

TAKE-OFF EDUCATION AND TRAINING INSTITUTIONS

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ABSTRACT

Through the author's analysis and research on the current situation of primary and secondary schools and the analysis and forecast of the training market in Beijing, from the future development trend of primary and secondary education and training institutions, the author found a huge development space and profit space. It is proposed to set up a primary and secondary school guidance school with extracurricular training as the main goal. Create a brand, standardization, institutionalization chain and finally achieve diversified development, continuous improvement and improvement of economic management model. Combined with the modern enterprise management theory and the requirements of the business plan, this paper first analyzes and forecasts the current situation of the training market in primary and secondary schools in Beijing. And use the PEST model and Porter's competitive strategy theory to analyze the current situation and competitive situation of the primary and secondary school education market in Beijing, and then analyze and determine the competitive advantage, market positioning and enterprise marketing strategy of tutoring in primary and secondary schools in Beijing. Finally, the countermeasures are given by calculating the relevant financial statements and internal rate of return and other investment evaluation and risk assessment. As an entrepreneur explorer, the author hopes that this business plan will not only provide a feasibility report for the author's business risk, but also provide basic data and guidance for future agents.

Keywords: Take-off Education and training institutions

Executive summary

This paper briefly introduces the reasons for the entrepreneurship of the take-off education and training institutions, the background of the partners, and the strategic planning for the development of the project, as well as the concept of running a school of the institution, and then introduces the product line of the project in detail. The operation and management of the enterprise is inseparable from the efficient and United management team, so it also introduces in detail the management team and important management system of the take-off education and training institutions.

This paper analyzes the development environment of education and training institutions, analyzes the four elements of macro environment of industry development by using PEST model, then analyzes the internal environment and competitors of take-off education and training institutions, and finally uses SWOT model to analyze the competitive advantages of education and training institutions. Although there are many disadvantages and threats in the process of development, as long as we do a good job in market segmentation analysis and select the target market. Make full use of their own advantages, overcome disadvantages and manage attentively, institutions still face many opportunities, and there is a great possibility of development and growth.

In order to set an example in the field of education and training in Beijing, the first is to improve the core competitiveness of our organization's brand: constantly optimize the quality of educational services; secondly, to create good corporate values and team culture values, which is the key to improve brand stability; finally, always maintain the ability of continuous innovation.

Through the STP strategy, this paper analyzes the take-off education and training institutions by subdividing the education and training market, selecting the target market and market positioning, and formulating detailed product strategies, price strategies, channels and promotion strategies according to these positioning, so as to promote the organization's characteristic products in a planned and step-by-step manner, and enhance the take-off education and training brand.

The efficiency of the management team, the core members of the enterprise and the quality of the management team determine the level of enterprise management. The efficient operation of the enterprise needs strong executive support, and the strong executive force needs a highly cohesive and high-quality management team. A strong force of teachers is a strong guarantee for the teaching quality of education and training institutions, so teachers of take-

off education institutions have a strict education and training assessment system, and they must pass strict training and assessment before they can take up the post.

For start-up enterprises, financial risk will be the biggest risk faced by take-off education and training institutions. Through the prediction and analysis of the financial situation in the next five years, ROI=51%, can see that the profit of the education and training industry is still relatively objective, and because the initial investment in the industry is not high, the main cost of the company's operation is the teacher's remuneration, and this part of the expenditure fluctuates with the ups and downs of the enrollment situation. Therefore, the risk of the industry is relatively low. As long as the business philosophy of the organization can always maintain its original intention, adhere to the process, standardization and refinement in management, and ensure the quality of teaching, it will certainly be quickly recognized by parents and students.

一. Company introduction

Take-off educational institutions enhance the strength of running schools from the aspects of organization construction, resource construction, team construction and so on. Develop the company's follow-up tasks to enhance the company's brand. The company's learning curriculum for young people is mainly around primary school curriculum, primary school curriculum, junior high school curriculum and senior high school curriculum. As well as special English and math, chemistry and chemistry special training. Special training courses for winter and summer holidays will be set up according to the needs of the market.

(二) Industry analysis

Families in our country attach more and more importance to education, which brings opportunities for the development of education and training industry. Moreover, the prospect of the education and training market is promising, resulting in a large number of domestic and foreign capital pouring into the industry in recent years, which brings great opportunities for us entrepreneurial institutions. This paper analyzes the internal environment and competitors of the take-off education and training institutions, but there are many disadvantages and threats in the process of development, but as long as we do a good job in market segmentation analysis, select the target market, and make full use of our own advantages, to overcome the disadvantages and manage attentively, the organization still faces a lot of opportunities and has a great possibility of development and growth.

(三) Market Analysis and Marketing Plan

Before the establishment of take-off education and training institutions, the partner team made a detailed survey and segmentation of the target market. The higher success rate of entrepreneurship must be to do what you are good at, and to do well is to have a certain degree of popularity and credibility in the field you are good at. In order to set an example in the field of education and training in Beijing, the first is to improve the core competitiveness of our organization's brand: constantly optimize the quality of educational services; secondly, to create good corporate values and team culture values, which is the key to improve brand stability; finally, always maintain continuous innovation

四, Management team and Corporate structure

The efficiency of the management team, the core members of the enterprise and the quality of the management team determine the level of enterprise management. The efficient operation of the enterprise needs strong executive support, and the strong executive force needs a highly cohesive and high-quality management team. Teachers in take-off educational institutions have a strict education and training assessment system, and they must pass a strict training assessment before they can take up their posts. Therefore, in addition to the strict selection and selection system for teachers, our organization also adopts the system of rewarding and punishing teachers who are in service.

五, Operation plan, production design and development plan

From the beginning of the decision to establish a take-off education and training institution, first of all, we are to improve the brand core competitiveness of our organization: constantly optimize the quality of educational services; second, to create good corporate values and team culture values, it is the key to improve brand stability; finally, always maintain the ability of continuous innovation. Only when all employees have unified values and

common spiritual pursuit, can institutions have a kind of tension and profoundly affect the quality of institutional brands, and institutional brands can really have a stable core. Our education and teaching team has set up characteristic courses through research and combined with the current situation of the market. There are four tutoring cycles every year, namely, summer vacation class, autumn class, winter vacation class and spring class. Summer vacation class is the most prosperous one, and the success or failure of the most exuberant cycle determines the future development of training institutions.

六、 Financial forecast

The original investment of this business plan is 500000 yuan, which is jointly funded by three partners and raised according to the proportion of their shares. In principle, the number of partners will not increase any more. The capital contribution of the company's partners and the ownership structure determine whether the company can set up, develop and grow. Education and training industry is a relatively special industry, basically pay first and then attend classes, so it has a great advantage in cash flow control. Moreover, investment in education is a sum that every family is willing to spend, so there is no problem in terms of capital recovery.

summary

This business plan comprehensively introduces the organization, products, environment, marketing, financial and wind insurance of take-off education and training institutions, uses a variety of management methods, and analyzes the internal and external environment of the project. formulate project marketing strategy, marketing plan and financial plan, identify project risks and formulate risk countermeasures. If start-ups want to get their own living space and rapid development, they must do a good job in their own high-quality courses, implement fine management, create a high-quality education brand, and take the mode of chain operation.

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