

SMART STUDY TUITION CENTRE

ANALYSIS

1. Problem - Poor proficiency in English among students.
2. Solution - Our centre provides experienced teachers alongside with teachers who are also PT3 examiners.

Content - 3 main domains (Writing, Reading and Speaking) will be taught and smart tips will be given on how to easily ace them.
3. Target group - Form 1 students, English

DESIGN


- Objective:
1. To provide English Language tuition classes for PT3 students.
 2. To improve students' proficiency and their public examination (PT3) performance.
- Terms and conditions:
1. Only for Malaysians.
 2. Students that will be sitting for PT3 Examinations.
- Fees: RM 40 per month.
- Media platforms: Whatsapp, Facebook, Cisco Webex

EVALUATION

To evaluate our service, parents and students can give their feedback via this link below.

https://docs.google.com/forms/d/e/1FAIpQLSergAg8W6pQtBY1AOKTrFMDe8nau97B_dvfxkixjWdR9u2cA/viewform?usp=sf_link

DEVELOPMENT



The poster is yellow with a red border. At the top, it says 'SMART STUDY TUITION CENTRE 2021' in bold black letters. To the right is a green sign that says 'JOIN NOW!'. Below this, it says 'English Tuition PT3 Saturday & Sunday 8-9 pm'. At the bottom left is an illustration of a girl reading a book. At the bottom right is a red starburst that says 'FEES= RM 40.00'. At the very bottom, it says 'Media platform:' followed by icons for Zoom, Facebook, and WhatsApp.

IMPLEMENTATION

1. Certified teachers with a minimum qualification of a Bachelor's Degree.
 2. Teachers will be familiar with 21st Century style instructional methods.
- Marketing Plan
1. Word of Mouth
--- Via recommendations from friends and family.
 2. Posters and Flyers
--- Place them in strategic locations. Eg: Public libraries, schools.
--- Social Media Ads. Eg: Instagram and Facebook.
 3. Trial Class
--- One free class trial will be offered to the students. An interactive and enjoyable class will be guaranteed.
 4. Local Celebrity Endorsement
--- Local celebrity like Mira Filzah will be hired to promote the tuition centre.