



# Berlitz Franchising

A world of opportunity

Welcome to the  
Berlitz Center

INSTRUCTION

bonjour

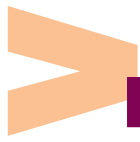
buon giorno

buenos días

Guten Tag

“Trust in  
128 years of  
experience!”

**Berlitz**<sup>®</sup>



# Berlitz the Company – History and Operating Principles



“Confidence is our goal for our clients.”

## Who we are

Since Maximilian D. Berlitz founded the company in 1878 Berlitz International, Inc. has become the world’s premier language services company. At more than 500 Berlitz language centers in over 60 countries around the world – both corporate and franchised locations – we serve clients with our expertise in language training and cultural consulting.

Confidence is our goal for our clients: for them to build their confidence in using their language skills in a variety of settings and in functioning in a new cultural environment – and with these abilities to achieve their own professional and social goals.

With worldwide headquarters in Princeton, New Jersey, USA, Berlitz continues to expand both in countries where we have been for more than 100 years and in completely new markets. The launch of Berlitz Franchising Corporation activities in 1996 has brought our name and services to over 75 new locations on five continents. Functioning as integral members of the Berlitz global network, franchises share the same Berlitz standards and approaches. These elements have created millions of successful Berlitz students over nearly 130 years.

Berlitz has been a member of the Benesse Corporation of Japan since 1993. “Benesse” means living life to the fullest (from *bene* = good/well and *esse* = life/living). This philosophy harmonizes perfectly with our business and training goals for the student experience at Berlitz.

## The Berlitz Experience

Berlitz brings multiple approaches to the client’s training experience. Separately, these elements are all convincing arguments to choose Berlitz. Together, they add up to a total experience no other organization can match.

### The Berlitz Experience is:

#### The Berlitz Method®

A conversational approach that emphasizes listening and speaking over memorization forms the heart of all Berlitz instruction. This world-famous method, pioneered by Maximilian D. Berlitz, is the most natural and effective way to learn a new language.

#### Berlitz Instructors

Native-fluent instructors all go through the Berlitz Instructor Training (BIT) program that ensures consistent delivery and quality worldwide.

1878 1884 1895 1900 1947



### Berlitz Environment

In private one-on-one lessons or in small groups, the Berlitz training experience maximizes student speaking time – building confidence in speaking the language. Berlitz can deliver training wherever clients wish – at the Language Center, in their offices, or live via the Internet. Berlitz staff and instructors work to ensure a comfortable, professional atmosphere that is conducive to learning. During the program they provide regular feedback and motivation for the client.

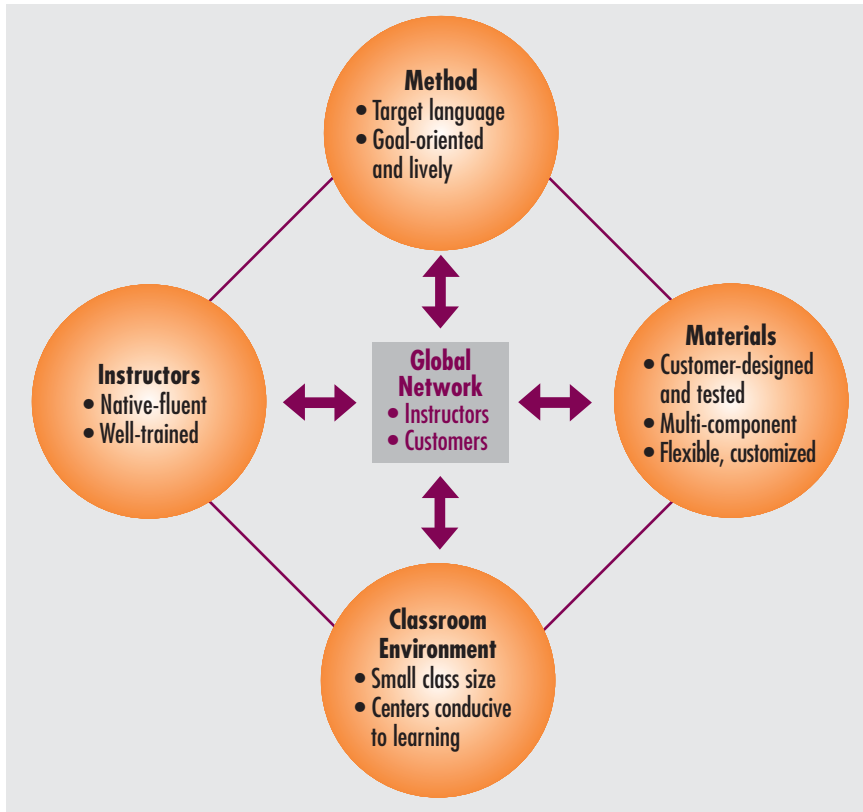
### Berlitz Materials

Engaging materials are an integral part of the curriculum. Berlitz materials have been developed using customer feedback and field research to maximize learning.

### Testing Tools

To ensure a language program is appropriate for each client, every program begins with language proficiency-level testing. Once students have completed their program level, they may take advantage of achievement tests to see how well they have mastered the material before moving on to the next level. For added convenience, many of these tests are available online.

### The Berlitz Experience is the integration of four elements:



“Berlitz can deliver training wherever clients wish – at the Language Center, in their offices, or live via the Internet.”

1979 1984 1996 2000 2007

# > The Franchise System / Why Berlitz?



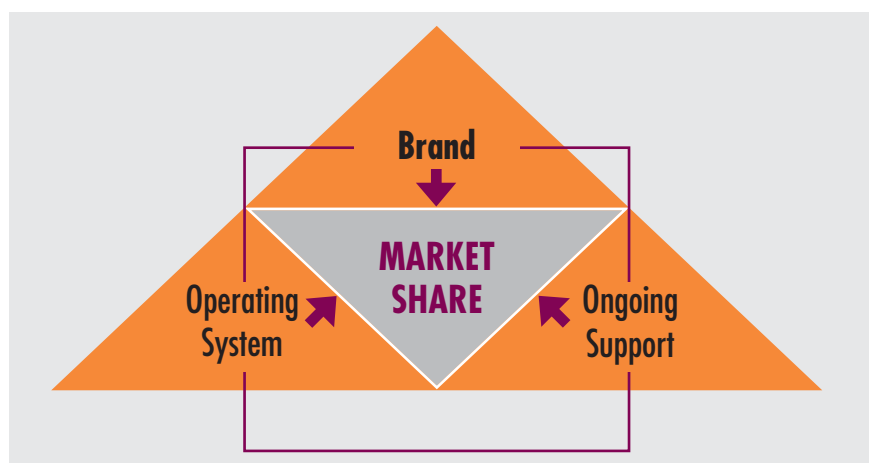
## The Franchise System / Why Berlitz?

Franchising with Berlitz is an exciting opportunity to partner with the world's leading brand in language services: an organization based on professional operating systems, innovative products and services, and ongoing management support to help you implement our business practices. The combination of educational products and international business experience makes Berlitz franchising a unique investment opportunity.

Why franchise with Berlitz instead of working independently? If you want to focus your work on building your share of the market in your territory, you will also want not to waste time creating a business image and concepts with the procedures necessary to support them. Use your time more efficiently to implement the best-practices experience of Berlitz – the world leader.

Franchise candidates who chose to build their business within the Berlitz model can create many personal as well as professional rewards.

## The Elements of Franchising at Berlitz



### The Brand

Coca Cola®. Levi's®. Mercedes Benz®. Berlitz®. It's not hard say that in the language services field, Berlitz's reputation is as strong as many of the most-trusted consumer brand names in the world. That's one of the biggest benefits of teaming up with Berlitz. The brand name is powerful. Either Berlitz is already well known or you can easily show clients the strength of our world-wide presence, reputation for high quality, and famous instruction methods. With your own sales skills, you'll be joining forces with a market leader – honored and trusted for nearly 130 years of service to millions of clients.

### The Operating System

To create the value of the Berlitz brand name we have developed a system of business practices. As a Berlitz franchisee, you receive the right to follow our management systems that are designed to ensure the high quality of customer service, of key operations procedures and of instruction.

You will manage your franchise based on our Operations Manual and Language Center Management System™ that define our business model and track your local clients. The Operations Manual brings together our worldwide experience – based exclusively on our Berlitz real-life best practices – into one system.

“Franchising with Berlitz is an exciting opportunity to partner with the world's leading brand in language services.”



Naturally you will have the right to offer language instruction using the renowned Berlitz Method®. And unlike many schools that limit themselves to a single language, Berlitz meets the world challenge by offering English, German, French, Japanese, Italian, Russian, Arabic, Mandarin, and many, many others. Completing the product profile are Berlitz Cultural Consulting® training courses, Berlitz Study Abroad® options, campus-based ELS Language Centers®, and Berlitz Kids® courses.

As a Berlitz franchise owner, you will be joining a proven team in the language business. But our interest in your success goes far beyond spreading the name. Your success is our success.

### Ongoing Support

This Berlitz “Management Support” has the priority of helping you implement our Operating System. Before you open the doors of your new language center, you will complete our New Franchise Orientation and Product and Sales Training. In addition your franchise will receive on-site Berlitz Instructor Training and training in administrative procedures.

Your local website and any locally developed promotional materials will be reviewed for use by a member of the Berlitz marketing team. Berlitz strategic initiatives are shared with you to harmonize your market approach with our global, regional or national concepts that may apply to your location.

On the basis of the Operations Manual system, Berlitz provides periodic evaluation of your business with the purpose of helping you maintain and improve your operations. This evaluation, our “Quality Audit,” focuses on all the key operational aspects of your business to give you feedback for use in your annual strategic business planning.

“As a Berlitz franchise owner, you will be joining a proven team in the language business.”

## Franchisee Profile

**We are looking for entrepreneurial business people with the following ideal qualifications:**

- Strong local market knowledge: Preferably direct personal experience operating a business in the market identified.
- Proven business background: Preferably professional experience in the areas of sales and marketing.
- Sufficient financial resources: The investment for a fully operational Language Center ranges from \$200,000 to \$370,000 depending on local costs.
- Fluency in the local language and culture, specifically in the business culture.
- Fluent command of the English language.
- Strong interest in the Berlitz brand and the Berlitz products.
- Strong customer orientation.
- Ability to master complex operating systems.

# > In business for yourself, not by yourself



“Our operating system prepares you to be Berlitz.”

## Your Motivation

You want to use your talent for doing business in the world of language and culture training. You want to create your reputation as the world-class service provider in your local market. You want to implement a proven system so you can better spend your time promoting your business. You want to run your own business – but do it by using the resources and structure of the world leader. You want to join the Berlitz franchise program!

If you become a Berlitz franchisee, you will take advantage of the following program elements, which we update according to changing business conditions:

## Berlitz Operating Principles

Berlitz Franchising Corporation exists to expand our brand into new markets, and to ensure the quality of service that has created the value of our name. We select, prepare and assist franchisees to establish strong Berlitz operations. We support you in developing strategies for growth in your identified market segment – and in building the efficiency of your operations.

## Operations and Systems

You use the results of decades of Berlitz experience in business systems and language learning techniques. Our standard day-to-day language center management systems, customer relations programs, personnel selection and supervision programs and many others are used in Berlitz franchises just as in our corporate locations. And of course you use the famous Berlitz Method® of instruction as has been developed and tested in hundreds of Berlitz Language Centers worldwide.

Each franchise location is assigned to a regional Franchise Manager as the main contact person. This member of our corporate staff coordinates Berlitz resources in supporting your implementation of the Berlitz model in your local business. To help you evaluate your progress, the Franchise Manager coordinates the Berlitz operations “Quality Audit” which gives you feedback on your strengths and helps you plan necessary improvements. You will use our required software – the Language Center Management System™ – to enhance operations, from cost and sales process analysis to teacher scheduling and beyond.

## Orientation and Training

Our training goal is to enable your implementation of the Berlitz business model. First and foremost is beginning well. When your franchise application is approved you will already have prepared a proposed financial and strategic plan. Next comes our New Franchise Orientation – the philosophy and tactics that have allowed Berlitz to grow over some 130 years. In our franchisee selection process we profile candidates’ talents in key areas in order to focus our initial orientation.

Just before opening, your language center staff receives Product and Service Training, operations training and, for teaching staff, Berlitz Instructor Training. These sessions emphasize day-to-day operations and the characteristics of Berlitz programs.

During your years as a Berlitz franchisee you may attend periodic meetings presenting corporate strategies, training in new products, or developing management skills – and in every one you expand your network of corporate and franchisee colleagues. You become a member of the Berlitz worldwide family.

# Berlitz Franchise System – At a Glance



As a Berlitz franchisee, you receive the right to use our business concept in your territory. With your own sales and leadership abilities, you will apply these three key elements to gain market share – and build your business.



- Power of the Berlitz name
- Exclusive franchise territory
- International corporate recognition
- Unique worldwide network



- Operations Manual
- New Franchise Orientation
- Berlitz Method®
- Customer care and retention process
- Berlitz products and services for clients
- Quality control process
- Management system software
- Business planning process



- Dedicated Regional Franchise Manager
- Pre-opening training program
- Berlitz Instructor Training
- Facility design assistance
- Strategic business consultation
- Marketing materials review
- Periodic management meetings

# Products & Services – Live Instruction, Online Products, Cultural Consulting

## Berlitz Total Immersion®

Total Immersion® is an exclusive Berlitz product where students take part in an intensive all-day, one-on-one program that provides complete immersion in the target language. Pioneered by Berlitz in the late 1960's, Total Immersion® is fast and effective, meeting the needs of customers who need to learn a language quickly.

## Private Instruction

Berlitz private instruction enables students to learn at a pace and on a schedule that is tailored to their needs. Course content can also be most specifically customized to match their interests and the situations where they will need the language in everyday life – if necessary including customized materials to match particular vocabulary needs.

## Group Instruction

Group instruction – social and lots of fun – allows a wide variety of activities where peer learning can take place. Group instruction is more economical than private instruction, and some students also find it easier and more rewarding to share in the goal of learning another language by practicing together.

Berlitz also offers a wide range of intensive group courses, e.g., weekend courses or 1- or 2-week courses. These appeal particularly to customers who cannot follow a program over many weeks and who thus prefer to dedicate a block of time specifically to focus on their language skills.

## Corporate Groups

Many companies contract Berlitz courses for their employees. These “charter courses” provide students with the language skills they need for their work. Often these lessons take place at the students’ place of work. Some charter courses will be private instruction, and many others will be group instruction.

## The Berlitz Virtual Classroom

The Berlitz Virtual Classroom (BVC) brings instructors and students together in real time via the Internet. Students who can't come to lessons at our language centers due to time or travel commitments can enjoy all the effectiveness of live instruction right from their home or office, using a standard computer with audio capabilities.

## Berlitz Online

Berlitz online and blended products are designed for customers who want to learn a language but require a more flexible price and schedule.

- eBerlitz Self-Study
- eBerlitz Tutoring
- eBerlitz Blended
- eBerlitz Distance



“Group instruction – social and lots of fun – allows a wide variety of activities.”



### **Berlitz Cultural Consulting®**

Berlitz Cultural Consulting® (BCC) provides solutions beyond language for clients to function in business and society according to cultural values. Program design is based on assessment of clients' personal behavioral styles, intercultural research specific to the target culture, and cross-cultural management principles for knowledge and human capital.

**International Assignment Programs.** For the executive moving to a new assignment BCC trains for the workplace-appropriate skills used in the new culture such as communication, motivation, supervision, project management, formal and informal networking, subordinate/boss relationships, and leadership. Executives, and their families, relocating to different countries receive essential orientation to the destination's day-to-day life, society and national identity.

**Cultural Business Seminars.** BCC programs provide managers with skills necessary to lead effectively in cross-cultural situations. Country-specific seminars are available on:

- Team Building
- Global Perspectives
- Leadership
- Intercultural Management Skills
- Negotiation
- Presentation Skills
- Virtual Teaming

### **Berlitz Kids**

Berlitz Kids courses are exciting, innovative, and great fun.

- Sesame English™ for Kids 4-7
- English Beat™ for Kids 8-11
- English for Teens 12 and Up
- Berlitz Kids Camps

### **Berlitz Study Abroad (BSA)**

One of the most exciting and effective ways to learn a language is to spend time in countries where it is spoken allowing students to pick up vocabulary, pronunciation, and comprehension as they dine, shop, travel, or just walk down the street.

### **ELS**

Established in 1961, ELS Language Centers®, a member of the Berlitz group, has grown to become the largest campus-based network of English language instruction centers in the United States. The unique approach to learning provides students of all skill levels with daily opportunities to practice English and experience authentic culture. More than 2 million students from 130 countries have chosen the proven methods of ELS program to learn English quickly and effectively.

### **Berlitz Testing**

Berlitz professional language proficiency testing assesses an individual's ability to communicate in work-related environments. Berlitz offers proficiency tests online, proficiency interviews and customized tests.

“Berlitz offers proficiency tests online, proficiency interviews and customized tests.”



# ➤ Converting to Berlitz



**“You’ll also enjoy the camaraderie that comes from being part of a winning team.”**

If you already own and operate an independent language school, Berlitz Franchising offers a selective conversion program for you to enter the Berlitz worldwide network of language centers.

As you have seen, the Berlitz brand, business systems, exclusive materials and method establish our business at a level of world-class service. Not only in our value to the client but also in operating potential for franchisees.

We invite strong language school operators in local markets to join Berlitz and enhance their credibility, range of products and services and especially their perspectives on the language and culture training business. These franchisees gain even added prestige by servicing international transfer clients or Berlitz worldwide corporate-contract clients who may be located in their territory. Your strength and ours – together.

### **Converting not Acquiring**

The objective is to transform your existing business according to the Berlitz model. That means you stay in business for yourself and at the same time take advantage of membership in a unique franchise system.

Joining Berlitz presents an exceptional opportunity to join the market leader while strengthening the investment you’ve already made in your business. As our business changes through competition and new technologies, you are on the team to meet the future.

### **Why convert to Berlitz? Ask yourself these questions:**

- 1.** Is my school benchmarked according to the standards of more than 500 language centers around the world?
- 2.** Is my own local brand name at the global elite level of the most prestigious companies?
- 3.** Can I teach any language at any time 24 hours per day, 7 days per week?
- 4.** What would the impact be on my business if a Berlitz language center opened as a competitor in my local market?

# Start-Up Investment Information

The Berlitz Franchising Corporation Language Center Initial Fee is \$40,000 for a single unit. Upon Berlitz approval of your application, a \$5,000 portion of the fee is due as a non-refundable deposit. The remaining balance of \$35,000 is payable when you sign the Franchise Agreement, which awards you rights to a specific territory for your business.

In addition to the Initial Fee, a franchise royalty equal to 7.5 percent of the language center's gross sales is payable on a monthly basis.

Estimated capital requirements for opening each standard language center include:

	Range
■ equipment and fixtures (depending on leasehold improvements)	\$60,000 – 180,000
■ initial inventory	\$12,000 – 25,000
■ operational capital and prepaid expenses	\$45,000 – 60,000
■ estimated first month's rent	\$3,000 – 5,000
■ Initial Fee	\$40,000
<b>TOTAL</b>	<b>\$160,000 – 310,000</b>

The above figures do not include possible additional leasehold improvements and other costs dictated by the facility selected. All costs, with the exception of the Initial Fee, will vary according to location size and local market values.

## Steps to Becoming a Berlitz Franchisee

**Join the Berlitz family**



**“All costs, with the exception of the franchise fee, will vary according to location size.”**



# The Berlitz Centers worldwide

The existing Berlitz franchise centers are marked in orange!

## NORTH AMERICA

### Canada

Brossard  
Calgary  
Laval  
Mississauga  
Montreal  
Ottawa  
Quebec  
St. Lawrence  
Toronto  
Vancouver

### USA

#### Arizona

Phoenix

#### California

Beverly Hills  
Campbell  
Costa Mesa  
Orange  
Pasadena  
San Diego  
San Francisco  
Santa Barbara  
Santa Monica  
Torrance  
Walnut Creek  
Woodland Hills

#### Colorado

Denver

#### Connecticut

Stamford  
Westport  
West Hartford

#### Florida

Boca Raton  
Coral Gables  
Ft. Lauderdale  
Miami  
Orlando

#### Georgia

Atlanta

#### Idaho

Boise

#### Illinois

Chicago  
Oak Brook  
Schaumburg

#### Indiana

Indianapolis

#### Maryland

Baltimore  
Odenton  
Rockville

#### Massachusetts

Boston  
Wellesley Hills

#### Michigan

Detroit

#### Minnesota

Minneapolis

#### Missouri

St. Louis

### New Jersey

Princeton  
Ridgewood  
Summit

### New York

Mineola  
Rochester  
Rockefeller Center  
Wall Street  
White Plains

### North Carolina

Charlotte  
Raleigh

### Ohio

Cincinnati  
Cleveland

### Oregon

Portland

### Pennsylvania

Philadelphia  
Pittsburgh

### South Carolina

Charleston

### Texas

Austin  
Dallas  
Houston  
San Antonio

### Virginia

Tysons Corner

### Washington

Bellevue

### Washington, D.C.

Wisconsin  
Milwaukee

## LATIN AMERICA

### Argentina

Acaassuso  
Buenos Aires

### Brazil

Alphaville  
Belo Horizonte  
Brasilia  
Curitiba  
Fortaleza  
Porto Alegre  
Rio de Janeiro  
São Paulo  
Sorocaba

### Chile

Concepción  
Santiago  
Viña del Mar

### Colombia

Barranquilla  
Bogotá  
Cali  
Cartagena  
Medellín  
Pereira

### Costa Rica

San José

### Dominican Republic

Santiago de los Caballeros  
Santo Domingo

### Ecuador

Guayaquil  
Quito

### El Salvador

San Salvador

### Guatemala

Guatemala City

### Mexico

Aguascalientes  
Cd. Juarez  
Cancún  
Cuautitlán  
Cuernavaca  
Culiacán  
Guadalajara  
León  
Mérida  
Metepc  
Mexico City  
Monterrey  
Naucalpan  
Oaxaca  
Puebla  
Querétaro  
Reynosa  
San Luis Potosí  
Tampico  
Tijuana  
Toluca  
Veracruz

### Panama

Panama City

### Paraguay

Asunción

### Peru

Lima

### Puerto Rico

Caparra  
Carolina/  
Isla Verde  
Hato Rey  
Ponce

### Uruguay

Montevideo

### Venezuela

Caracas  
Maracaibo  
Puerto Ordaz  
Valencia

## ASIA/PACIFIC

### Australia

Sydney

### China

Beijing  
Guangzhou  
Shanghai  
Shenyang

### Hong Kong

Indonesia

Jakarta

### Japan

Ashiya  
Atsugi  
Chiba  
Fujisawa  
Fukuoka  
Hamamatsu  
Hiroshima  
Ihikawa  
Kanagawa  
Kawasaki  
Kobe  
Kyoto  
Matsudo  
Nagoya  
Nara  
Nishinomiya  
Okayama  
Omiya  
Osaka  
Sapporo  
Sendai  
Shizuoka  
Tokyo  
Yokohama

### Korea

Seoul

### Malaysia

Kuala Lumpur

### Pakistan

Karachi  
Lahore

### Philippines

Manila

### Singapore

### Taiwan

Hsinchu  
Taipei

### Thailand

Bangkok

## AFRICA

### South Africa

Cape Town

## EUROPE

### Austria

Feldkirch  
Graz  
Innsbruck  
Klagenfurt  
Linz  
Salzburg  
Vienna  
Wiener Neustadt

### Belgium

Antwerp  
Bruges  
Brussels  
Ghent  
Hasselt  
Kortrijk  
Liege  
Mouscron  
Namur  
Tienen

Tournai  
Waterloo

### Bulgaria

Plovdiv  
Sofia  
Varna

### Croatia

Zagreb

### Czech Republic

Brno  
Prague

### Denmark

Copenhagen

### Finland

Helsinki

### France

Bordeaux  
Boulogne  
Cergy-Pontoise  
Evry  
Lille  
Lyon  
Marne-La-Vallée  
Marseille  
Nantes  
Nice  
Paris  
Rouen  
Saint-Germain-en-Laye  
Saint-Quentin-en-Yvelines  
Strasbourg  
Toulouse  
Versailles  
Villepinte

### Germany

Aachen  
Augsburg  
Berlin  
Bielefeld  
Bonn  
Braunschweig  
Bremen  
Cologne  
Darmstadt  
Dresden  
Duisburg  
Düsseldorf  
Erfurt  
Eschborn  
Essen  
Flensburg  
Frankfurt  
Vienna  
Hamburg  
Hannover  
Heidelberg  
Heilbronn  
Hildesheim  
Ingolstadt  
Karlsruhe  
Kassel  
Kiel  
Krefeld  
Leipzig  
Lübeck

Magdeburg

Mainz  
Mannheim  
Mönchengladbach  
Munich  
Münster  
Norderstedt  
Nuremberg  
Offenbach  
Regensburg  
Rendsburg  
Rosenheim  
Rostock  
Saarbrücken  
Stuttgart  
Ulm  
Villingen-Schwenningen  
Wiesbaden  
Würzburg  
Wuppertal

### Greece

Athens

### Hungary

Budapest

### Ireland

Dublin

### Italy

Milan  
Rome

### Latvia

Riga

### Luxembourg

St. Julians

### Malta

St. Julians

### Netherlands

Amsterdam  
Maastricht

### Norway

Oslo

### Poland

Cracow  
Gdańsk  
Katowice  
Lodz  
Poznan  
Warsaw  
Wroclaw

### Portugal

Lisbon

### Russia

Moscow

### Serbia

Belgrade

### Slovakia

Bratislava  
Košice

### Slovenia

Ljubljana

### Spain

Alcobendas  
Barcelona  
Madrid  
Palma de Mallorca

Seville  
Valencia

### Sweden

Gothenburg  
Stockholm

### Switzerland

Basel  
Bern  
Geneva  
Lausanne  
Lucerne  
Zürich

### Turkey

Istanbul

### United Kingdom

Birmingham  
Brighton  
Bristol  
Edinburgh  
London  
Manchester  
Oxford

## MIDDLE EAST/ NORTH AFRICA

### Algeria

Algiers

### Bahrain

Manama

### Egypt

Cairo  
Alexandria

### Israel

Be'er Sheva  
Haifa  
Jerusalem  
Ramat Gan  
Rishon LeZion  
Tel Aviv

### Jordan

Amman

### Kuwait

Kuwait City

### Lebanon

Beirut

### Oman

Muscat

### Qatar

Doha

### Saudi Arabia

Al Hassa  
Jeddah  
Makkah  
Riad  
Taif

### Syria

Aleppo  
Damascus

### United Arab Emirates

Abu Dhabi  
Dubai  
Sharjah

Owning a Berlitz franchise just may be the opportunity you've been waiting for. And, as a member of the Berlitz franchise community, you will be encouraged to participate actively in the exchange of ideas and best practices.

So now that you know something about us, why not investigate the possibilities further? We urge you to read the accompanying inserts for more information and then fill out an application form.

We're confident you'll like what you hear. At Berlitz, opportunity is knocking...

Maybe it's time to open the door.

Give us a call at  
**+49 171 6820197**

**Berlitz**