Executive Summary

The Tutoring Service is a student organized program that offers tutoring services for a wide variety of subjects. The service is currently provided for other students in courses related to that students base however the business plans to change its organizational form to accommodate other courses and areas of study within the next year or two.

The Tutoring Service was founded by Adekoya Ademiladeogo and plans to go in operation while she was attending Afe Babalola University. Although the company has informally existed for the last year of her stay in university, operations have been informal, picking up students here and there as just a helping hand. While it has filled some of demilade’s spare time, he is now ready to concentrate on developing this business into a more efficient source of revenue while retaining the joy of teaching that attracted her to the business. The first step of this transformation is the writing of a business plan. This plan is being used as an internal document to assist in the development of the business. The Tutoring Service operates with very high overhead, however it doesn’t apply at the start of the program, therefore The Tutoring Service will not be seeking capital for operations until the operations have become vast.

The Market

The Tutoring Service has identified several target market segments that will be pursued. The largest segment will be management students, the reason being that the sole proprietor is well knowledgeable in that area and may have better connections in getting students and lecturers to help in with the program. Demy has close relationships with most of the professors of the business program, allowing her to tailor the tutoring to the specific course material as well as receive referrals from said professors. Within this market segment there will be three subgroups: quantitative clients, non-quantitative clients, and international students. The Tutoring Service will serve undergraduate students and the surrounding colleges.

The Services

The Tutoring Service offers a wide range of academic subjects. Sessions can be set up as private or students may form groups for tutoring. Private sessions offer intense individual assistance, but groups sessions can also be beneficial with decreased economic costs and the use of team-based approach that the business program encourages. For The business-based courses, The Tutoring Service offers an extensive collection of past exams which are invaluable for teaching the material and for exam preparation. For all students, The Tutoring Service uses the Systematic Analysis Framework (SAF). This unique problem solving approach taught to students provides a system to approach all topics that they encounter in school. This system seeks to provide the student with a way in which they can better solve their own queries. This system differs from most tutors who are primarily concerned with answering the students immediate questions and not concerned with providing the students with basic problem solving skills for future applications.

Management

The Tutoring Service will be lead by Adekoya Ademiladeogo. She pushes to bring a wealth of academic excellence as well as a proven record of tutoring. She first began tutoring as a one on one teaching period with her friends, helping them with things they did not understand and then the number of individuals asking for help became quite a number. It was this experience that provided her with the insight that he enjoyed and excelled at tutoring. While she attends University she has informally began tutoring students. She plans on working with a team she has set up of students that have shown excellence in their academics and believes it will be a very profitable program.

The Tutoring Service is based in the school, and we foresee plans that offer a wide range of tutoring services. With the help of professors, networking connections and conducive time frame, The Tutoring Service may not immediately realize bulk profits but with time comes better understanding of the need of this program and with that the service will realize good revenue and profits the year of introduction

 **Mission**

The Tutoring Service exists to help students. We take a unique and innovative approach to teaching that helps students connect with the subject matter they need to master. Through personalized and focused teaching processes, our students develop the tools they need for ongoing success in their fields of study. Our success depends on our attention to the needs of our clients and truly helping them achieve - we don't succeed unless our clients succeed.

 **Keys to Success**

Developing methods of approaching subjects that helps students get their minds around challenging concepts.

* Creating excellent word of mouth promotion of services - clients sell services to other students.
* Truly listening to clients' needs and diagnosing where their understanding of concepts is breaking down.

 **Objectives**

* Recruit school professors who will be willing to provide materials and assistance to the program (if possible be of service).
* Increase revenue steadily from through the years.
* Achieve full hourly capacity Services

Review courses and specific topic tutoring for courses in:

* Accounting
* Finance
* Economics
* Statistics
* science
* languages.

Resources include collections of prior exam questions from each of the courses offered at the school with extensive experience reviewing testing patterns. Students are provided with study strategies to help them better focus their personal study time to better prepare for upcoming exams.

Students are encouraged to review exam results to see where they still have room for improvement. Experience has shown that many of the professors in the local programs use exams more for teaching tools than evaluation tools. Reviews of exams are therefore helpful in grasping concepts needed on future exams as well as gauging progress in the course.

Private tutoring sessions are available, as well as small group study sessions. Students are encouraged to come prepared with questions and items to discuss. Students are also encouraged to ask the tutor questions throughout the week in between sessions. Questions are submitted and answered via email.

The Tutoring employs the Systematic Analysis Framework (SAF), a problem solving method that students can apply to a wide range of subjects and problems. SAF provides the students with the necessary tools to solve the problem at hand, but also empowers them with a systematic approach to solving future issues. This unique approach does not just address the current question the student has, but provides them a problem solving method for all conceivable difficulties. SAF is quite effective at lowering a student's anxiety when faced with new subjects because they then have a method of approach that they can use to assist them.

Rates are:

* Individual tutoring, ₦800/hour
* Two people at ₦600each/hour
* Three people at ₦600each/hour
* Four people at ₦300each/hour
* Five people at ₦200each/hour
* Six people at ₦150each/hour

The tutoring sessions take place either on campus. The student is offered the choice of locations.

Market Analysis Summary

Undergraduate students will be served, however The Tutoring has a less intimate relationship with the various undergraduate schools and professors. The Tutoring will offer tutoring in the courses offered to undergraduate students.

 **Market Segment**

Undergraduate Students

This is an exciting area that is bound to become the main revenue generating segment (or group of segments) for the company. Some of these undergraduate students will seek help with their respective classes. At first it was mostly for the quantitative courses they were in. As that market began to establish itself, the company began investing time in building a database of old exams, class notes, etc., for the quantitative courses being taught on the main campus to undergraduate students. These students, then began seeking help with their other courses as well.

Target Market Segment Strategy

Much time will be dedicated to developing the undergraduate quantitative segment. This is a mere matter of population dynamics.

The undergraduate campus, on the other hand, consists of a large number of students, so the potential market is ten times larger. For now (at the beginning stage of the program), only the core classes required for graduation are being handled.

 **Service Business Analysis**

Tutoring has been around as long as students. And as long as students get in over their head, they will need tutors to help them catch up and keep up with their classmates. Some materials just need to be explained in different ways for them to make sense.

However, while the need for tutoring exists, the bulk of tutoring taking place in the market is very limited and unorganized. What sets this company apart is its experience and the attention paid to individual needs of students.

 **Competition and Buying Patterns**

Tutors tend to be individuals with a little extra time and specific expertise in a given topic. However, few have the resources to provide a comprehensive tutoring program covering every possible aspect of a course from understanding the material, to getting the best grade possible from a given professor. The majority of competition comes from one-on-one tutoring conducted by friends of the student. There is no organized tutoring service available to students that really covers their specific course .

Now, while one-on-one tutoring from a friend may be a cheaper way for a student to go, there really is an advantage to paying for tutoring. The tutoring sessions include examples that have been tried and tested previously with prior students. Over time, demilade has developed a repertoire of examples and approaches to help students with nearly all of the challenges that prevent them from getting the most out of the experience.

As an example, in accounting and finance classes the professors like to use examples that are complicated for some students to grasp. Often the principle is shown using a huge corporation with millions of dollars in revenue, multiple divisions, and decades of history. The principle being taught may be quite simple, but having to wade through the complicated organizational structure and many other accounting principles can be very confusing to some students.

demilade’s approach is different. Students are better able to see these principles when isolated temporarily in a very simplified manner before placing them back into context.

Accounting and finance principles work the same whether revenue is in the hundreds of dollars or hundreds of millions of dollars and whether the calculations are round numbers or not - for purposes of discussion it is easier to work with smaller numbers to teach the principle before applying the principle to complicated situations with large numbers. Too often students are confused not because the principle being taught is confusing, but because they are daunted by the large numbers being used. Once they become familiar with the principle, the numbers are easy to figure out.

By using the same business to introduce each principle, students don't need to spend time learning everything about a new business each time they learn a new principle. This means that more time can be spent discussing the principle and less discussing the business.

Having already seen other principles applied to the same business (before simplifying it back down to its core), students are better able to see the principle inside a complicated business structure.

After each exam, students are encouraged to bring in their exams to be reviewed. The collection of exams over the years provides the tutoring service with a number of examples for use in tutoring session and to better prepare students for upcoming tests.

Similarly, over the years, certain handouts have been prepared to help teach students particular principles. These are accumulated and updated occasionally as needed. Students who are enrolled in tutoring sessions have full access to several years worth of materials.

One challenge that the tutoring company faces is the cyclical nature of demand. Students tend to seek tutoring more when an exam is looming. Because of its experience in the school and its understanding of when exams will be coming up, topics of discussion for tutoring classes can be planned and students can be encouraged to keep their studies on a more even track. The focus is on prevention of problems so that last-minute cramming is kept to a minimum.

Finally, the services offered by the company are differentiated from competitors by the quality of teaching. The medium of teaching is fun, energetic, and has a certain stage presence that makes it interesting to attend the tutoring sessions. Moreover, the attention is focused on the specific needs of each and every individual student.

 We try to understand that different people learn in different ways, so classes will be taught on various levels. Board displays and other visual aids will be employed whenever possible to reach those who learn visually. Explanations are thorough for the audio learners. A training model is employed that gives students a good deal of hands-on time during the session so they can learn by doing. And an analysis of each student helps determine which of these approaches will be the most useful for each individual.