



**CAMBRIDGE  
MONTESSORI  
Global**

Your Business; Our Commitment  
- Inclusive Support System

- Our managers do a proper mapping of Market, Area, Feasibility and Demand Forecasting.
- Regular Support in terms of Tie-ups, Vendor Management, Parents, RWA and Corporate.
- Regular updates and intervention by the management in running schools smoothly.

**BUSINESS  
STRATEGY**

**MARKETING &  
SALES SUPPORT**

- All marketing and promotional materials provided by Company.
- Pre-Launch strategy for successful launch of the brand.
- Support and active role in launching of school.
- Corporate tie ups and visits by operations team.
- Participating and organizing trade fairs seminars, business meet and presentation.

- Local Media - Strategy, Layout, Planning, Conceptualization, Execution.
- National reach through Newspapers, Magazines, Electronic and Network platforms
- Digital and Social Media outreach campaign on Facebook, LinkedIn, Twitter, Blogs etc.

**ADVERTISING &  
PROMOTIONS  
SUPPORT**

**ACADEMIC &  
TRAINING  
SUPPORT**

- Standard curriculum and training manuals.
- Hiring of Resources & HR support.
- Montessori Training to all staff members as per training manual.
- Regular training programs on various subjects.
- Academic audit of teaching and delivery as per curriculum.

- Curriculum, Activities, Worksheets, Allied Issues.
- Sourcing of time tested books, publications and latest in the field of formal schools.
- Industry update and key challenges.
- Competitive strategy and product development.
- E-learning contents and tools.

**RESEARCH**

**STRUCTURAL /  
INTERIOR  
SUPPORT**

- Site visit & Layout plan.
- Interior and Architect support provided.
- Manual to ensure standardization of Wall, Ceiling, Furniture, Floor, Washrooms as per Govt. norms.
- Elevation and Theme selection.
- Furniture, Fixtures and other essential selection.
- Sports Infrastructure.

- Support and guidance on approvals from various Govt. bodies, national examination board like: CBSE / ICSE / IB etc.

**ACCREDITATION  
& APPROVALS**

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