

Children’s Educational Materials Supplier		
Sector: Education	Project Value: JD11M	Location: Amman, Zarqa
<p>Potential Opportunity</p> <p>The Ministry of Education in Jordan together with USAID are making huge progress on ‘Early Childhood Education’ (ECE) through a four year program (US\$380M) focusing on Kindergarten Education. This involves infrastructure, curriculum formulation, teacher and assistant training. This together with a number of national initiatives such as the Jordan Education Initiative, Jordan Broadband Learning and Education Network and Computers for Every Classroom Project, provides an insight into progress intended for the 1.2 million students in the education sector. Unfortunately, educational books and teachers resources are not of a high standard. They are mostly imported, tend to be expensive and often it is difficult to source combined English/Arabic products. Story books don’t tend to reflect Arab culture and traditions. These shortcomings present an opportunity to produce educational materials on a commercial basis – following a successful business model used elsewhere.</p>		
<p>I. Description of the Business</p> <p>A developer / publisher of children’s educational material focused on requirements of children aged 4 years to 10 years. The business will develop, produce and sell educational books, teachers’ resources, study programs, course designs etc in various media: books, inter-active DVDs, CDs and the internet. The products will be aimed at the regional market for products that meet Arab students’ needs, including modules for study of other languages.</p> <p>Production will be outsourced to Jordan’s existing publishing and printing industry. The investment requirement is for recruiting accomplished educators to prepare content, and business managers for marketing, acquiring premises, implementation of business systems, and in establishing sales and distribution channels.</p>		