

## **Business Case Study (One Semester Project)**

### **BREAKDOWN OF THE MAJOR PROJECT**

#### **Section One: Name & Location**

1) Type of Service

What type of service are you planning to offer?

- a. English language teaching
- b. Music
- c. Computers
- d. Other?

2) Name of School

What will be the name of your cram school?

- a. Chinese name?
- b. English name?
- c. How does this name help promote your cram school?

3) Trademark

Design your trademark.

- a. Stylize your name
- b. Create a design/picture that symbolizes your company
- c. Explain the logic of your trademark

4) Location

Decide on a location (it must be in Taipei city or Taipei county).

- a. Where exactly would you like to locate your cram school?
  - i. Area? (Danshui, Neihu, etc...)
  - ii. What street?
  - iii. What space? (corner lot, first floor space, size of space)
- b. Take pictures of your proposed location.
- c. Why did you select this location?

#### **Section Two: Purpose & Customers**

5) Target Customers

Create a demographic of your target customers

- a. Who are your target customers (i.e., target market)? Explain why these are your target customers?
- b. Estimate how many people from your target market live (1) within two blocks of your cram school, (2) within one kilometer of your cram school, (3) within the city where your cram school is located
- c. Will people from outside of the city attend your cram school? Why or why not? If yes, where will they come from?
- d. What is the typical schedule of your target customer? (i.e., what times would they be able to attend your cram school?)

- e. Create a bar graph that shows your demographics (2 blocks, 1 kilometer, city, outside city)

6) Purpose/Mission Statement

Create a purpose/mission statement

- a. Write a paragraph that explains the purpose of your cram school
- b. Create a 1-2 sentence mission statement that ...
  - i. Identifies who you are
  - ii. Identifies who your target customers are
  - iii. Identifies your uniqueness compared to similar cram schools
  - iv. That reflects your purpose
- c. Create a slogan (Chinese and English) that ...
  - i. Is short
  - ii. Memorable
  - iii. Reflects your purpose

**Section Three: Start-up Issues**

7) Legal Issues

Reflect on the legal issues involved in starting a cram school

- a. Will you need a business license? Why or why not?
- b. What are the regulations of your building? Are there any restrictions on the use of space or making renovations? What are they?
- c. What are some regulations you would need to develop?
  - i. Rules for students (i.e., customers)
  - ii. Rules for employees

8) Start-up Costs

What are your projected start-up costs?

- a. How much is the business license?
- b. How much will you need to spend on renovations?
  - i. Create a proposed floor plan
  - ii. Show how your floor plan differs from the original floor plan
  - iii. Estimate costs (include labor and materials) to create your desired floor plan
- c. How much will you need to spend on advertising/marketing your cram school?
  - i. Sign?
  - ii. Brochures/flyers?
  - iii. Website and other internet related strategies
  - iv. Media: Newspapers, Magazines, Radio, Television
- d. Initial Employees
  - i. Will you give yourself a salary? How much will it be?
  - ii. How many teachers will you start with? How much will you pay them? Will you pay them by hour or give them a monthly salary?
  - iii. Will you start with any other employees besides teachers? Who? How much will they need to be paid?
  - iv. What will it cost for employee benefits? (Insurance, retirement, vacations, training, New Year bonus, etc...)

- e. Where will the money for the start-up costs come from?

#### **Section Four: Personnel & Market Competition**

##### 9) Human Resource Plan

Develop a human resource management plan

- a. List all of your planned employee positions for the first three years. How many teachers, teaching assistants, office staff, managers, custodians, etc... will you have each year?
  - i. Year #1 –
  - ii. Year #2 –
  - iii. Year #3 –
- b. What are your minimum hiring qualifications for each position?
  - i. Age?
  - ii. Education?
  - iii. Work experience?
  - iv. Religious beliefs (if any)?
  - v. Nationality (if any)?
  - vi. Other?
- c. What are your estimated monthly personnel costs?
  - i. Year #1 –
  - ii. Year #2 –
  - iii. Year #3 –

##### 10) Market Competition

Reflect on the market competition

- a. Which companies are your major competitors?
- b. Create a strategic canvas for your type of cram school. Include ...
  - i. a value curve for one of your competitors
  - ii. a value curve for your own cram school
- c. What are the unique features of your cram school? What makes you different?
- d. Write a very short strategic plan for how you will sell your unique features to your potential customers.

#### **Section Five: Finances & Marketing**

##### 11) Finances

Estimate expenses, revenue and profit over the first five years. Include all of this information in an excel file. The excel file should have columns for the item, expenses, revenue and profit. It should have rows for each of the first five years.

- a. NOTE: Include the start-up costs in the first year.
- b. What are your estimated expenses? Expenses should include personnel costs, repair/renovation, electricity, advertising, equipment, technology, etc.
- c. What is your estimated revenue (i.e., income)? Revenue can come from tuition payments, building rental, book sales, etc.
- d. What is your estimated profit? This should be the amount remaining after subtracting your expenses from your revenue.

- e. If you have profit remaining, what do you plan to do with that profit? If you do not have profit remaining, what adjustments will you make?

#### 12) Marketing Brochure

Create a professional marketing brochure or flyer

- a. The brochure or flyer should be as professional as possible without spending too much money.
- b. Make sure you include all of the relevant contact information.
- c. Add pictures
- d. Keep your words to a minimum
- e. Write a brief one-page explanation of the brochure or flyer (this explanation page and the brochure/flyer should be included in the final portfolio).

#### **Final Presentation Format**

##### 13) Portfolio & Outline

Create a portfolio that includes all of the elements from #1-12

- a. You should have a summary outline for each member of the audience (i.e., all of your classmates, the judges, and other possible observers)
- b. You should give your complete portfolio (approximately 6-10 pages) to the teacher.

##### 14) Presentation

- a. 15-20 minute presentation (do not go over 20 minutes!)
- b. Make sure everyone in the group has a clearly defined role

## CRITERIA FOR JUDGING THE FINAL PRESENTATIONS

### Business Case Study

#### Minor Presentations

#	ITEM	Super!		Good		Poor		Fail		Fired!	
01	Appearance	10	9	8	7	6	5	4	3	2	1
02	Participation	10	9	8	7	6	5	4	3	2	1
03	Precise & Complete	10	9	8	7	6	5	4	3	2	1
04	Presentational Style	10	9	8	7	6	5	4	3	2	1
05	Clarity of Presentation	10	9	8	7	6	5	4	3	2	1
06	Feasibility	10	9	8	7	6	5	4	3	2	1
07	Market Appeal	10	9	8	7	6	5	4	3	2	1
08	Use of Time	10	9	8	7	6	5	4	3	2	1
09	Overall Professionalism	20	18	16	14	12	10	8	6	4	2

1. **Appearance** – The business partners (i.e., group members) have a professional look and act in a professional manner. Members are polite to their listeners, show respect to each other, and demonstrate unity of purpose.
2. **Participation** – Each partner has a clearly defined role and can explain their role if asked. The presentation demonstrates a group effort.
3. **Precise & Complete** – The presentation is clear, and covers each part of the assignment. There is no extra, unimportant information.
4. **Presentational Style** – The presentation is well organized and makes logical sense. The format of the presentation is appealing and accurately portrays the purpose of the business partners. Each part of the project fits together as a whole. The presenters have good eye contact with the audience and do not seem to be overly dependent on their notes.
5. **Clarity of Presentation** – Each presenter’s pronunciation is clear and there are few grammar mistakes (spoken or written). The presenters’ volume and rate of speech allow the audience to clearly understand.
6. **Feasibility** – The market plan is practical and does not contain contradictions.
7. **Market Appeal** – The overall opinion of the audience. Does the presentation keep the audience’s attention? Does the presentation make their project sound interesting and attractive?
8. **Overall Professionalism** – General judgment which takes into consideration all of the seven items above.
9. **Use of Time** – The presentation covers everything yet stays within the time limit. Groups will lose one point for every 10 seconds they are under 15 minutes or over 20 minutes.