



Primrose Schools signs Long Island multi-unit development deal

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Primrose Schools, a family of accredited early education and care preschools with 300 schools across 25 states, has signed its first multi-unit area development deal in Long Island, which will bring up to eight Primrose schools to Nassau and Suffolk counties. With this deal, Primrose has officially expanded its footprint into New York.

Six Long Island-area entrepreneurs have partnered and signed on to run the Long Island submarket and develop eight Primrose schools throughout Nassau and Suffolk counties. Although their first venture with Primrose Schools, the local entrepreneurs are not new to franchising and come from various entrepreneurial backgrounds and careers including marketing and sales. They also have a hand in several other franchises including Cinnabon and Auntie Anne's.

Multi-unit area development deals are typically common among quick-service restaurants and food franchises, not early education and care franchises. However, for Primrose, this is a direct reflection of the growing demand for high-quality early education and care that the franchise company is experiencing across the country. Primrose has also identified New York, among other markets, as a market for immediate expansion due to strong demand for high-quality early education, entrepreneurial interest and unique real estate opportunities.

Shown (from left) are: Om Bhathija, Vijay Alreja, Kamla Alreja, Bill Pierquet (vice president, school development, Primrose Schools), Jo Kirchner (CEO and president, Primrose Schools), Raj Whadwa, Roozi Whadwa, Sonia Alreja, Kim Nunez (director of franchise development, Primrose Schools), and Shveta Alreja, Rahul Alreja.

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