

Licensing Chinese Language and Cultural Advice Materials

Licensing Opportunity

Chinese Language and Cultural Advice delivers high quality training and support in Mandarin language and Chinese culture to Australian business people seeking to do business with Chinese people. This successful business model demonstrated by Chinese Language and Cultural Advice (CLCA) in South Australia is expanding nationally.

A licensee may acquire access to the use of the entire suite of CLCA materials, which are listed below or alternatively a licensee may acquire a licence for any single product.

- 1 Practical Conversational Mandarin for Adults
- 2 Chinese Cultural Awareness Workshops
 - a. Chinese Cultural Awareness (half day)
 - b. 36 Chinese Strategies (full day)
 - c. Marketing in China (full day)
- 3 All about Translations
- 4 All about Interpretations

Is this opportunity for you?

A successful licensee will have

- Good knowledge and experience of Chinese culture, and ideally Chinese business culture
- Experience and knowledge in Australian culture and business practices
- An excellent command of spoken and written English
- Some knowledge and skills in Mandarin*

* If you don't think your knowledge and skills in Mandarin will be adequate and you are still very interested, CLCA (South Australia) can help you learn sufficient Mandarin through an intensive program to manage your own licence.

What is the ideal licence model?

Some of the many possible licence business models are

1. An existing business incorporates the CLCA products into their range of products and services
2. A licensee opens a new business using the CLCA products
3. A company purchases a licence for CLCA products to incorporate into their in-house staff training and development program

Please note that

1. A licence is not a franchise
2. A licence gives more freedom to the licensee than does a franchise, as it allows the retention of the licensee's business name and business systems
3. All the CLCA materials have been developed over a decade and are very successful

What training and support will you get?

In addition to the beautifully presented materials and the comprehensive trainer and presenter notes, PowerPoints and all other materials needed to deliver these high quality materials, licensees will receive adequate and continuous support in

1. Training in the delivery of the licensed materials

2. Advice on recruiting and training staff
3. Business mentoring to support the licensee in areas such as marketing, business development and staff management as required

What licensing opportunities are available?

The licensor envisages that there will be a limited number of licences to be made available across Australia. It is difficult to provide an exact figure on the number of licences that will operate within a particular state due to the flexibility of the licence model. It is estimated that there could be the equivalent of the basic suite of four materials per one million people in a territory.

Want more information?

If you or your company meet the criteria for a successful licensee and are interested in perusing this business opportunity further, please forward an initial expression of interest to [Shelley Rogers](#)