



Partnership Proposal

2009. 12

Premium Education Consultancy Ltd is a one of the most professional registered consultation providers in the UK specialize in a wide range of services within the field of UK. We manage and aim to provide quality education consultancy service to anyone who has interest and intension in studying in UK, supporting with providing advice of immigration and career development. We always believe in that our privileges and reputations are built up on our professionalism, experiences and commitments to our duties.

Premium Education Consultancy Ltd was found in 2009. But we have more than 3 years of education counseling experience. Currently, we have established the matriculation strategy relations with numerous of universities in the UK. All our education consultancy services are carefully designed, managed by our highly qualified and experience staffs; meanwhile we also have established a long-term cooperation with our partnership with immigration consultancy institutions.

We aim to provide highly qualified, professional and efficient to our client, we place special stress on understanding, exchanges and cooperation of each member of our staffs. Present stage we have a solid customer base after our efforts of more than a year, which not only enabled us establish a good brand image but also swim upstream of the education market in 2009. At present, Premium Education Consultancy Ltd has been the most influential and professional education consultancy provider in UK.

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1.0 Profile and business:

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Premium Education Consultancy Ltd was established to assist non-European students already in UK who are looking to explore the higher education opportunities available to them. We have come across cases of which students who have spent several years in UK but often come and seek for assistance in finding the most suitable university or college for themselves, or guidance throughout application procedures.

Our head office is based in advantageous location near Liverpool Street in Central London, with easy access to all national railways and metropolitan underground lines.

Our company is equipped with many advanced training and test facilities, which enable our company as a test centre on behalf of universities and colleges when the candidates cannot travel to schools for entrance exams or pre-assessments.

P.E. consultants are well trained to assist overseas students regardless to their nationalities and languages; Up to today, over 30 nationalities of students have contacted PE Oversea Education for education consultancy and career development.

Most of our education counseling services provided by Premium Education Consultancy Ltd are free to students. All of our consultants are well trained to give impartial and informative advice on a variety of topics relevant to studying in the UK.

They help students to discover their personal characteristics, advantages and disadvantages so that students make an informed decision on which level of education is suited to them, what they should study, which school or university can best benefit their future careers and where to study.

P.E. Consultancy provides:

1. Quality-assured education consultant service leading to high school, undergraduate and postgraduate study for those who has various academic backgrounds.
2. Guaranteed successful application for a variety of courses provided by a wide range of education institutions in the UK.
3. Excellent one-to-one language training course.
4. Highest levels of consultancy services and one-to-one support.

Meanwhile, we provide more advice in the following area:

1. Up-to-date information on courses available.
2. Help with choosing the right university, college or school.
3. Assistance with completing application materials.
4. Details on residential accommodation.
5. Information on scholarship and successful application for scholarship.
6. Support with providing visa application on the basis of our partnership with immigration consultancy institutions.
7. Support and advice throughout the study of each student.

8. Immigration and employment advice on the completion of the courses of our students.

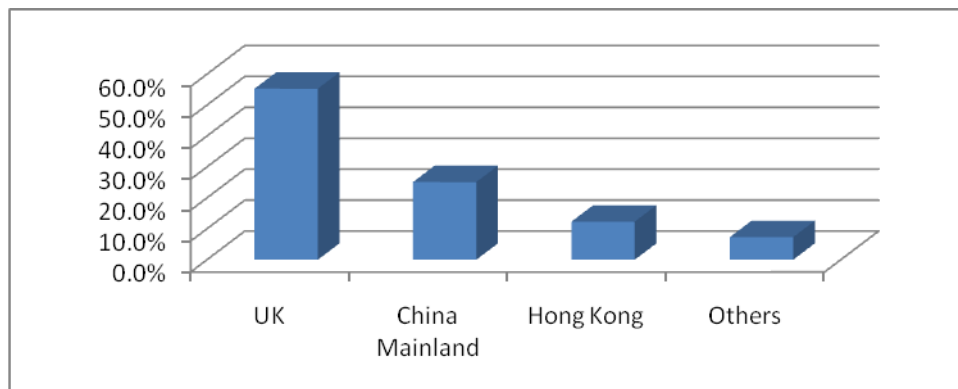
2.0 Market prospects and strategic

There have been a fast growing number of overseas students coming to the UK for the past few years. In particular, a considerable proportion of them are studying in undergraduate or postgraduate level.

Our consultants have been counseling over 1,000 overseas students since 2008 on the opportunities that British education can offer them. 36 percent of these students are now studying undergraduate courses in British universities, with 31 percent in postgraduate programmes, 21 percent in preparatory courses (such as foundation and pre-master courses), and 12 percent in A-Level courses.

In addition, our statistics also shows that from Mar 2008 to Sep 2009, 55.3 percent of our clients are from the UK, with 25.1 percent from Mainland China, 12.3 from Hong Kong, and 7.3 from others. As this graphic show, the customers from mainland China and Hongkong are the fastest growing among all areas, respectively, 47% and 30%, we estimate that the two areas of business will occupy 40 percent share next year.

Graph 2: Regional Structure of Students



The above statistics and predictive analysis indicates that we have confidence to be

one of the largest and influential educational consultation providers in 2010. By then, the marketing plan of our company is mainly to further improve the image of company and promote our quality education consultancy, under the development of our rich experienced and highly efficient marketing, overseas study and advertising department. We will achieve this target through the projects as follow:

The marketing plan from October 2009 to September 2010 is described as follows:

1. Network.

We have high market coverage through the various network promotions. Firstly, we will use the advertising banner in 6.park.com and powerapple.com which are two of the most popular websites to the targeted overseas students in order to maintain and further increase the publicity of our company; secondly, we will negotiate with facebook.com to seek for any promotion opportunity as it is also a highly popular site for our target clients; thirdly, we will develop the English version, Korean version and Japanese version of our website in the first quarter of 2010 to meet demands from increasing customer groups.

2. New branches in Sheffield and Exeter.

Having observed rapid growth in demands for Foundation Education and Undergraduate Education in the UK, we are planning to open a branch in Sheffield at the beginning of 2010, where the number of overseas students has been growing dramatically. We also aim to open another branch in Exeter, since the number of overseas students in this city increased rapidly.

3. Overseas Expansion.

We are currently negotiating with some education consultancy providers in Hong Kong, Taiwan and Japan. If these negotiations are successful, we will open our branches in these areas in 2010. In order to greet the growth and development of our overseas

business, the cooperation with Chinese education institutions in Beijing, Shandong, Guangdong and the three northeast provinces have already been in full swing. By participating in these areas of education fair and the promotion of major institutions, the recognition of our company in China will be further enhanced. In addition, the cooperation study project (1+2, 2+2) with the Chinese major universities and colleges is also well under negotiation.

3.0 Cooperative Education Institutions

P.E. Consultancy Ltd has already established partnerships with more than thirty educational institutions, which includes universities, Pathway Colleges and Independent Colleges. Furthermore, we intend to increase by fifty cooperative universities in 2010. On the basis of assisting non-European students already in UK who are looking to explore the higher education opportunities available to them, we will provide suited education consultancy and tailor services to students on a one-to-one basis, no matter whether our client choose undergraduate and postgraduate programmes, Pathway Colleges, Independent Colleges or private high schools. As a region representative of these institutions, our successful and efficient application is respectively superior to other consultancy companies. Besides of that, we immense our close cooperation and excellent relationship with plenty of as promotional universities well as the colleges (please find the tabulation).

4.0 Rules of Cooperation

The basis aim of our professionalism, commitments and efficiency, we always welcome any way of cooperation and investment from the consultancy service counterparts in and outside UK. Furthermore, you will get back a considerable and great return associated with our leading idea of consultancy services, numerous of cooperative universities. All rules are described as follows:

- 1) Premium Education Consultancy Ltd will not charge any fee of consultancy

service for any application of our cooperative universities where is sent by the consultancy institutions/agents in UK.

- 2) The partner is required to pay a deposit of £400 to ensure each application of registration fee for students. This deposit will be refunded in full amount after the completion of each application for the registration fee in first year.
- 3) Full amount deposit will be refunded under the circumstance of successful application.
- 4) The partner shall be given 20% - 30% out of the commissions which is distributed by cooperative universities/colleges of P.E. Consultancy Ltd. (eg. The partner will be given 20% out of the commissions from the 1st to 20th case, while be given 30% since the 21st case.)
- 5) The initial consultancy service fee will be charged by Premium Education Consultancy Ltd on condition that any application for our non- cooperative universities/colleges (The rate of charge ranges from £400 to £800).

Appendix: Promotional Institutions

Universities		
1	University of Aberdeen	Aberdeen, Scotland
2	University of Abertay Dundee	Dundee, Scotland
3	Anglia Ruskin University	Cambridge
4	University of Bath	Bath
5	University of Bedfordshire	Luton
6	University of Birmingham	Birmingham
7	University of Bradford	Bradford
8	University of Bristol	Bristol
9	Brunel University	London
10	Canterbury Christ Church University	Canterbury
11	Coventry University	Coventry
12	University of Central Lancashire	Lancashire
13	De Montfort University	Leicestershire
14	University of Derby	Derbyshire
15	University of Dundee	Dundee, Scotland
16	University of East Anglia	Norwich
17	University of East London	London
18	University of Edinburgh	Edinburgh, Scotland
19	Edinburgh College of Art	Edinburgh, Scotland
21	University College Falmouth	Falmouth
23	Glasgow School of Art	Glasgow, Scotland
24	University of Glasgow	Glasgow, Scotland
25	Glasgow Caledonian University	Glasgow, Scotland
26	Heriot Watt University	Edinburgh, Scotland
27	University of Hertfordshire	Hatfield
28	University of Huddersfield	Huddersfield
29	Institute for System Level Integration	Specialist
30	University of Kent	Kent
31	Kingston University	London
32	University of Leicester	Leicestershire
33	University of Liverpool	Liverpool
34	Liverpool Hope University	Liverpool
35	Liverpool John Moores University	Liverpool
36	London Metropolitan University	London
37	London South Bank University	London
38	Manchester Metropolitan University	Manchester
40	Edinburgh Napier University	Edinburgh, Scotland
41	Newcastle University	Newcastle
42	Nottingham Trent University	Nottingham

43	Oxford Brookes University	Oxford
44	University of Portsmouth	Portsmouth
45	Queen Mary University of London	London
46	Queen's University Belfast	N. Ireland
47	University of Reading	Reading
48	Robert Gordon University	Aberdeen, Scotland
49	Royal Holloway University of London	London
50	University of Salford	Greater Manchester
51	University of Sheffield	Sheffield
52	Sheffield Hallam University	Sheffield
53	University of Southampton	Southampton
54	University of Stirling	Stirling, Scotland
55	Staffordshire University	Stoke On Trent
56	University of Strathclyde	Glasgow
57	University of Surrey	Guildford
58	Swansea University	Wales
60	University of Wales Institute, Cardiff	Wales
Pathway Colleges		
1	INTO leading to University of East Anglia, Newcastle University, University of Exeter, Glasgow Caledonian University	Norwich, Newcastle, Exeter, Glasgow
2	Cambridge Ruskin International College (CRIC) leading to Anglia Ruskin University	Cambridge
3	Hertfordshire Institute of Business and Technology(HIBT) leading to University of Hertfordshire	Hatfield
4	LIBT leading to Brunel University	London
5	International College Wales Swansea(ICWS) leading to Swansea University	Swansea
6	Plymouth Devon International College (PDIC) leading to University of Plymouth	Plymouth
7	International College Portsmouth (ICP) leading to University of Portsmouth	Portsmouth
8	Edinburgh International College (EIC) leading to Edinburgh Napier University	Edinburgh, Scotland
9	Kaplan International Colleges(KIC) leading to City University and University of Southampton, NTIC leading to Nottingham Trent University, GIC leading to University of Glasgow, SIC leading to University of Sheffield, LIC leading to University of Liverpool	London, Southampton, Nottingham, Glasgow, Sheffield, Liverpool
10	Study Group leading to Lancaster University, University of Stirling, Heriot Watt University, University of Sussex, University of Surrey	Lancashire, Glasgow, Edinburgh, Sussex, Guildford
11	Cambridge Education Group Foundation@Campus with London South Bank University, Coventry University, University of Central Lancashire	London, Coventry, Preston

Independent Colleges		
1	Ashbourne Independent Sixth Form College	London
2	Bellerbys College	Cambridge, Oxford, London, Brighton
3	Brooke House College	Market Harborough, Leicestershire
4	Cambridge Arts & Sciences College	Cambridge
5	CATS Canterbury	Canterbury
6	Castle College, Nottingham	Nottingham
7	Cavendish College	London
8	City College Manchester	Manchester
9	Chichester College	West Sussex
10	Chelsea Independent College	London
11	David Game College	London
12	Edinburgh's Telford College	Edinburgh, Scotland
13	FTC Kaplan	London
14	Holborn College	London
15	International Foundation Programme-Scotland	Glasgow, Scotland
16	London School of Commerce	London
17	London School of Business and Finance	London
18	Regents College, London	London
19	Stevenson College Edinburgh	Edinburgh, Scotland
20	School of Technology and Management	London
21	Writtle College	Essex