

FAMILY EDUCATION TRAINING

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ABSTRACT

The purpose of this paper is to provide a business plan for "Back+(Home)" Education Technology, Inc. This business plan envisages the establishment of a training program focusing on "Family Education Guidance" by targeting parents in need in major cities. Through research and analysis of the target market and industry, we propose our product design and presentation and derive a profitable business model based on operational analysis. This business plan has a start-up capital of RMB 1 million, an ROI of 5.1, and a profit margin of approximately 20%.

Keywords: Family Education, Training, Parents, Children.

INTRODUCTION & COMPANY DESCRIPTION

Adhering to the "user-centered" business philosophy and "helping Family Education" spirit of enterprise, the company will serve customers sincerely, try its best to contribute to society, and develop enterprises with excellent technical research and development capabilities and professional services in the Family Education industry.

Our company will be based in the training industry and service industry of "Family Education guidance", and our main customer groups are families and schools in urban areas with urgent needs for Family Education and a certain power of consumption.

Our team members consist of leaders in the field of Family Education research in China, professionals who have been engaged in vocational education training for many years, and Internet professionals who have project experience in building many successful products from 0 to 1.

In addition to providing users with cutting-edge Family Education knowledge, we are also able to provide a broad platform for Family Education communication and online learning, whether, for school teachers or parents of children, we are able to provide them with accurate, high-quality products and services. Our products fully implement the cutting-edge theories related to the field of Family Education and provide social interaction among customers. In addition, in order to meet the current user's media and consumption habits, we also provide a one-stop shopping function, so that customers can enjoy the best products and services related to Family Education at home.

INDUSTRY ANALYSIS

According to the China Family Education Industry Research Report 2020, we can learn that the number of preschool children, primary and secondary school students in China is about 200 million, and the number of parents (parents) is about 340 million, so the scale of people in Family Education industry is huge.

With the continuous development of the economy and society, the proportion of money invested by each family in Family Education for children aged 0 to 18 is increasing, and the willingness of parents to pay for it is also rising year by year. In addition to meeting the needs of modern Chinese parents, the development of Family Education is inseparable from the needs of the national development strategy.

National leaders have repeatedly emphasized on different occasions the inextricable relationship between national development and the well-being of the people, and Family Education is an important prerequisite for improving the civilization and quality of the people, as well as an important guarantee for the eventual improvement of national soft power.

With the accelerated pace of education reform, the importance of Family Education has been slowly reflected in various policy documents. However, as the demand for Family Education grows, the pain points and shortcomings of the industry are beginning to emerge. Some people investigate the domestic institutions that have "Family Education guidance" training programs and find that many of them show a scattered curriculum design and lack of professionalism and effectiveness. Many people only study for obtaining certificates, and when the study is completed, they are not able to provide scientific and effective guidance in their practical work, but more often rely on lip-service chicken soup for parents to cheer them up, which is the fundamental reason that many parents feel that the consultation is useless. In this regard, how to win back the hearts of parents and find the future development direction of Family Education is the key to market entry. In response to this current situation, the core competencies of our company are as follows.

- (1) Providing timely and up-to-date information on Family Education in China and abroad.
- (2) Providing high-quality training courses, mostly taught by experts in children's education, which fully guarantees the quality of the products.
- (3) Personalized curriculum customization services for different families, the right medicine.
- (4) Perfect communication and management system between home and school, and implementation of "Home" and "School" co-education.
- (5) One-stop shopping experience with many benefits.

MARKET ANALYSIS & PLAN

Market Analysis

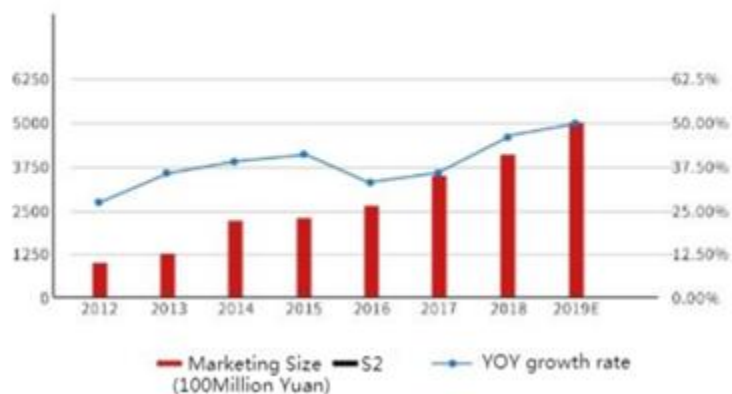
According to the research and analysis of Chinese Internet-related data, we can find that the current Chinese family education industry presents the following characteristics.

The scale of the population is large, and the proportion of service and service users is

high. According to the 2020 China Family Education Industry Research report, the number of preschool children and primary and secondary school students in China is about 200 million, and the number of parents is about 340 million. The family education industry covers a large number of people. And at present, the development of family education in China is oriented by the needs of users, focusing on solving users' pain points, so currently, service-oriented family education is still the mainstream, which is different from focusing on family education, entertainment, industry, and investment-oriented family education.

The industry market is growing rapidly. According to the data, the size of China's family education market will reach 500 billion RMB in 2020, which is expected to grow by 19.6% over the same period of last year, maintaining a steady and good development trend, and it is difficult to achieve a balance between supply and demand in the short term. In addition, the new growth space brought by the application of "Internet +" in the field of family education accelerates the market growth of the family education industry.

Family Education Industry Marketing Size and Growth Rate



Highly decentralized, focusing online education. Due to the large number of people covered by the market, the wide geographical distribution of users, and the low barrier to entry, the market is highly dispersed at present. It is almost an inevitable trend for family education to be online as the main trend.

The industry is limited and the degree of standardization is low. Family education belongs to an industry with low frequency, high requirements, and a long service cycle, and consumer behavior can not occur at any time.

In the initial stage, there is an urgent need to make a breakthrough in the profit of resource integration. At present, the family education industry in China mostly presents the "e-commerce of family education" in the business model, and takes the Internet as a supplementary means of marketing channels. In the future, the profitability of the family education industry is mainly based on its ability to integrate all kinds of resources and creative transaction flow.

PETS Analysis



Market demand

In China, for some time in the past, many families have attached great importance to their children's studies, sometimes neglecting their children's interests, and even some families have neglected their children's emotional management. Recently, China's Ministry of Education issued a policy of "Double Reduction" to reduce the number of homework assignments and extracurricular subject training, requiring families to pay attention to the overall quality of their children's development. The government has also strengthened the relevant laws and regulations.

Plan

In the initial phase of our operations, we will focus on major cities such as Beijing while targeting parents of children aged 7-12.

We will present our company, products, and content to users by setting up a company website, APP, and building an internet system platform, and we will hire experts in the industry of Family Education to conduct classes.

Our products will be divided into membership products and content-based training course products.

We will also attract customers through online advertising and offline community promotion, invite customers to have a free course experience through community marketing, and sell the main products during the experience.

MANAGEMENT, OPERATION, PRODUCTION PLAN

Management

We have registered our company name and set up a website at the same time. We have set up operation department, product department, technical development department, sales department, finance department, and human resource department. We have also hired a

professional manager to manage the company and set up relevant systems including e.g. sales system, financial system, and daily management system.

Operation

Develop an annual work plan and break it down into monthly plans. Implement a good division of responsibilities through detailed SOPs, especially the implementation of the sales plan and the achievement of results. The company will hold regular office meetings to review the progress of each department's work.

At the same time, in line with the principle of prudence, we will be careful about capital investment.

The price strategy adopts a low price entry method, and the publicity strategy makes full use of modern new media tools, including WeChat and TikTok.

Production Plan

First products:

① member system product: < 100 RMB

② Training course: 2980-5980 RMB

Main products: Home-school education platform, curriculum tutoring products

Product goal: To enable learners to fully understand the laws, regulations, and policies related to Family Education, learn the basic principles related to Family Education for each age group, important considerations in child-rearing, and how parents can effectively relieve anxiety and effectively cope with the double reduction policy. At the same time, the integrated home-school social platform, connects home and school education, so that Family Education and school education can complement and assist each other.

Medium-term market segment: all urban families

Main products: Special training courses (such as the psychology of children's education, comprehensive quality and "seven quotients" training), certificate acquisition, customized consultation and guidance courses, live shopping, etc.

Product goal: To set up special training camp courses with different products according to the concerns of parents of different families, so as to enhance parents' systematic "Family Education guidance" ability. At the same time, we will continue to dig deeper into the consumption scenarios of users and build a one-stop shopping platform for them.

Long-term market demographic: all community and government organizations

Main products: offline "Back+" public welfare courses, the output of "Back+" community model

Product Goal: To take up the social responsibility of the company, provide professional services for the community and some government organizations, and provide a better communication environment for parents and children. At the same time, we will create a reproducible "model community" template in line with the brand concept, and use it as a base to expand the influence of the brand.

FINANCIAL ANALYSIS

From the Market Analysis, the cost of obtaining customers in the early publicity can be controlled at about 20-50 RMB. We plan to the initial cost of the company total 1 million RMB. The profit model table is:

| Profit model table | | | | |
|--------------------------------|------------------------|----------------|-------------|-----------------|
| Category | | Amounts | Unit | Quantity |
| Income | | 5100000 | | |
| | Member product income | 300000 | 60 | 5000 |
| | Trining courses income | 4800000 | 3000 | 1600 |
| Cost | | 3740000 | | |
| Operating costs | | 1200000 | | |
| | Fixed cost | 400000 | | |
| | Variable cost | 800000 | 5 | 1600 |
| Selling expenses | | 1740000 | | |
| | Advertising expenses | 300000 | | |
| | Salaries expense | 1440000 | 6 | 12 |
| Administrative expenses | | 800000 | | |
| 其中: | Fixed cost | 200000 | | |
| | Variable cost | 600000 | 5 | 12 |
| Profit before tax | | 1360000 | | |
| Income tax | 25% | 340000 | | |
| After tax profit | | 1020000 | | |

FEASIBILITY ANALYSIS

From the financial analysis shows, we can see this business plan has a start-up capital of RMB 1 million, an ROI of 5.1, and a profit margin of approximately 20%. So, this is a good business plan.

CONCLUSION AND FUTURE WORK

Family education is an eternal topic that almost all families attach great importance to. The large potential population and the industry's immediate market demand both indicate the need to enter the industry, while the purchasing power of people can make quality course training products quite popular. Even from a prudent financial perspective, it is clear that the business model has a very high probability of success.

In the running process, in addition to course training products, it is important to build service platforms and offline community services as soon as possible, while continuously absorbing users' needs and developing products with personalized services as soon as possible to serve more people.

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