

LITTLE SWAN ART TRAINING SCHOOL

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ABSTRACT

This study aims to startup business. Through a series of promotion activities, publicize the Little Swan Art Education and training school, promote the concept of happy learning art, and establish a good brand image with effective marketing means and good reputation, to lay a good foundation for future development. Through the operation of the promotion activities, deepen the students' sense of identity for the Little Swan Art, and have a wide impact among the students, to affect the ideas of friends and parents, to improve the reputation of the school and the loyalty of students and parents.

INTRODUCTION AND COMPANY DESCRIPTION

1 Introduction

The company's name is "Little Swan Art Training School", which was established on June 8, 2019. Since its establishment, it has experienced the improvement and evolution of curriculum and mechanism.

2 Task description

Regional positioning (early stage): it serves the children's art training project with Nantang Qinyuan as the center and a linear distance of 1.5km around

INDUSTRY ANALYSIS

1. Current market situation of art education industry

In recent years, the scale of China's art training market has continued to grow steadily. In 2019, the scale of China's overall art training market is estimated to exceed 80 billion yuan, with an annual compound growth rate of more than 20%.

Policy dividend: the state has successively issued policies on further promoting the evaluation of students' artistic quality, strengthening school aesthetic education, supporting, and encouraging private education, emphasizing that art education should occupy a certain proportion in in class education.

SWOT analysis

advantage

1. Personnel advantages: the source of students and industry experience accumulated by the founder for many years of teaching assistance; And his wife's marketing experience.

2. Advantages of the block: surrounded by green apple kindergarten, golden sun kindergarten, Qingmiao kindergarten and other schools, it has a rich source of students and convenient transportation.

3. Professional eloquence speech training teachers and system.

inferiority

1. The newly established education and training institutions do not have brand advantages

2. The founding team of the organization lacks practical experience in art teaching assistance, and teachers need to be recruited.

opportunity

1. With the rapid development of industry, it has become a social phenomenon for children to learn skills and cultivate internal culture;

2. Industry development is gradually standardized

threaten

1. Market risk: newly established and not yet large-scale small institutions will inevitably suffer losses in many aspects when competing with powerful competitors in the market.

2. New competitors are emerging

MARKET ANALYSIS AND MARKETING PLAN

1. Market analysis:

Regional positioning (early stage): it mainly serves the surrounding straight-line distance of 1.5km with Nantang Qinyuan as the center

Marketing plan

Take the surrounding schools as the target area, make breakthroughs in the development of kindergartens, and form a single page of intensive and repeated delivery (one kindergarten a day, cycle and repeat three times)

Haiyanmen Huxing mutual aid, wechat, advertising

Display on display shelves of surrounding familiar stores (regular mother and baby stores or supermarket stores)

MANAGEMENT TEAM AND COMPANY STRUCTURE

Management team

Principal: teaching and marketing management of each campus

Personnel administration department: responsible for establishing the company's human resource planning

Finance department: responsible for the daily financial work of the company

Board of directors

Chairman: Senior decision-making of Hengyang company

General manager: Xinyang company operation management

In addition to participating in external training, it also includes participating in targeted enterprise internal training, capacity improvement Symposium and enterprise strategy and culture seminar.

OPERATION PLAN

Business models and procedures

Art training course

There are 1 class in the evening from Monday to Friday, 3 classes every day on Saturday and Sunday, and a total of 11 classes a week.

Each class consists of 10 people, with one teacher and one teaching assistant.

Place of business

Yantai City, Shandong Province

FINANCIAL AND FEASIBILITY STUDY SUMMARY

Financial analysis:

There are two semesters each year, and the enrollment rate is 80%.

$$1700 * 10 * 11 * 2 * 0.8 = 149600 \text{ yuan}$$

Kindergarten connecting class

The class starts in July every year. In the last two months, there are three classes with 15 students in each class, and the enrollment rate is 80%

$$1700 * 25 * 3 * 2 * 0.8 = 204000 \text{ yuan}$$

Feasibility analysis:

1. Demand analysis of art training institutions

(1) With the steady development of social economy, many parents attach immense importance to the cultivation of their children's talents

(2) Parents want their children to develop good study habits and learn a skill. Learn more.

It can be seen that training institutions that can improve the cultural knowledge level of art students will adapt to the development and needs of the times.

SUMMARY

To sum up, this art training plan has strong feasibility in terms of market demand, development prospects and market competition.

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