

Welcome to Cyber-Minds Training Institute Franchise Brochure

Company Background:

Cyber-Minds Training Institutes also trading as Creative Minds® have been doing computer end-user **training for the past 28 years.**

Our unique training method of dealing with students in a practical, uncomplicated, caring and confidence building way is ideally suited for the needs of all candidates.

Cyber-Minds Computer Training Institutes use their own world-class training material, developed to the Unit Standards set by the SAQA.

Our students find the training material easy to follow and they are continuously encouraged to improve their skills by the unique practical real-life exercises.

Cyber-Minds(Pty)Ltd is a solid franchise and more that 50% of Franchise branches are 15 years and older.

More than 70 000 students have been successfully completed their computer courses at Cyber Minds!

Creative Minds® Computer Courses:

Creative Minds® Course:	Level:
Windows	Level 1 + 2
Word	Level 1, 2 and 3
Excel	Level 1, 2 and 3
Excel Dashboards made Easy	Advanced Short Course
PowerPoint	Level 1 + 2
Outlook	Level 1 + 2
Access	Level 1 + 2
Publisher	Full course*
MS Project	Full course*
Sage Pastel V19 intermediate	Full course*
And more....	* Not Unit Standard aligned



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sage

Authorised
Training Centre

Sage Pastel

Cyber Minds Training Centres:

The first Cyber Minds training center opened its' doors 28 years ago, since then, the brand grew at a steady pace. Today, there are ±15 successful branches country wide.

Some Cyber Minds training centres have been in operation for 20+ years!

Western-Cape Cyber Minds - Parow (HQ) Cyber Minds - Bellville Cyber Minds - Brackenfell Cyber Minds - Constantia Cyber Minds - Vredenburg Cyber Minds - Worcester	Gauteng Cyber Minds – Hatfield Cyber Minds – Meyerton Kwa-Zulu Natal Cyber Minds - Pinetown (Dbn) Cyber Minds - Newcastle	Mpumalanga Cyber Minds - Nelspruit Northern Cape Cyber Minds - Upington
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Cyber-Minds - Key to Success:



- ✓ Cyber-Minds do not use the old traditional classroom training method, where an instructor stands in front of the class giving instructions.
- ✓ We let our students work at their **own pace** while they create their own documents and work through case-studies by following our unique Creative Minds® training manuals.
- ✓ These manuals are **step-by-step** and the trainer moves around the students to offer assistance. Students can ask questions relating to the work that she is doing. This ensures plenty of **individual attention** to each candidate and the slower candidates receive more personal attention.
- ✓ **Practical, hands-on** training with loads of one-on-one coaching!
- ✓ Our Creative Minds® manuals form a **valuable source of reference** to the candidate when he/she completed the course with us.
- ✓ The benefit to is that each candidate will be a much more confident and productive user of the specific program. This lead to **positive word of mouth advertising!**

Four Franchise Options available:

Option A:

Small town only

Population: \pm 30 000

Option B:

Suburban areas or bigger towns

Population: \pm 50 000

Option C:

Large Towns or Suburban areas

Population: \pm 70 000+

Mini Cyber Minds Training centre

Very small town, or suburb. Turnkey operation, ideal for home executive or school leaver who wants to earn Income from a home setting.



If you are unsure of which option your town fall under, please contact Marius to find out.

Financial Outlay:



Option A:

Initial Investment:	R300 000
License fee:	R2500 per month
National Marketing fee:	R500 per month

Option B:

Initial Investment:	R400 000
License fee:	R3400 per month
National Marketing fee:	R600 per month

Option C:

Initial Investment:	R500 000
License fee:	R3600 per month
National Marketing fee:	R700 per month

Mini Cyber Minds Centre:

Initial Investment:	R80 000
License fee:	R500 per student on each enrolment

(All prices are Vat exclusive)

T&C's apply

All New Cyber-Minds Training Institutes will Receive:

- ✓ Cyber Minds Train the Trainer course
- ✓ Complete software training in Microsoft and Sage Pastel accounting *T+Cs apply
- ✓ Training in the use of the Cyber Minds training material
- ✓ Business Training in all aspects of Running a Successful Training Centre
- ✓ Financial Management, Marketing Training and an Annual Proposed Marketing Schedule
- ✓ Complete Cyber Minds Operations Manual – a road to success
- ✓ Promotion Starter Pack consisting of:

	Signage Posters, Creative Minds® Notepads,
	Creative Minds® Pens, Personalized Rulers,
	Business cards and other Promotional items
- ✓ Microsoft Office 365 licenses prepaid for the first 12 months
- ✓ Sage Pastel Authorized Training Centre application and Registration Fees (12 Months) *T+C's apply
- ✓ Ongoing Business Support

You will Receive Expert Advice on:

- ✓ Choosing a Suitable Premises for your training centre
- ✓ The layout of your centre
- ✓ Acquisition of computer equipment, office equipment etc.

You will be Responsible to Invest in the following Equipment for Your Centre:

- ✓ Computers (depending on your option)
- ✓ Desks, chairs and office equipment (depending on your option)
- ✓ Outdoor Signage
- ✓ Accommodation in Cape Town for the duration of Business Training

10 Easy Steps to Open Your Training Centre:

Step 1: Complete the Application Form and e-mail it to us



Step 2: Negotiate your option with us and finalize contract



Step 3: Pay a non-refundable deposit of R20 000 to secure your area

Step 4: Book your franchise training dates in Cape Town



Step 5: Organize accommodation in Cape Town



Step 6: Attend Franchise Training in Cape Town and
Pay the balance of the Initial Investment

Step 7: Find Premises (depending on your option)



Step 8: Source Computers and office equipment (depending on your option)



Step 9: Start Marketing



Step 10: Open Your Cyber-Minds Training Institute
and Start Training!

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