



Noble Quest To Success

Having carved a unique niche for themselves, a team of educators pave the way in pre-school education.

• By Charlotte Robert

In the early 1990s, a group of educationists had a passion. A noble one, most would say as the passion was in education. At that point in time, there was a need for quality education system even at the foundation level.

Equipped with vast experience in research and development in the field of pre-school education, and with the single objective of fulfilling education at the foundation level, their passion led to the continuing dedication in developing unique, innovative programmes of superior quality through proprietary teaching and learning methods. This initiative ultimately saw the incorporation of Q-dees Worldwide Edusystems (M) Sdn Bhd.

"When we started, there was a void in the early childhood development segment where most pre-schools were neighbourhood operations using adopted programs and methods. We saw there was a need for the programs and methods to be developed closely to match the complexity of our population and the languages that they speak and learn. This is why we decided to go into research and development to find such solutions," says Q-dees director Y P Lim.

Opening chapters

Almost 15 years on and surpassing their targets year-on-year, Q-dees is definitely a success story with over 1,000 staff across a network of over 100 centres across Malaysia, Singapore and Indonesia, impacting lives of more than 100,000 children.

Q-dees began life in the early 1990s with just a handful of staff, and a vision to be the leader in the child development industry through product innovation, service and operational excellence, built upon its values and supported by dedicated partners in education.

Its mission was to create a total learning environment which will provide a good



Freddie Chan



Children having fun at a Q-dees music programme.

foundation for the children's future, preparing them to meet the demands of globalisation and providing quality early childhood development programmes. Within the first year of operations, 12 centres were set up nationwide which was quite the feat. The rest as they say is history.

The journey to success however was certainly no bed of roses as the education line is very dynamic and forever changing.

"We had to keep up with the current education and benchmark our qualities to see if we are in par with current players in delivering our programs. We felt we had a product that was very apt and answers the needs of the market. Whenever there was a shift in trend, for example, when parents started to realise the need for a solid foundation in Mandarin we rolled out our Fliptec @ Q Mandarin classes, which until today, is regarded as the benchmark for primary level-entries into Chinese School.

"We not only kept up, we carved our own niche and it was only a matter of time before our programs stood for itself and we had parents swarming in to our centres to find out more of what we can do to provide their children the right foundation in early education. It helps that we see the tree before the seed is planted as that is what early education is all about. It is the very foundation that shapes the child's future," Lim believes.

Charting a unique path

Today Q-dees stresses that their strength lies in their unique approach to early childhood education. "While most other programmes and centres focus on academic skills alone, we go beyond

mere academics to provide a truly all-rounded education that focuses on all aspects of a child's development to prepare him or her for the real world. This is reflected in our focus, learn, imagine, play philosophy," explains Freddie Chan, general manager of Q-dees.

In addition, Q-dees has developed a distinctive approach to early childhood education based on learning by way of seeing and doing that enables a child to retain 90 per cent of what they learnt as opposed to only 10 per cent from hearing alone.

Q-dees has integrated and modulated the proprietary teaching and learning programmes, which allow a child to learn through the process of exploration and discovery which is evident in all of the programmes at Q-dees. As such, Q-dees, more appropriately, takes the old proverb one step further to "I experiment and I think. I explore and I create. I learn and I excel".

Q-dees must surely be on the right path because in 2008, they were awarded the 'BrandLaureate Best Brands in Pre-School Category', a testimony to the fact

that their unique system truly works.

Spreading their wings

"The founding principles still apply where we want to see all our students excel. The students are after all, our inspiration. Having said that, we are looking to share our programs and unique systems with neighbouring nations.

"We already have centres in Singapore and Indonesia and we are in active discussions with partners from other parts of Singapore, Indonesia, China, Vietnam, Pakistan, Thailand and Cambodia to set-up Q-dees centres via master franchise and licensing packages," says Chan adding that Q-dees is always open and on the look out for opportunities to extend their reach be it via their own operations or by franchise.

As Q-dees keeps going from strength to strength, Chan has this to say: "At the end of the day, when all is said and done, the greatest and only satisfaction comes when we see our students excel later on in life." And that succinctly sums up what Q-dees is really all about.



Q-dees centre at Serikwangsa.