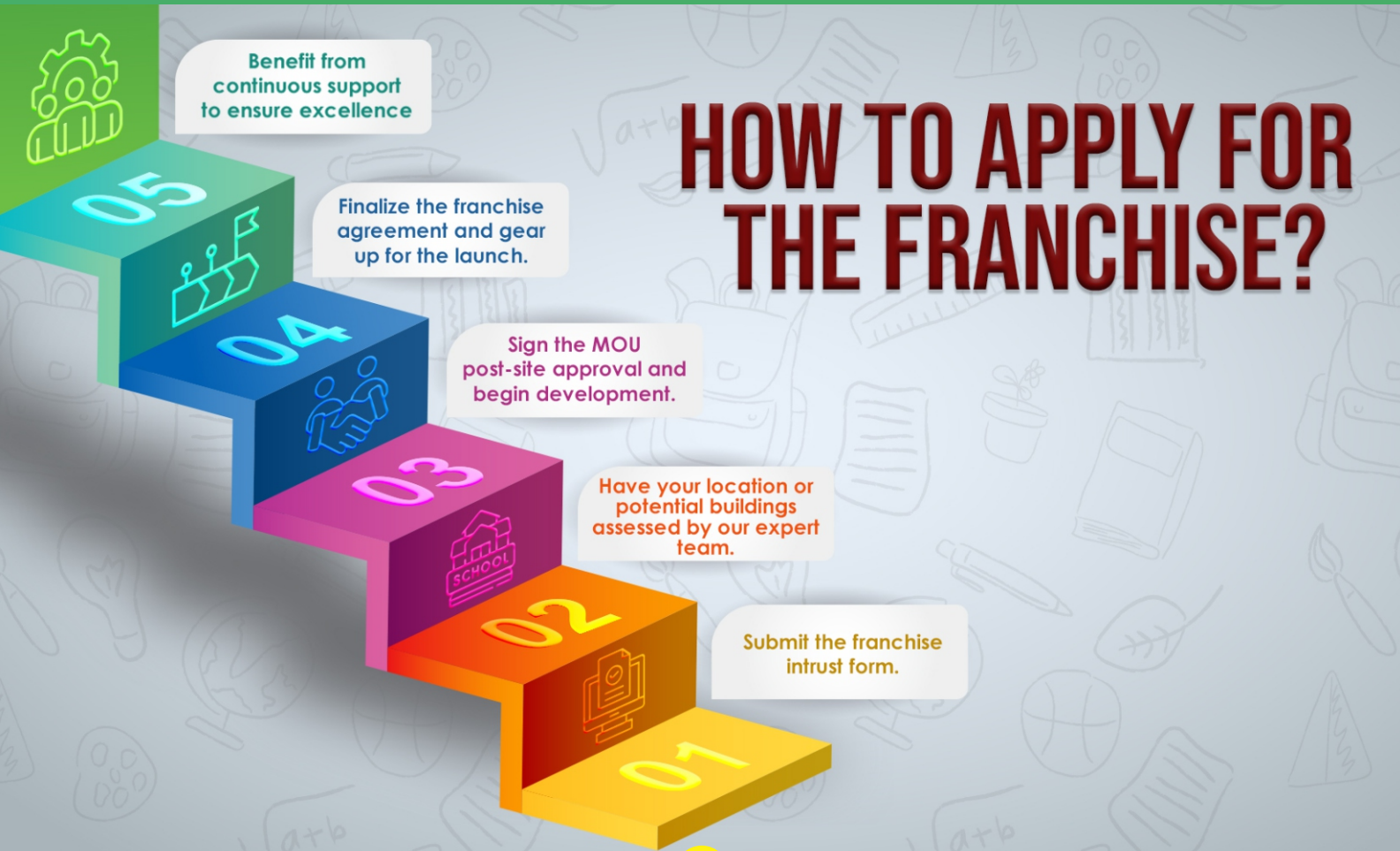
- ➔ Letter of Intent on official letterhead
- ➔ Registration documents of business entity
- ➔ Property ownership or lease documents
- ➔ Photographs and layout of the proposed site
- ➔ Proof of address (CNIC, utility bill, etc.)
- ➔ Income tax returns (last 2 years if applicable)
- ➔ Market analysis report of surrounding schools (fee structures & facilities)

Terms and Conditions

- ➔ All infrastructure and setup costs are borne by the franchisee.
- ➔ School uniform and branding must follow NPF guidelines.
- ➔ Educational material (curriculum, teaching aids) provided by NPF is proprietary.
- ➔ Franchise agreement is valid for 5 years and renewable based on performance.
- ➔ All taxes, legal registrations, and NOCs are the responsibility of the franchisee.



COLLABORATION STEPS



FEE STRUCTURE

Registration Fee				3,000/-
Admission Fee (Non-Refundable)				10,000/-
Annual Charges				5,000/-
Tuition Fee (Monthly)	PG- KG-II 7,000/-	Grade 1 - 3 8,000/-	Grade 4 - 7 9,000/-	Matric 10,000/-
Security Fee (Refundable)				5,000/-

FREQUENTLY ASKED QUESTIONS (FAQS)

What if the school doesn't achieve target admissions in Year 1?

- ➡ NPF provides extended marketing support and guidance to help improve enrolments.

Can I offer tuition or coaching classes in the same building?

- ➡ Only with prior written approval from NPF management.

What if I want to exit the franchise agreement?

- ➡ An exit clause is included in the contract with proper notice and transfer terms.

Is the investment refundable if I change my mind?

- ➡ The franchise license fee is non-refundable once the agreement is signed.

Do I need prior experience in education to open a franchise?

- ➡ While it's preferred, it's not mandatory. NPF provides extensive training and support.

Can I run multiple franchises in different locations?

- ➡ Yes, subject to approval and past performance review of existing branches.

Who decides the school fee structure?

- ➡ NPF will recommend a fee structure based on local market analysis and affordability.

How are staff evaluated and supported?

- ➡ NPF conducts periodic academic audits, training workshops, and feedback sessions.

Will the franchise receive exclusive territorial rights?

- ➡ Yes, territorial exclusivity can be granted based on mutual agreement and location size.

Is digital learning included in the curriculum?

- ➡ Yes, NPF offers blended learning modules and LMS access where applicable.

CONTACT US



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