

MUSIC ACADEMY FOR SCHOOLS & COMMUNITIES

# MASC



FUN, PROFESSIONAL AND AFFORDABLE



FRANCHISE OPPORTUNITY

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## WHO ARE THE MUSIC ACADEMY FOR SCHOOLS AND COMMUNITIES?

Thank you for the interest you have shown in the Music Academy for Schools and Communities, (MASC) Franchise. This is your opportunity to use a tried and tested method of delivery to build a music business that is fun, educational, profitable and rewarding. The opportunities really are endless and we can help you to explore these opportunities and find the ones that will work best for you and your circumstances.

Let us first introduce ourselves. We are Karl and Jayne Wilcock and we own the Music Academy for Schools and Communities. We are both passionate about music and education and we strongly believe that the best environment in which to learn is one that is fun, relaxed and friendly whilst still being well structured and designed to stretch the limitations of our clients. We believe that anyone who has a desire to learn, can learn to play a musical instrument and we believe that age, ability or financial standing should not influence an individual's opportunity to try to play an instrument or be introduced to music.

We at MASC are here to help everyone reach their own goals, to encourage and motivate them, to help them develop and expand their skills, to build their confidence and to help them to not only realise their aspirations but to expand and build on their aspirations as they learn more and become more confident. It is important to always remember that the ethos of MASC is to provide music tuition that is accessible to all, fun, professional and affordable.

If you choose to join the Music Academy for Schools and Communities, you will have a really important role to play in ensuring that the business you build follows this ethos to the letter. The Music Academy for Schools and Communities are now expanding and we have a variety of new franchise opportunities right now in several locations. If you want to join with us as we continue our expansion across the UK, we would like to hear from you.

So many people think of starting their own business, not just for the financial rewards but for the opportunity to be your own boss and run your own life. The downside is that although you get all the rewards, you also take the risks. Taking on a franchise, within a proven operation, reduces those risks substantially. By joining the Music Academy for Schools and Communities, you can reduce those risks even more.

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## WHAT DO YOU GET AS A FRANCHISEE?

### AN ESTABLISHED TRACK RECORD

As a franchise buyer, you become part of a proven system of operation. Your franchisor offers a concept with products and services that have sold successfully. You have history to learn from and to help you predict your own future.

### FASTER START UP

You have a short learning curve as a franchise owner, because you have assistance from a franchisor who has plenty of experience to draw from in starting other new operations successfully. You and your staff, if applicable, will receive on-the-job instruction, combined with training at the MASC Head Office and on demand telephone and email support.

### LESS RISK

Your chances of failure are lower with a franchise operation, because of the experience, expertise and proven resources that support you in your business. Franchises succeed at the rate of 90%.

### BUSINESS SUPPORT

As a Franchisee, you will receive valuable, ongoing business support, including site selection, training, marketing, lesson plans, schemes of work, new technology and more. The Franchisors will assist you in developing a business plan, in learning the best ways to hire and manage personnel, and in how to profitably manage your business.

## THE AIMS AND OBJECTIVES OF THE MUSIC ACADEMY FOR SCHOOLS AND COMMUNITIES (MASC) ARE:

- To offer private tuition in all instruments
- To promote music within local communities
- To ensure a duty of care to all clients of MASC
- To provide all services in a way that is fair and accessible to all
- To ensure that all present and future participants receive fair and equal treatment

Everyone working for the Music Academy for Schools and Communities is an important part of our team. We believe in building personal, professional relationships with our customers and being polite and helpful at all times. We must make it easy for people to do business with us and we must make them feel comfortable, safe and secure in their learning environment.

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As a Franchisee you buy the right to develop your business in a defined geographical area, with a guarantee from the Music Academy for Schools and Communities of there being no Music Academy for Schools and Communities competitor in that area. Franchisees can offer their clients the full breadth of the Music Academy for Schools and Communities expertise, all supported by the full span of our capabilities.

Our aim is to provide a nationwide quality service to customers with an emphasis on personal service and professionalism. We aim to build up a strong two way working relationship with all our franchisees, and make the Music Academy for Schools and Communities name synonymous with excellence.

Your love of music will motivate and inspire others, so use your enthusiasm to enthuse others. If you are really enjoying teaching music, then getting the fun bit of our ethos right should be easy.

So if you're looking for a Franchise opportunity with some real strengths search no more.

## WHAT KIND OF SUPPORT CAN I EXPECT FROM THE MUSIC ACADEMY FOR SCHOOLS AND COMMUNITIES AS A FRANCHISEE?

We will ensure that you are well equipped to start and grow your business. Training, ongoing business support and a wide range of resources are available when you become the Music Academy for Schools and Communities Franchisee in your area.

One of the main benefits of Franchising is that it is a business partnership between Franchisee and Franchisor. Head Office support is essential, especially in the early trading days of the franchisee, and it will always be readily available. In the early days we will provide a hands on approach, however, we will gradually step back and let you, the Franchisee take complete control as you become more confident, professional and experienced.

Our operations manual contains all of the information and know-how to run your own business successfully. It will be your point of reference for everything you do. It is a step by step guide on how to run and operate the business.

This manual alone is worth the franchise fee. It is a treasure trove of useful information and will save you time and money every step of the way. It is written in a clear way, following an easy to understand format. It provides all of the facts of the business without the fuss, and all at your finger tips from day one.

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## THE EARNINGS POTENTIAL

What you will earn out of the Music Academy for Schools and Communities Franchise is up to you and will be based on how hard you work and how gifted you are. However you will be surprised at what your earning potential is and just how quickly the numbers can stack up.

ACADEMY PACKAGE	YEAR 1	YEAR 2	YEAR 3
Gross Income	£37,707	£60,331	£75,414
Total Overheads	£15,000	£18,000	£18,000
Net Profit	£22,707	£42,331	£57,414

WORKSHOP PACKAGE	YEAR 1	YEAR 2	YEAR 3
Gross Income	£29,760	£47,616	£59,520
Total Overheads	£10,500	£11,000	£11,000
Net Profit	£19,260	£36,616	£48,520

It is important to emphasise that the above figures are projections provided for the purpose of illustration and are not intended to be a statement, representation, warranty or guarantee of individual franchisee earnings. It is essential that (prior to entering into the franchise) you satisfy yourself of the value of the investment you intend to make in terms of both time and money.

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## THE EARNINGS POTENTIAL

DON'T JUST TAKE OUR WORD FOR IT, READ WHAT OUR SATISFIED CUSTOMERS HAVE TO SAY.

*"I loved the thunder shaker and I extremely liked the didgeridoo. The drums were amazing too. I would really like you to come back to our school again"* **Jonathan Age 10**

*"Both of my girls attend MASC for piano lessons. They are both coming along nicely. In fact one of my girls had lessons elsewhere until MASC could fit her in. The difference in her approach to reading music has improved tremendously since having lessons with MASC. I feel very confident in the teaching from MASC and the professionalism and also get very good value for money in the process. I have recommended MASC to family and friends and will continue to do so." My girls comments are "it is good fun".* **Fay, Hull**

*"Thankyou for coming in to see us, I really enjoyed it. I really liked putting my arm in the drum while you banged on the drum, it felt really funny on your arm".* **Sasha age 8**

*"My son has really come on with his guitar since starting his lessons with MASC, through having lessons at MASC he has also had the chance to play on stage in front of an audience which was a very proud moment for all of us as a family to watch".* **Camille, Hull**

*"We greatly appreciate your coming in to see the children. They thoroughly enjoyed the day and gained an enormous amount from being able to talk to you about your music".* **Primary School Hedon, East Riding of Yorkshire**

*"I find the service very professional and as a total beginner feel the tutoring at this level is very good and look forward to advancing".* **Simon, Age 22, Guitar**

*"MASC offer an excellent service, the tutor is always calm and professional whatever mood my child is in. I recommend them continuously to friends and will continue to do so"* **Michelle, Hull**

*"From Rock to Blues and Folk, there is everything here for the budding guitar player, with a very patient tutor to guide you through stage by stage"* **Mike, Hull**

*"MASC provides individualised, expert and friendly tuition. It develops potential and helps to create the stuff that dreams are made of"* **Sophie, Hull**

*"Great atmosphere, friendly, affordable, fun, positive, encouraging and overall a great place to learn and enjoy music"* **John, Hull**

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## WHAT DO YOU NEED TO BE SUCCESSFUL AS A MUSIC ACADEMY FOR SCHOOLS AND COMMUNITIES FRANCHISEE?

Our operations manual and the training we will provide will give you all of the tools you need to make your franchise a very successful business venture for you. What you won't find in this manual though is the hard work, determination and stamina that you will need to build your business. That bit is up to you and the sooner you start and the harder you work the quicker you will see the results.

Remember that you are doing this for yourself and the rewards of a Music Academy for Schools and Communities franchise will be evident for you to see from day one. If you possess the following attributes then a Music Academy for Schools and Communities franchise could be just what you have been looking for:

- A willingness to work hard, because there is simply no substitute for hard work.
- A willingness to persevere, because there will be times when things don't go to plan.
- The desire to work for yourself, and take proper control of your own destiny.
- The desire to work with others who all share your commitment to the highest standards.
- The ability to teach, inspire and raise the confidence of your students in a way that is fun, professional and accessible to all.
- The willingness to commit to continued professional development through training, observations and meetings.
- A willingness to learn and develop your teaching skills in areas such as lesson planning, differentiation and delivery methods.

If everything you've read so far makes sense, and you think that a Music Academy for Schools and Communities Franchise is something that you want to know more about, then please give us a call on 01482 893925, email us at [karl@music-academy.co.uk](mailto:karl@music-academy.co.uk) or contact us by post at the Music Academy for Schools and Communities, The Arts Garage, Hull Road, Hedon, HU12 8DN.

*We look forward to hearing from you.*

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