

# The Kinderland Philosophy

At Kinderland, we are committed to nurturing every child's full potential by preserving the excitement and wonder of learning in their early years – helping them to become lifelong learners.

Kinderland Strategic Alliance Partnership Programme (KSAPP)

## Build a Meaningful Business of Nurturing Young Minds.



This is more than a business opportunity. It's an opportunity to mould lives, and craft inspiring futures.




To learn how you can build a deeply fulfilling business in early childhood education, talk to us about being a Kinderland Strategic Alliance Partner.

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# Looking for a meaningful business to invest in?

Before investing in your future business, think about whether it will:




-  Fill your days with drive and purpose
-  Benefit yourself, and the community around you
-  Be meaningful for employees today, while nurturing future generations

## If we share a common passion, we are the right fit.

If you love working with young children, and are excited about nurturing future generations, we believe we are the right fit for each other.

At Kinderland, our mission is to build a viable business that touches young lives and benefits the larger community.

### We do this by:

-  Providing toddlers and young children with quality care and education that will enhance their developmental capabilities and nurture a lifelong love for learning
-  Equipping early childhood educators with the tools and curriculum needed to make a genuinely positive impact on our future generations
-  Building a successful business that is respected by parents, and continues serving the community for many years to come



So, if you believe in early childhood education with the same fervour as us, and are driven to build a successful business in this meaningful industry, let's talk.

## Be our franchised partner to get a strong start in the early years' business

One of the surest, fastest way to build a successful business, is by leveraging on an established brand name, and growing your business using proven business systems.

The Kinderland brand has a 40-year history as one of the leading premium brands in the early childhood care and education industry in Singapore, a country reputed for its standards of excellence.

### Benefits of being a Kinderland franchisee:

-  **Regional brand recognition = Faster customer acceptance**  
Enjoy recognition from day one with Kinderland, the premier preschool brand that is respected among parents in Singapore, Malaysia, Indonesia, Bangladesh, China, Cambodia and in Vietnam.
-  **Established business systems = Worry-free start up and support**  
Get your business off the ground quickly. Leverage on our 4 decades of experience, building the Kinderland brand in 7 countries. We will assist you with everything from site selection, to profitability analysis, marketing assistance, and much more
-  **Unique, differentiated curriculum = Stronger business value**  
Created by experts in early childhood development, Kinderland's unique music, I.T. and activity-infused curriculum will set your business apart (and ahead) of the competition.
-  **Professional training and support = Standard excellence**  
As a Kinderland franchisee, you receive the best professional support for staff training and continuous upgrading at our very own training facility, KLC International Institute, which also trains early childhood teachers for the region.