

# YUNBO EDUCATION TECHNOLOGY

**Xinlong Ji\***, **Supot Rattanapun\*\*** & **Pavinee Na srito\*\*\***

*Graduate School, Southeast Asia University, Bangkok, Thailand,*

*E-Mail: \*s6341B20042@live.sau.ac.th, \*\*drsupotr@gmail.com, \*\*\*pawineen@sau.ac.th*

## ABSTRACT

By analyzing the existing policies, analyzing the market opportunities, making capital preparations, establishing Education Technology Ltd. and clarifying the company's mission. The main cooperation with higher vocational colleges and universities, signed agreements with the school authorities, for a single school, for the school students to carry out training for college education, the company in the school to promote the organization of registration, to provide training services, special teaching and research centre, the formation of teaching plans in line with our school teaching, and the development of teaching programmes, the use of students after school time for long-term systematic training.

**Keywords:** After-school hours, College training, Higher education institutions, Students

## COMPANY PROFILE

Ltd. was established in 2021, and plans to cooperate with higher vocational colleges and universities, signing agreements with the schools to provide training for a single school for tertiary education. The company organises registration by conducting presentations in schools, provides training services, and establishes a special teaching and research centre to form a teaching plan in line with our school's teaching and develop teaching programmes, and uses students' spare time for long-term systematic training.

## INDUSTRY ANALYSIS

### 1. PEST analysis

#### **Policy Factors**

The "14th Five-Year Plan" issued by the central government clearly requires that the industry will increase by 20% by 2021, and local policies have been introduced to increase the penetration rate of the industry.

#### **Economic factors**

Continued hot demand in the tertiary education industry and favourable capital for the tertiary education sector. Long-term positive industry development. The downstream industry is growing in terms of transaction size, providing new impetus for the tertiary education industry.

#### **Social factors**

The first degree after the unified college degree is a bachelor's degree, which gives you an absolute advantage in finding a job, getting a certificate, salary classification and settlement policy in the future.

#### **Technical factors**

Technology-enabled artificial intelligence, big data, cloud computing, VR and 5G are gradually transitioning from first- and second-tier cities to third- and fourth-tier cities to achieve the popularization of technological experiences in the post-secondary industry.

The introduction of ERP, OA and other systems in the specialised industry optimises the information management construction process and improves the efficiency of the industry.

## 2. SWOT analysis

<p>Internal analysis</p> <p>External analysis</p>	<p>Advantage S</p>	<p>Disadvantage W</p>
	<ol style="list-style-type: none"> <li>1. National policy support</li> <li>2. Easy access to school support</li> <li>3. Student Parent Social Recognition</li> <li>4. Adequate teaching staff and space, low cost and low capital investment</li> </ol>	<ol style="list-style-type: none"> <li>1. New company with little fame and training experience</li> <li>2. Difficulties in recruiting teachers</li> <li>3. Lack of experience in teacher training, and in post-secondary training</li> </ol>
<p>Opportunity O</p>	<p>SO Strategy</p>	<p>WO Strategy</p>
<p>The expansion of specialised education and the lack of a sound on-campus training model at various training institutions</p>	<ol style="list-style-type: none"> <li>1. Creating a boutique programme</li> <li>2. Emphasis on course quality</li> <li>3. Building brand value</li> </ol>	<ol style="list-style-type: none"> <li>1. Improving the selection and recruitment system</li> <li>2. Improving employment mechanisms</li> <li>3. Strengthening vocational training</li> <li>4. Establishing a multi-channel assessment mechanism</li> </ol>
<p>Threat T</p>	<p>ST Strategy</p>	<p>WT Strategy</p>
<ol style="list-style-type: none"> <li>1. National policy change.</li> <li>2. Some changes within the school, such as personnel restructuring and enrolment numbers.</li> <li>3. Competition from other training providers.</li> </ol>	<ol style="list-style-type: none"> <li>1. Develop targeted projects with a focus on the needs of the target customer</li> <li>2. Continuous improvement according to market demand</li> <li>3. Enhance your environment and services to provide a differentiated experience for your customers, thereby increasing your irreplaceability</li> </ol>	<ol style="list-style-type: none"> <li>1. Maintain old customers and keep improving the word-of-mouth effect</li> <li>2. Retain profitable projects and explore new profit models</li> </ol>

## MARKET ANALYSIS AND MARKETING PLAN

### 1. Market segmentation and target market selection

#### 1.1 Market Positioning

This project is positioned as an integrator in the post-secondary education and training industry, starting from local cities. With the integration of local education resources as the key breakthrough, the core competitiveness of the enterprise is built around comprehensive. Following the milestones of integration in three stages - Texas, Shandong and nationwide - we will ultimately achieve our corporate ideals.

#### 1.2 Target markets

The project is aimed at a target group of fresh college graduates, with different education methods and content depending on their chosen profession. The main target area is the city of Dezhou, which will gradually be extended to other small and medium-sized cities in Shandong.

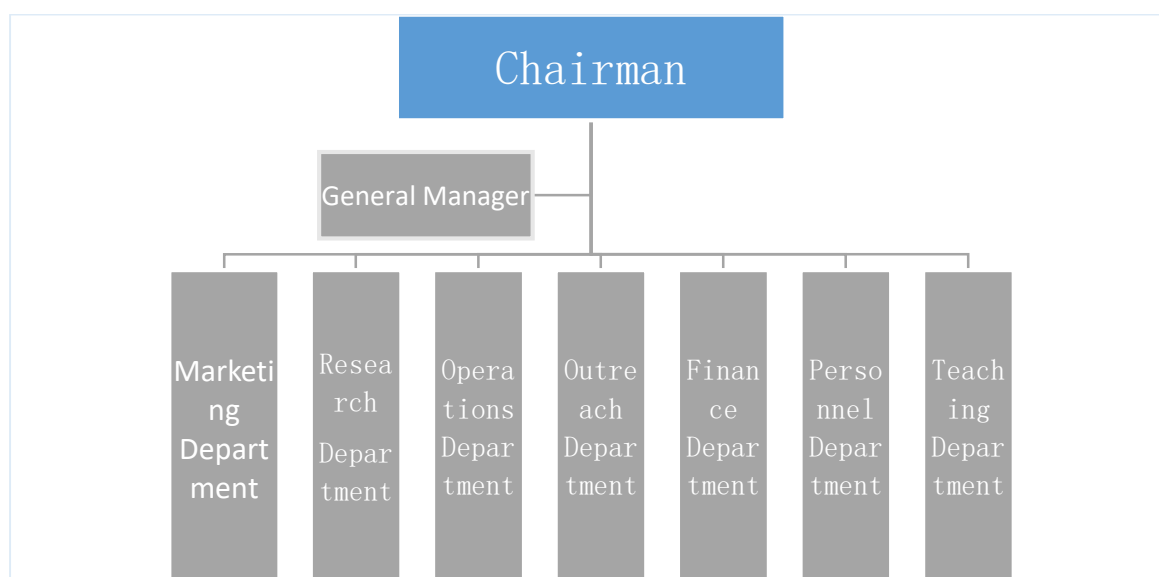
### 2. Marketing Plan

In the early stages of a company's existence, it is important to adopt a strategy that captures students quickly. At this time, advertising must be stepped up, using all feasible means such as newspapers, flyers and the internet. After the medium term, as our popularity grows, we will continue to improve our software and hardware to ensure a steady growth in student numbers. Finally, we will expand and gradually take over the market in Shandong and enter the national arena.

Subsequently, after a period of time, the company has a certain amount of money, and this is the time to increase the advertising efforts. Lectures and publicity sessions can be held in various schools to promote the company on all fronts.

### Management team and corporate structure

Ltd. has set up its organisational structure in strict accordance with the relevant provisions of the Company Law, and will optimise and upgrade its organisational structure in the future in accordance with market demand and the company's development needs.



**Figure 1** Financial analysis and feasibility analysis

### 1. Initial funding sources

In the early financing, 1 million, among which the main members of the team invested 600,000, accounting for 60% of the total capital, and other members of the team invested 400,000, accounting for 40% of the total capital

Project financing structure sheet			
Funds provided	Principal	Other person in charge	Amount to
Amount (ten thousand)	60	40	100
Scale (%)	60%	40%	100%

### 2. initial capital use

Initial capital expense schedule	
Project	Cost (million)
Computer equipment	0.6*10=6
Advertising	20
Management fee for pilot personnel	10
Process funds	50
Reserved funds	14
Amount to	100

### 3. Estimated Revenue From Sales

The next five-year forecast form is based on estimated sales, and gross revenue is planned in the following table

**Table 1** Profit forecast table for the next five years

	15% in 2022	15% in 2023	15% in 2024	15% in 2025	10% in 2026
I. Main business income					
Sales income	7560000	86940000	9998100	11497815	126475965

	15% in 2022	15% in 2023	15% in 2024	15% in 2025	10% in 2026
Enterprise investment income		1000000	1500000	3000000	4000000
Amount to	7560000	87943000	11501600	14501815	130480465
<b>II. Other business income</b>					
Training learning income		32000	32000	48000	48000
Amount to	524000	662200	712500	893020	902420
Total gross income	8084000	88605200	12214100	15394835	131382885

## CONCLUSION AND FUTURE WORK REFERENCE

Education is likewise one of the few industries that can satisfy both economic and social benefits. By investing in and succeeding in education, entrepreneurs' contributions to local education will be inexorably recorded in the history books and will likewise be forever written into the memories of the educated population, satisfying the pursuit of personal spiritual realm. Therefore, we strive to make Yumbo College a vision dedicated to building a professional platform for academic upgrading in China, with a mission to give wings to everyone who has a dream, and with the values of truth-seeking, enterprising, daring and win-win.

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