



# FRANCHISE BROCHURE

Build a rewarding career  
as a Small Talk Nurseries®  
Franchise Owner



Begin your journey here

# Welcome to Small Talk Nurseries®

where childhood begins...

(Ranjit Chohan, MD)

## Contents

Introduction.....	1
Industry & Opportunity.....	3
What Makes Us Stand Out?.....	4
Why Invest With Small Talk Nurseries®?.....	5
Benefits Of Small Talk Nurseries®.....	6
The Franchise Package.....	7

Owning a Small Talk Nurseries® franchise provides not only the opportunity to run a successful business but to also enjoy the immense benefits of helping to shape the lives of children.



# Introduction



## How it all started...

Small Talk Nurseries® (also referred to as STN) was founded by Ranjit and Anita Chohan in 2010. Anita, who was an **experienced** nursery nurse, always had a **deep passion** for childcare and was inspired to open a nursery with her husband, Ranjit.

The owners found it very difficult to find a suitable nursery for their own children. At the time Ranjit was running several businesses of his own; when he proposed mixing his business talent with his wife's passion for childcare.

Ranjit and Anita's aim was to open a nursery that provided more than just childcare; but also **focused** on education. Thus, Small Talk Nurseries® was born.

STN provides children with an environment that is: **Safe, Clean and Enjoyable**. Ranjit became very passionate about early years education after seeing the results of children who attended their nursery.

we're going on a journey...



# where childhood begins...

Small talk,  
Big ideas

Ranjit and Anita would like to offer this **opportunity** to all children in other areas. Hence, why they decided to **franchise** the nursery. The Ethos of the STN brand is that Small Talk Nurseries® is where childhood begins. This means the children are always put first and we take education and **life skills** seriously. Our business model is all about the children's **personal and educational** development.



## Industry & Opportunity

“ It’s a business that is fun, fulfilling and highly rewarding. ”

There is an ongoing demand for childcare places. The UK Government has asked for an additional **2 million** early year spaces.

**33%** of nurseries plan to expand within the next 12 months to cope with increasing demand.

Owning your own nursery; especially a nursery like STN can be a rewarding business. STN is a great brand; unlike other nurseries we focus heavily on education, innovation and ensuring our children are computer literate.



STN Birmingham, West Midlands



STN Birmingham, West Midlands



**Opening a nursery was made simple, now I have a thriving business and love what I do**

Lalita from Castle Bromwich, West Midlands

# What Makes Us Stand Out?



## Community

We are compassionate, caring and consider ourselves a key part of the community



## Qualified

We are fully trained, qualified and are regulated by Ofsted



## Experienced

Though started off as a family business, we have gained years of experience and talent.



## Play Areas

Our play zones and rooms are fun, interactive and educational.



## Education

We are pioneers in delivering exceptional education at our nurseries.

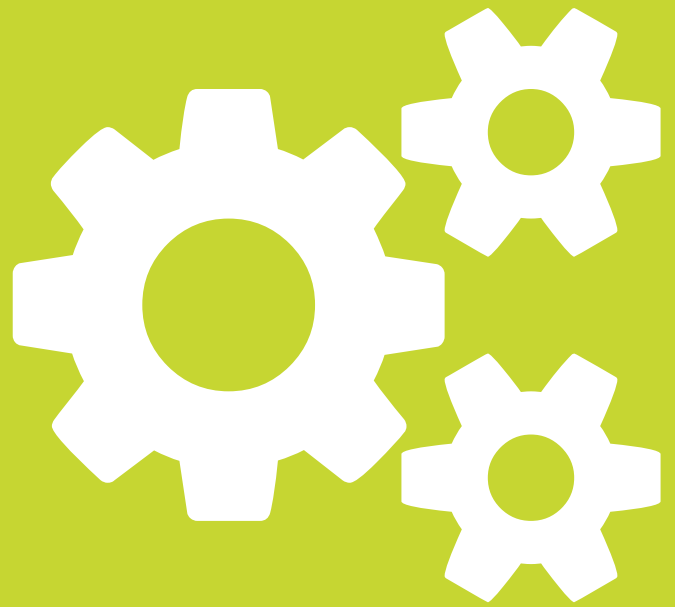


## Learning

Our young learners all benefit from a great learning experience all round.

## Why Invest With STN?

Small Talk Nurseries® brings you the ideal stepping stone to starting your own childcare business franchise



We get the cogs started by:-

- Helping you all the way! We will provide extensive training and support to help you get your nursery off to a flying start, to quickly build its register of children and to maximise its market share.
- Our aim is to grow your investment into a lucrative business in no time. Learn more about what are the values and what is required.
- Collaborate and work together with us to contribute positively to the children's education and well-being.
- Providing our learners with a broad general knowledge of public institutions and services which will help them to become more informed and understand other cultures and traditions, thereby promoting tolerance and coherence.





# Benefits Of Small Talk Nurseries®

## Earning Potential

For those with drive and determination a Small Talk Nurseries® franchise offers excellent earning potential. A well run franchise can be highly profitable and a six figure income is certainly achievable.

## Personal Reward

It is not always that you could complete a days work and feel like you've made a difference. At STN you'll be part of the catalyst that drives the development of the young into tomorrow's world!

## Training & Support

We don't just get you started out, we provide on-going training and support to keep you up-to-date with the industry and developments. You can feel satisfied that STN will be beside you all the way.

## Huge Market Demand

Childcare spaces are in high demand especially with government funding, therefore it's a good time to be involved with the industry. STN has the perfect programme to give you a smooth start and take benefit of this demand.

## Expert Knowledge

Our expertise is continually available to franchisees to help them to operate a 'gold standard' nursery that will consistently meet the highest expectations set by OFSTED.

## Help with getting started

You won't be left on your own, We know what it's like starting out new in business, luckily you have us to depend on. Our experience is vast and valuable, we will give you all the help you need.



# The Franchise Package

Being a Small Talk Nurseries® franchisee means you will be operating a professional day nursery that focuses on providing a first-class standard of early years education. We will provide extensive training and support to help you get your nursery off to a flying start, to quickly build its register of children and to maximise its market share.

Yourself or your nominated person will be responsible for managing nursery nurses, training staff, liaising with parents, arranging marketing and ensuring efficient administration. Most importantly the nominated person or you will ensure a safe, secure and stimulating learning environment is maintained from day to day. We will also provide the following:

## Comprehensive Training

We'll train you in every aspect of how a Small Talk Nurseries® operates. Through years of experience we have developed well proven techniques and procedures that will be the foundation of your business. You will learn about: teaching modules, nutrition, welfare and safeguarding practices. All of our knowledge will be passed to you, so you'll know precisely how to exploit the potential of your nursery business.

## Accreditations

Your nursery must conform to the requirements of OFSTED. We will assist with the registration process and provide guidance on how to comply with the requirements of OFSTED. Furthermore, we will assist with an application to join the National Day Nurseries Association.

## Exclusive Territory

Your nursery will have the exclusive rights to a territory with a catchment area matched to support the size of your nursery. This will set you apart from your competitors as well as knowing that no one else can open another Small Talk Nurseries® within your territory.

## Effective Launch Marketing

Our targeted launch programme will help quickly generate enquiries from parents seeking nursery placement. It will gain maximum awareness and exposure within the local community using a range of promotional tactics. Social media, internet advertising, PR and leafleting will all be part of a vibrant mix of activities, both at the outset and on an on-going basis. We will also host open days upon opening your nursery



## On-going Support

Our Head Office team will be continually available to offer advice, guidance and support. You'll be able to use proven marketing techniques, attend supplementary training courses, benefit from preferential supplier terms, and gain information from news blogs, meetings and conferences

## Business Reviews

On a regular basis we will meet with you to discuss progress. We'll examine operational issues and help identify improvements that can be made to boost performance.

## Stationery & Uniforms

We provide your business stationery and a starter pack of branded staff work wear garments – so you'll convey a bright, professional image at all times!



## The Investment...

The figures below include your franchise fee and nursery set up costs. Like any business the franchise requires you to have funds available to invest.

- £100K – £125K will get you a 30 – 40 placement nursery
- £125K – £150K will get you a 40 – 50 placement nursery
- £150K – £175K will get you a 50 – 60 placement nursery

Which ever placement nursery you choose; the franchise fee will always be £29,500 + VAT.

If needed, STN will help with any additional support needed to obtain the initial investment.

Speak to us about **FINANCE**

## Are you ready to talk?

If you have any questions or would like to find out more about the Small Talk Nurseries® franchise then please give us a call on 0333 444 8255 or send us an email [info@mynurseryfranchise.com](mailto:info@mynurseryfranchise.com)

# JOIN THE UK'S MOST EXCITING NURSERY FRANCHISE

STN Franchise Ltd  
Franchisor for



Registered Office:  
85 Grove Lane, Birmingham. B21 9HF

Tel: 0333 444 8255  
[info@mynurseryfranchise.com](mailto:info@mynurseryfranchise.com)  
[www.mynurseryfranchise.com](http://www.mynurseryfranchise.com)

follow us:

