Introduction

We recognize the pivotal role of human capital and believe in producing skilled work force for Pakistan. Today's student must believe in academic excellence. Apple Group of chools is a network of excellence and prestige, thriving to establish academic standards that cement-base pre-qualifications of students for their academic and professional pursuits. Envisaging the needs of contemporary global community, the Apple Group of Schools prioritize personal and leadership development of every single student. We believe in impartial and responsible training of our students, by providing comprehensive curricular, co-curricular & extra-curricular programs under the supervision of world class technocrats of education sector. We compromise nothing on the future of our students. From high-quality teaching methods to exploiting innovative learning resources, the system offers not anything but exemplary school education for students.

Vision & Mission

We are committed to train our students to be confident both in their life and education, prepare them to learn insightfully, think critically and communicate effectively.

Our Mission is to be a progressive, high-quality education system that connects students with intellectual learning and practical application, to reflect as productive citizens.





Aims & Objectives



Establish academic standards that cement-base pre-qualifications of students for their academic and professional pursuits.



Envision and reflect the needs of 21st century and the skills required by the global market.



Prioritize entrepreneurial and leadership development of students.



Promulgate comprehensive curricular, co-curricular & extra-curricular programs under the supervision of world class academicians in accordance with national and international standards.



Introduce high-quality pedagogical skills and innovative learning resources to enhance the innate capabilities of students.



Offer exemplary school education experience to students by capacity building of teachers through specialized training programs.



Enforce online management systems to supervise, manage, and smoothly run the schools.



Employ psychological wellbeing and physical education programs for comprehensive development of students.

Core Values

Excellence

We help students
achieve at their highest
potential in school and
develop their capacity
to succeed in their
educational and career
pursuits.



Integrity

We encourage students
to be honest, respect
societal norms, and
earn to believe in
themselves while
living with integrity



Innovation & Creativity

We use active learning techniques in classrooms to engage students, and encourage innovation and creativity.



3

Leadership

We teach students the art of building relations within and outside classroom, achieving tasks collectively through effective communication and interpersonal skills.



1







Chairman's MESSAGE

It has been my dream to make education more accessible and engaging. Therefore, I always rooted for inclusivity, diversity, and 21st century competences for today's students. I give full credence to equal education opportunity for every single child of Pakistan and appreciate students to discuss ideas with genuine intellectual inquiry and face the challenges of the real world, without being sheltered from them. I am convinced that my duty does not end with the academic empowerment of our students but it continues with the proper contouring of their skills and capabilities to become a strong human resource of Pakistan and recruit in dynamic careers in the future.





Board of Curriculum & Examination

AGS Board of Curriculum & Examination consists of renowned academicians with diverse range of qualifications. It is a unique educational body in AGS, bringing together the two important areas of curriculum and examinations. The Board develops scheme of studies, daily lesson plans, admission tests, worksheets, activity planner, summer pack, academic manuals, weekly quizzes, monthly tests and term papers etc. that are monitored periodically. It also sets out academic standards of performance that are subject to continuous review and improvement.



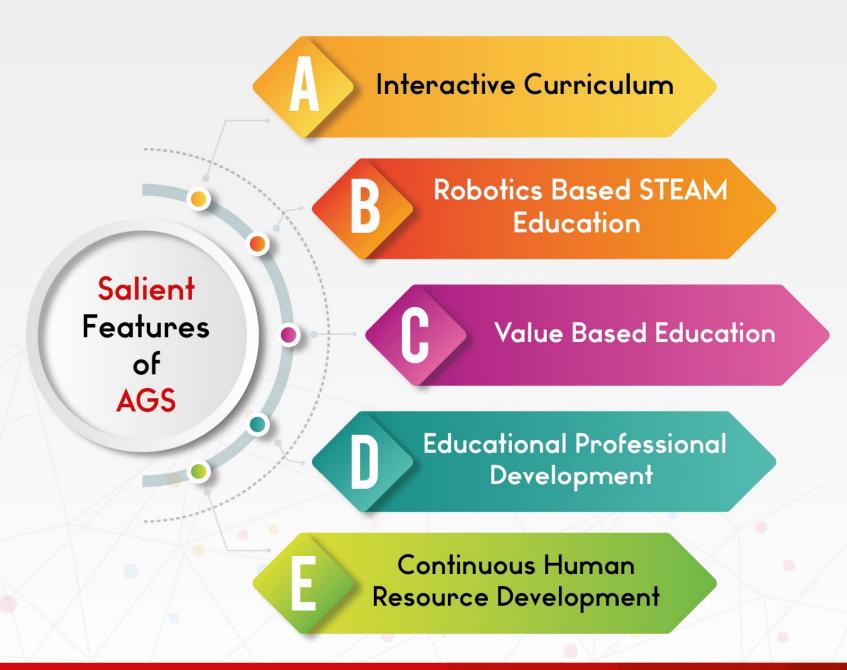


Why become a

Franchisee..









Interactive Curriculum

The advancement of education to produce a workforce capable of leading countries into globalized, knowledge and skilled-based economies has become a key goal of developing countries, particularly Pakistan. Our intention is to introduce information and communication technologies integrated with modernized teaching approaches, known collectively as an interactive curriculum. AGS curriculum strives to resolve challenges e.g. lack of absorbing learning material, adequate infrastructure and competent students. AGS provides students a leap forward in their school learning and future professional endeavors. We have created interactive curriculum designed by renowned educationist of Pakistan. We want to improve the quality of education by developing essential skills in students i.e. critical thinking, problem solving, communication, team work and creativity.



Entrepreneurship Curriculum

The students will be better equipped to contribute to the knowledge and skill-based economy of Pakistan when we have a curriculum that promotes entrepreneurial skills within students. Introducing entrepreneurial learning into schools can prepare students for bigger roles for positive change in the society. Therefore, AGS aims to enhance learning and teaching proficiency of our students and teachers respectively, through entrepreneurial culture and skills. Students will acquire personal qualities such as self-confidence, innovation and creativity, the ability to take initiatives, as well as the willingness to take calculated risks and to collaborate. They learn to save, invest, and grow. These competencies help them select and shape their career path as employees or entrepreneurs. The curriculum is action-oriented that consists of practical research in identifying business opportunities, assessing resources for setting up and steering a business, and learning from successful entrepreneurs in their area.





Robotics Based STEAM Education



AGS is staunch believer of Robotics based education and combines STEM curriculum with high quality robotics technology to empower students to integrate science and mathematics concepts into real life practices. Education at AGS delivers authentic learning opportunities to students, bridging the gap between student outcomes and 21st century workforce development demands. Our curriculum offers a truly integrative approach, developed in partnership with world class academicians. The curriculum is research-based, aligns with international and national standards, and focuses on the development of 21st-century skill sets in students which is easy-to-teach and comprehend and allow students to go from having no robotics experience, to advanced literacy.

Value Based *Education*

AGS believes in values-based education. It is crucial to create a sense of "stewardship" within students as they have developed a great sense of inferiority towards their Muslim roots. Therefore, AGS offers a curriculum that Islamic students on responsibly teach will civilization, culture, and values. AGS supports an education system that encourages 'uniqueness' of its students, materializes his potentials, and inculcates a firm attitude towards civic responsibility. The 21st century is the era of millennials. Instead of traditional class-"clinical" facilitates a AGS settings, room environment, which helps develop situational learning away from monologues, and based upon irreplaceable positive values. Our curriculum facilitates a wholesome 101 on placed emphases with personality, student-teacher partnerships. 1



Educational Professional Development

(Campus Oriented Training, Centralized Training, Monitoring Visit)

The trend of faculty development programs determines the aptitude of an organization. AGS recognizes and endorses the potency of professional development of the staff members. Therefore, AGS has invested extensively in the enhancement of pedagogical skills of the teacher faculty through centralized and applied training programs that are always complimented with the independent assessments. The teachers are required to build on their academic qualification and professional experience considering the competitive curriculum, diversity of students, and the need for the adoption of advanced teaching tool and methods. Moreover, they are also guided on management fundamentals and structured execution of curriculum within the set timeline of the academic calendar. Each training session is tailor-made either to suit the needs of the concerned department or a curriculum subject.



Continuous Human Resource Development



AGS keeps track of its work force, especially the risks and the benefits drawn from the performance of the academic and non-academic staff to the overall success of the campus. It is crucial to boost their personal development, multi-dimensional management, and leadership skills. AGS Human Resource Development program is centralized and comprises two core threads of professional development i.e. (1) teacher training and (2) organizational management; both determines a student' personal as well as academic progress, and overall growth of school leadership. The academic staff, is judged on constructive mentoring, understanding a child's psyche, using interactive tools to teach complex ideas, and open interaction. To a non-academic staff, it is quintessential to be skillful in coordination, communication, and e-management tasks.



Advantage of AGS Corporate Image

What
Will You
Get?

Academic & Training Support

Administrative Support

HR Development

IT Assistance

Accounts & Finance Support

Career Counselling Assistance

Centralized Examination Support

Marketing & Promotion Support

Psychological Well Being



Academic & Training Support

By giving teachers the training and support they need in the classroom, students tend to achieve more in academics. At AGS, we believe that with opportunities for professional development teachers are more likely to keep up with innovative teaching methodologies and celebrate individual capabilities of students. For that reason, AGS has introduced a robust teachers' training program aimed at capacity building to teach the cutting-edge, demanding curriculum of AGS. AGS Training and Academic Support has following to offer:

- Scheme of studies, Comprehensive academic manuals,
- Daily lesson plans, Admission tests, Weekly quizzes, monthly tests and term papers
- Worksheets, Activity planner, Summer pack
- Evaluation and assessment materials, academic policies, and procedures
- Academic faculty training on classroom management





Academic & Training Support

Administrative support comes with a solid direction and a road map for the teacher faculty and the non-academic staff of each member school. In addition to mainstream activities, it genuinely helps in building parent-teacher partnerships, overseeing important procedures, drafting and interpreting regulations and dealing with complaints procedures, maintaining high levels of quality assurance, and liaising with partner institutions, external agencies, government departments and prospective students by organizing a variety of extra-curricular activities under different networking and outreach projects. Other areas of support are listed below:

- Administrative manuals, rules, and guideline.
- Admission, and withdrawal procedures, and policies.
- Montessori set-up guide, and tool kit.
- Health, and safety manuals.
- School décor, and arrangement rules.
- School canteen set-up guideline, and procedures.
- Science and computer labs, set-ups, and rules.



HR Development

Human Resource Development within a school is aimed at improving individual and organizational performance, and serves as liaison between teachers, and school administration. AGS HR practices will create a work environment that supports AGS's mission and encourages employees to develop and thrive though accurate position descriptions that clarifies the responsibilities of a job, and the necessary skills, knowledge, and experience for successful job performance. Moreover, it facilitates recruitment agendas, hiring tendencies, training, performance appraisal, and disciplinary decisions. AGS HR Department offers the following:

- Operational mechanism, manuals, and instructions.
- Hiring / firing policies, recruitment procedures.
- Job descriptions, and collective assignments.
- Salary packages, bonus, and increments.
- Resignation, termination rules, and proceedings.
- Software assistance, and digital backup.
- Resource management, and applied training.



IT Assistance

A school comprises many important departments, however, the IT department is the driving force in maintaining a stable digital infrastructure, associated connections, and the network. To optimize work outcomes, effective and timely IT assistance is pivotal, also for stable online traffic and networking. The ultimate goal of IT services is to design, manage, deliver, and improve information technologies that are used within a school, while IT operations deal with the administrative side of things. The member schools shall benefit from the following:

- Secured login and identification services.
- Online Management System (OMS).
- Individual and authorized campus website.
- Official social media accounts, i.e. Facebook, Instagram,
- YouTube, LinkedIn and Twitter.
- Automatic maintenance and regular updates on the
- website.



Accounts & Finance Support

AGS provides accounting services and financial support to the member schools, maintains associated accounts, payables and receivables, inventory, payroll, and all other financial elements. Our support covers periodic review of the records of each campus to determine its financial position and any changes required to run the school cost-effectively. AGS provides a single-click solution to all finance-related matters in the most cost-effective and time-saving manner to the member schools, in addition to the following:

- Comprehensive income design, expense, salary, and fee structures.
- Annual and monthly finance records.
- Feasibility reports, analyses, and annual audits.
- Cost-expenditure break down.



Career Counselling Assistance

The key is to identify these unique qualities is through Psychometric Test and career counselling. AGS Career counselling sessions help the students to know the pros and cons of the different streams, courses and educational options and the career path it offers, thus the students can make an informed choice, and get a career assessment that helps avoid the risk of change in career path later in life. Such sessions will boost the morale, and overall confidence to the students and give new directions. Following services are provided to the member schools:

- Interests and aptitude identification tests for future careers.
- Sessions on job market awareness and possible occupational scenarios.
- Individual career counseling sessions for each student at any level of his/her studies.
- Regular sessions for progress updates and parental inclusion.
- Programs on identifying students' concerns and problem areas to facilitate productive solutions.



Centralized Examination Support

A system of centralized examination standardizes the quality of education and installs a credible system of teachers' accountability. AGS believes in continuing transparency in the conduct of examination. AGS intends to instill the spirit of hard work amongst the students and a sense of competition and challenge that would help bring quality improvement in education. AGS Board of Curriculum & Examination generates evaluation materials in accordance with the international standards and national guideline and help generate the following:

- Quizzes, monthly tests, assessment sheets, mid-term and final term papers.
- Answer keys to facilitate efficient and transparent grading procedures.
- In-house availability of educational experts for every subject to resolving any queries.
- Accessibility of online results tabulated through computerized methods.



Marketing & Promotion Support

Marketing is both research and practice. And AGS promises a structured promotional and marketing support that is well-researched and developed by marketing geeks. We offer full-proof and well-thought-out promotional strategy and advertisement plan for our member schools to help them gain maximum admissions and offer suitable solutions for maximum outreach, productivity, competition, and profits. AGS caters for marketing strategies and support in:

- Building institutional persona using standardized designing support.
- Advertisements; billboards, TVC ads, and promotional materials.
- Website and social media presence; campaigns and networking via Facebook.
- Market surveys for public demand and existing trends.



Psychological Well Being

Today, more than ever, early educationists are being asked to provide students with access to a nurturing, enriched, high-quality environment that will support positive growth, learning, and developmental outcomes for the composite student body. AGS supports a robust psychological wellbeing program to help identify critical areas for academic improvement in students. Psychometric Test results are used in monitoring students' yearly progress and determining risk factors that may have an impact on learning outcomes. AGS administers psychological services that include:

- IQ tests and other psychological assessments,
- Counseling sessions to help overcome cognitive barriers.
- Yearly appraisal and problem area identification.
- 10-year assessment mechanism to pinpoint the top qualities
- of a child and aptitudes for future career.
- Yearly reports, trainings, workshops, and parental
- awareness programs.



Nationwide Franchises

Driven by excellence, Apple Group of Schools is more than a franchise – it is a cause that franchisees truly treasure. AGS is more than an investment to its franchisees. We know what it takes to help a school thrive in the education sector. What we need from you is passion – for quality education, and for the chance to make a difference in the lives of children.

AGS is an upscale multi-level franchise that provides quality education, offers innovative teaching facilities along with a unique approach to value-based education. The AGS concept is inspired by cutting-edge educational philosophies including the project-based learning and Robotics-based STEAM curriculum as We aim to teach children the skills of the 21st century. AGS is building a world-class franchise organization that sets new standards for excellence within the educational services industry.





Our academic faculty considers the individual skills of the student and adapts the difficulty level accordingly. Our teachers develop a student's interest in STEAM disciplines through innovative tools and creative teaching methods. Reliance upon entrepreneurial curriculum provides AGS Schools with a different method than what has become the standard in Pakistan. Many parents who are seeking the best for their children are drawn to AGS's new system and the inspirational curriculum design.



AGS Franchise Level

Modes of Franchises

Pre-primary School (Play Group, Nursery, Prep) Franchise Fee: 4 Lac

Primary School
(Play group to level five)
Franchise Fee: 6 Lac

School (Level six to Matric)
Franchise Fee: 8 Lac

Comprehensive School (Play group to Matric) Franchise Fee: 10 Lac Franchise agreement may be renewed after 10 years and the renewal fee will be charged with mutual consent of both parties.

Admission Fee, Annual charges fee and monthly tuition fee will vary per the vicinity and will be applicable upon signing of the franchise agreement.

Our prospective networking regions pertain to;

- North Region
- Central Region
- Faisalabad Region
- South Punjab Region
- South Region



Application **Process**

STEP

Initial Information

Get in touch with one of our representatives or managers at AGS on any queries you have about our services.

02

EOI Form

To proceed further, a written Expression of Interest (EOI) is needed. We have a template designed for you to formally put in writing your interest. This step will help you create a portfolio of your available resources and prospective business plans.

03

Corporate Office **Briefing**

In this step, our experts will brief you comprehensively regarding AGS, its working mechanism. complete services, and custom features and discuss details regarding financial terms, budget, salary scheme and feasibility of resources You will also be advised on other possible alternatives.

Submission of Membership Form

The fourth step is to register yourself; (a) fill out all the sections on the application, and (b) submit the application to AGS Corporate Office, along with 2000/on-time submission fee, with the

05

Signing of Agreement

Upon signing of the agreement* with AGS, the Operations Department will lay out your work plan and file the necessary documentation. This step will also finalize your payment method after inspecting the suitable site with the Head Office Team to asses ground requisites of the franchise school.

05

Project Initiation

Immediately after signing of the agreement, the Operations Department will dispatch all and necessary services to officially launch the project.

Memorandum of Understanding (MOU) is signed between the parties, to reserve the franchise against certain territory with the payment of 25% of sum, in addition to conclusion of agreement for the remaining payment of 75 %



Benefits of Being our Business Partner

WE'RE THE NUMBER 1 Education Franchise in Pakistan

With more than 50 points of presence across the country, 1,000 school relationships, and over 5 years of great results for students, AGS has perfected its curriculum model, its cost-effective services, and business opportunity. Along with the highest level of franchisee support and advancements in technology, AGS has created a best-in-country education franchise opportunity.

- Become leader in education technology.
- Make a portfolio of your resources.
- > Take advantage of AGS's corporate image.
- Secure maximum returns on investment.
- Produce future leaders and entrepreneurs.
- Gain unparalleled strategic support to progress.
- Become part of the leading community of educationists.
- Get access to national advertising.
- Leverage the benefits of AGS's strong community.



AGS is bringing you the best engineered franchise model. Dominate the industry through technology, research, strategic management, customization, and superior curriculum.

