TARKA Franchising Prospectus

2024



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About Us

TARKA



TARKA is on a mission to make children fall in love with being active. We are a premium developmental exercise company dedicated to developing children's physical, emotional and social skills, setting them up for success in life.

Founded in 2017, TARKA has expanded across London and beyond with over 15 venues running holiday camps, term-time classes, birthday parties and more.

About TARKA

TARKA



Simply, there is no other concept like Tarka anywhere globally.

We go beyond simply having 'fun’:

Our highly developmental and engaging exercise-based classes are proven to develop

- Physical coordination,
- Strength and endurance
- Courage, teamwork, social skills and self-confidence

How TARKA is different

TARKA



Revolutionary syllabus. We believe that movement is the engine for learning and children learn better while being active. Our syllabus puts movement at its core.

Building future leaders. We instill military values such as leadership, teamwork and resilience to prepare our children for a positive future. Fit in body, fit in mind.

Balanced, inspirational role models. A balance of male and female instructors is unique in a female-led industry (only 2% of early years teachers are men).

Niche offering in a growing market

TARKA



The market for children’s activities continues to **grow rapidly.**

In an age where parents are becoming increasingly aware of the impact of too much 'screen-time', **the children's activity sector is highly resilient as parents continue to spend on activities.**

The Covid pandemic highlighted the importance of social and physical activities for young children and parents are increasingly aware of the importance of developmental activities at a young age.

TARKA’s niche position as the only developmental exercise-based concept in the UK is positioned perfectly to capture the current trends.

Your role as a TARKA franchisee

TARKA



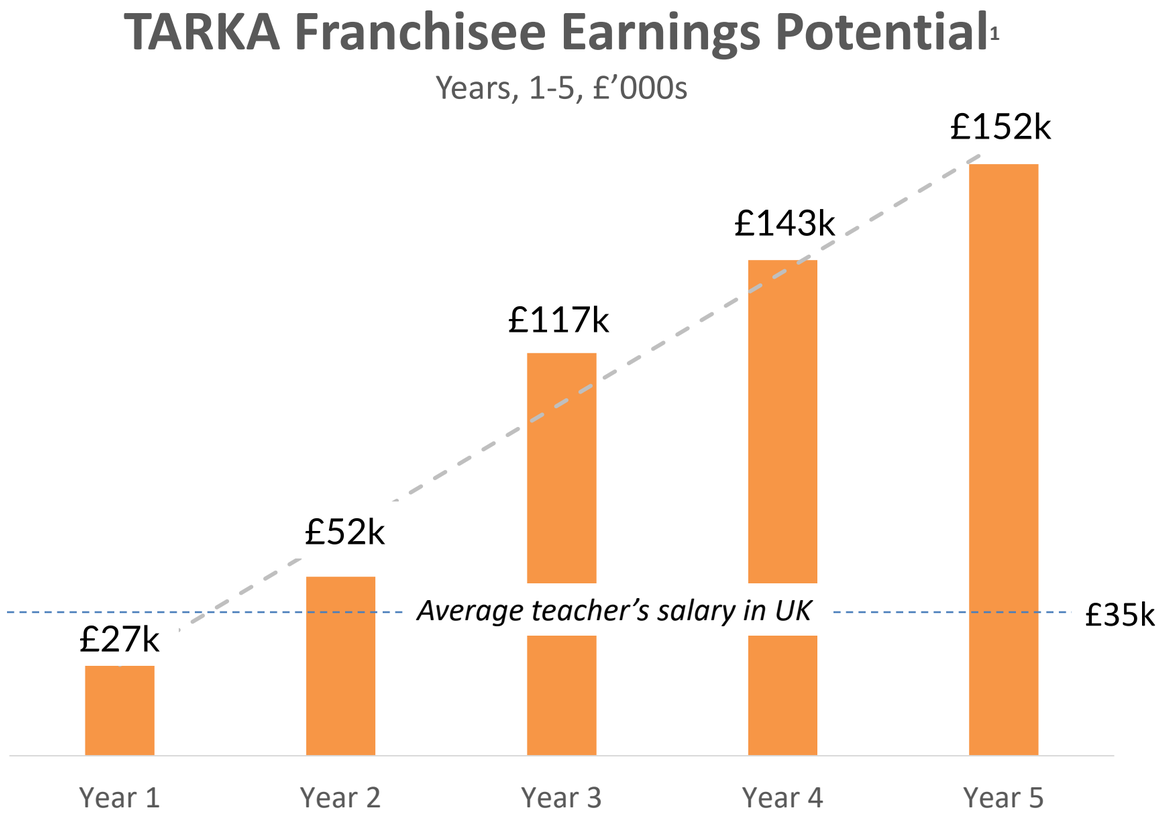
As a Tarka franchisee, you will first and foremost be the flag-bearer of the TARKA brand in your area and be passionate about developing young children and running your own business.

You will have the autonomy to use your entrepreneurial skills to market and grow your own business but also lead classes and work with children should you wish.

The work is flexible and seasonal, meaning it is perfect for those wanting a flexible lifestyle and perhaps have children of their own.

Financial Rewards

TARKA



As we know from running TARKA ourselves for over 8 years, the financial benefits are substantial.

You can earn £50k+ within 2 years of starting your franchise and £100k+ as you open more venues.

You will also have a sellable business worth a high 6-figure sum when you feel you want to move on or change lifestyle.

The economics of TARKA are far more attractive that other children's franchises – get in touch to understand why.

1 Assumptions for illustrative purposes, not guarantee of earnings

Franchise Price and Commercials

TARKA

Fees	Amount	Details
Territory Reservation Fee	£5,000	To reserve territory
Franchise Fee*	~~£29,500~~ £19,676	On signing of franchise agreement
Monthly Franchise Fee	£199	Monthly
Royalty Fee	10% of turnover	Monthly
Franchise Renewal Fee	£6,500	On signing of franchise agreement and at least 2 months prior to opening

*Note: 33% discount for first 3 franchises sold

Why consider a franchise?

TARKA

While 80%+ of non franchised businesses fail in the first 5 years, 80% of franchise businesses are still going strong.

Franchising is about reducing the risk and thus increasing the chance of launching a highly successful business.

By investing in a franchise, you are securing a safer alternative to starting up a business by yourself.

You will still need to work hard, be tenacious and maintain a great mindset. But your partnership with our proven business blueprint, will allow you to replicate a tried-and-tested route to success.

As a franchisee, you will still have all the benefits of owning your own business but simultaneously have the backing and support of an already established brand. By working in partnership this can be achieved but without the same risks as a traditional start-up.

Next Steps

- **STEP 1** INITIAL CALL
- **STEP 2** MEET FRANCHISOR
- **STEP 3** RESERVE TERRITORY
- **STEP 4** LAUNCH

