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London School of English seeks franchise partners

The London School of English, said to be the world's oldest accredited English language school, is looking for franchise partners to enter the Malaysian education market. The London School of English Group already has a successful school in Daegu, South Korea, which opened in 2004.

Under the proposed entry, students will benefit from receiving UK language training while enjoying the benefits of living in Malaysia.

This includes lower living costs and smaller cultural barriers, combined with an English-speaking environment through which students can daily hone their language skills.

"The Malaysian government is moving to establish a strong brand Education Malaysia, and we feel that our strong and long-established brand is a good fit with this.

"Our unique combination of quality and track record of achievement since our foundation in 1912 offers potential students the best possible guarantee of success and offers quality-minded investors an ideal vehicle for entry into this important market segment," The London School of English Group managing director Timothy Blake said in a statement.

Headquartered in London and operating through a network of international centres, The London School of English Group offers a wide spectrum of courses - from English exam preparation and General English, to Business English, soft skills and tailored industry-specific courses for multiple sectors.

Client organisations - drawn from Europe, Asia and Latin America - include many multinational companies and government ministries.

All courses offered to franchisees are based on the materials and teaching methodology used by LSE in London, or those developed in addition for franchisee use. Academic directors are either sent out to the school from London, or trained in London before starting work in the local operation.

Source: Business Times

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