

# CORPORATE STRATEGY

## 1. We differentiate

We don't copy and paste but we learn from others.  
We are innovators, we have a pioneering spirit.

## 2. We don't charge too much

We charge average so that many people afford our services

## 3. We scale our business

We believe in volumes so that our fees become average.

## 4. We are a hardworking team

We believe in work ethics to change our lives. This should transcend to our students and even to our parents that when we work things become better

## 5. We are in this business for ever

We are here to change thousands of lives

## 6. We acknowledge that we are not perfect in our daily transactions but if parents or students complain we listen and quickly act on their issues