

Neapolis University

HEPHAESTUS Repository

<http://hephaestus.nup.ac.cy>

Department of Economics and Business

þý Master of Business Administration (œ'')

2014

Establishing school of English Language in Paphos

Pozova, Aikaterina

Master of Business Administration, Shool of Business, Neapolis University Pafos

<http://hdl.handle.net/11728/6706>

Downloaded from HEPHAESTUS Repository, Neapolis University institutional repository



Establishing school of English Language in Paphos

By:

Aikaterina Pozova

MASTER OF BUSINESS ADMINISTRATION

Neapolis University Pafos

Pafos, Cyprus

2014

Submitted to the Faculty of

SCHOOL OF BUSINESS

In the Partial Fulfillment of

The Requirements for

The degree of

Master of Business Administration

Establishing School of English Language in Paphos

DISSERTATION

Advisor: Prof. Andreas Kakouris

Program Director:

Table of Contents

Table of Contents	ii
List of tables	iv
List of figures	v
Abstract	vi
Chapter 1: Introduction	1
Chapter 2: Literature Review	2
2.1. Communication and Education.....	2
2.2. Language and Intercultural Communication.....	5
2.3. Importance of English Language in the modern world.....	8
2.4 Optimal Age for language learning	10
Chapter 3: The Business Plan	13
3.1 Executive Summary	13
3.2 Introduction	14
3.3 The Company.....	15
Chapter 4: Strategic Summary Plan	17
4.1 The Business Mission.....	17
4.2 Key Objectives	17
4.3 Strategies for achieving the objectives	18
Chapter 5: Product and Project Description	22
5.1 Services	22
5.2 Project activities	24
5.3 Critical Path.....	27
Chapter 6: The Business model	29
6.1 The management Plan	29
6.2 Customers' Satisfaction.....	29
6.3 Employee Involvement	30
6.4 Continuous Improvement	30
Chapter 7: The market / Marketing Plan	31
7.1 The Marketing Mix	33
7.1.1 Price	33

7.1.2 Product	35
7.1.3 Place	36
7.1.4 Promotion	37
7.2 Market Research and analysis	38
7.3 SWOT Analysis	41
Chapter 8: Financial Plan	42
8.1 Company's Investment Plan	42
8.2 Cash Flow Projection for the years 2015 and 2016	43
8.3 Profit and Loss Statement for the years 2015 and 2016.....	47
8.4 Break Even analysis and payback method	49
8.5 Risk assessment	51
Chapter 9: Conclusions	52
References	53
Appendices	55
Appendix A: Critical path chart	55
Appendix B: Core Values	56

List of Tables

Table 1 Critical path.....27

Table 2 Payroll29

Table 3 Number of pupils32

Table 4 Number of pupils. Detailed.....32

Table 5 Number of foreign pupils.....33

Table 6 Price list.....34

Table 7 Investment plan.....42

Table 8 Cash flow projections, 2015.....43

Table 9 Cash flow projections, 2016.....45

Table 10 Profit and loss statement, 2015.....47

Table 11 Profit and loss statement, 2016.....48

Table 12 Payback period.....49

List of Figures

Figure 1 Management activities21
Figure 2 SWOT Analysis41
Figure 3 Net profit48
Figure 4 Break-even chart49

Abstract

Title: The present project describes the process of establishing school of English language in Paphos.

Practical use: the present business plan is useful for representatives of companies operating in the market of services for the Study of English language, individuals and legal entities, planning to enter the market, public authorities regulating relations in the sphere of education, culture and leisure, as well as a wide range of users who are interested in the organization of such enterprise.

Purpose of the report: feasibility study of opening of the Center for the Study of English Language in Paphos.

Methodology: During the preparation of the project there was examined the market for similar service centers, schools, courses of foreign language in Paphos city, also the alleged investment and running costs were calculated, as well as there was developed the organizational scheme and timetable for the project implementation. Based on the received economic and financial information and the evaluation of the project there were defined the key financial and economic indicators. In order to open the mentioned enterprise it is planned to use only the Project Initiator's funds without involving the outside investors.

Project Concept: The project concept presented in this business plan is a reflection of the most promising, in our view, market entry strategy. Learning foreign languages generally and English language particularly is gradually becoming more and more popular. People travel all over the world, communicate with foreigners, work in foreign companies, chat online with friends from other countries and this would be impossible if people continued to speak in different languages. That is why courses of English languages have become so important nowadays.

Findings: As it turned out, English language school is profitable enterprise with short payback period and it is good investment of the moneys and is recommended for implementation.

Keywords: feasibility study, SME, language school, strategy