

Computers 4 Kids penetrates Africa teaching much needed Computer Skills and Classroom Topics

Computers 4 Kids (C4K) has embarked on an aggressive African rollout after proving their unique IT concept in South Africa over the last 15 years.

C4K teaches children and adults computer skills in a fun and educationally sound way. Their internationally accredited program, branded as *e-Learner*, reinforces classroom themes and topics being taught by the classroom teacher - a great form of blended teaching or 'integration'. Children learn ICT skills incidentally whilst covering content taken from the national Science, Mathematics, and Social Studies curriculum etc. There are 3 distinctly separate products catering for the Pre and Primary Schools, High Schools and Adult sectors.

The Master License (ML) rollout into other African Countries will empower the ML to develop all C4K product variations in their particular Country - a fantastic business opportunity that impacts on social upliftment, the local economy and empowerment. The opportunity includes two main product streams which are the highly successful school's program and the Training Centre Franchise Opportunity. Other product variations include an on-line version and a retail derivative. All material are also available in French.

In South Africa alone the Company is present in over 500 schools and over 65 Training Centres are operating successfully throughout the Country.

Founder Russell Pengelly's vision of creating a place where students could have fun while learning came into being when he opened the first Computers 4 Kids centre in 1994. Today his e-Learner programme is used by 300 000 students daily. However, until recently the programme was only available in schools.

The launch of the business opportunity means that Individual Licensees can now open their own IT training centres from home, small office premises, shopping malls, or any other convenient location, and offer computer lessons after school hours to pre-school, primary and high school pupils or to preschoolers and adults in the mornings. Home-schooling families can also be targeted.

Filling the gap

Pengelly says that the internationally-endorsed e-Learner Information and Communication Technology (ICT) curriculum is hugely appealing to parents who, despite the tough times, still want the best for their children. The certification also sets Licensees apart from other players in the market as they are able offer a unique service to schools, businesses, pre-schools and the general community. As the certification is benchmarked internationally, the quality of tuition and lesson content is of an international standard yet customised for the local market both in Africa and internationally.

"The main difference between our internationally-endorsed programme and other products is that we offer an integrated approach to learning about ICT and fill the gap where schools and class teachers are possibly failing. Students study language, maths, sciences and other school subjects while working towards an international IT certificate; a unique approach consolidating classroom content in a fun way," explains Pengelly.

The lucrative business opportunity

According to Pengelly, prospective Master Licensees should be enthusiastic and have a passion for education and IT. They should have the necessary business and marketing acumen to replicate the model that has been established in South Africa. Full training and the transfer of all the necessary resources is provided. The lesson plans detail all the ICT applications used, the learning areas covered and the objectives and outcomes of the lessons, all in a step-by-step fashion.

The investment

The investment required by the Master Licensee varies from one Country to another depending on number of schools, population demographics and various other considerations. The business model is a very strong annuity revenue business which keeps growing from inception of the business in a new country.

Please email masterlicense@computers4kids.co.za for further information or contact Brett on +27 83 644 1090

Master and Regional License Opportunities

Computers 4 Kids, the leader in ICT solutions for schools and corporate IT training, is further intensifying its growth internationally and will be offering Master and State /Territorial Licenses for its school and Training Centre products. If you are a qualified individual or entity and wish to invest in a Master Computers 4 Kids License for a country or territory, please email your expression of interest to:

masterlicense@computers4kids.co.za
or contact Brett on
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Individual Town/City Business Licenses also available

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4
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ECDL Foundation



e-Learner
for adults