

# Pingu's English Thailand

## Experiences of A New Master Licensee



Following successful discussions between the Linguaphone Group and Club Academia, and with valuable support from the British High Commission in Bangkok, the Group secured a new exclusive Pingu's English Master Licensee for Thailand in April 2009.

After developing their business plan, Pingu's English Thailand decided to initially open two corporately owned centers in Bangkok. This was to act as showcases for the eight Unit Licensees for each of the other provinces of Thailand they hoped to secure in 2010.

### **The pilot center – getting started**

The first Pingu's English School was launched in a 150 sqm high-profile location within the impressive Central World Plaza in Bangkok.

The grand opening was organised by the Zing Republic marketing agency and attended by eminent colleagues such as Mr. Steve Buckley, from UKTI Thailand, Professor Dr. Sombat Karnjanakit of Chulalongkorn University, the owner of Central World Plaza and Linguaphone Group representatives.

Straight after the launch event, potential Unit Licensees queued up for more information about Pingu's English. Amazingly, within the first week, the first Unit Licensee agreement had been signed!

Meanwhile, work began to ensure the second corporately owned Pingu's English School opened in Bangkok in July. On time and to budget, this school has five classrooms and a total floorspace of 240 sqm, and coincided with the opening of a new Head Office in central Bangkok.

### **Pingu's English – down but not beaten**

Early 2010 caused challenges for Pingu's English as political protesters bombed Central World Plaza. This gutted Pingu's English Thailand's flagship premises. However, resilient under the cloudy skies of Bangkok, they started work on rebuilding Central World as soon as they were allowed back into the building. They also invested in a strong advertising campaign to keep the profile of Pingu's English Thailand uppermost in the minds of Thai parents.



## Developing a presence in Bangkok

A strong Unit Licensee recruitment campaign and sales process from the outset helped our Pingu's English partner sign eight new Unit Licensees for the Bangkok region by September 2010. All of these schools are now open; of which, the tenth Unit Licensee in Bangkok is actually owned by BKDB who designed and constructed all but two of the centers.

**So in Bangkok alone, within one year, Pingu's English Thailand have developed an impressive network of 10 schools, encompassing 39 classrooms with a carrying capacity of over 2800 pupils per year. But their aspirations don't end there ...**

## Expanding across Thailand – 2011 and beyond

The first provincial Unit Licensee will open their doors in April 2011 in the north-east region of Thailand at Central Plaza Khon Khaen.

Pingu's English Unit Licensee opportunities are now being offered by our Thai partner across the eight strategic provinces of Chiangmai and Nakornsawan in the North, Nakornratchasima and Ubonratchathani in the North-East, Rayong and Chonburi in the East, and Phuket and Songkhla in the South.

With full support from both the Linguaphone Group Head Office in London and UKTI Thailand, Pingu's English aims to soon cover the whole country, benefiting parents, children and investors of Thailand alike!



### About Pingu's English

Pingu's English is the breakthrough three level language course that is revolutionising the teaching of English to young children of 3 – 7+ years, and based on the hugely popular children's series Pingu™. Produced by the Linguaphone Group, a world-leading UK language training provider, Pingu's English is transforming the way children learn the vital skill of communicating in English.

**Master licensing business opportunities are still available in a variety of international markets worldwide. Please call +44 (0)20 8687 6104, email [pingusenglish@linguaphonegroup.com](mailto:pingusenglish@linguaphonegroup.com) or visit [www.pingusenglish.com](http://www.pingusenglish.com)**

**For all sales and Unit Licensee opportunities for Pingu's English Thailand, please contact +66 (0)2610 3737, email [info@clubacademia.net](mailto:info@clubacademia.net) or visit [www.pingusenglish.ac.th](http://www.pingusenglish.ac.th)**

The Linguaphone Group received support from the UK Trade & Investment (UKTI) and the British Embassy in Bangkok through their Overseas Market Information Service (OMIS) to secure our Pingu's English partner for Thailand. More information can be found at [www.omis.uktradeinvest.gov.uk](http://www.omis.uktradeinvest.gov.uk)



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