

Disclaimer:

For privacy and confidentiality reasons, the client's/ institution's name has been intentionally blurred.

White Paper

[Blurred text]

This whitepaper represents our understanding & recommendation for the school, which we have acquired. It will be shared with other members of our team so that everyone has the same understanding of the school. We are sharing this whitepaper, please let us know your feedback and we will improve further if required. We will make the necessary changes and re-share.

OVERVIEW

██████████ is an online school operating out of ██████████. The number of enrolled students is 600. We believe during the COVID period, Promoters of the School saw an opportunity in online School space. Currently, the majority of our students come from metro cities like Pune, Hyderabad, and Delhi.

From the outside, we think, this model seemed more promising during COVID times than now.

COMPETITOR

- ██████████ - Due to their strong branding and financial backing, we view them as our competitors.
- ██████████
- ██████████

FEATURES

1. Personalized / Individualised Education

██████████ provides personalized learning which is better suited for each individual learner, with their own unique learning style, background, needs, and previous experiences.

The definition of personalized learning needs more elaboration. .

Though it sounds like a unique feature, it is not defensible.

2. Camera Tracking

Where they can keep a check on students' movements and evaluate their level of concentration while studying.

Though it sounds like a unique feature, it is not defensible.

3. Master Teacher + Assistant Teachers

Assistant teachers are provided to Master Teachers for better execution and to help the students during classes.

Though it sounds like a unique feature, it is not defensible.

4. Education as per Indian/CBSE pattern

In comparison to other online schools like , which offers three to four different curriculums, including the American, British, IB, and Cambridge Board,  only offers the CBSE curriculum. So it's basically like a traditional school operating online.

Except for the use of the online medium, there is no difference in education. The youngster learns the same lesson that an offline learner would.

Though it sounds like a unique feature, it is not defensible.

5. Local Dialect

As students come from different parts of India,  offers education in their local languages and dialects.

Though it sounds like a unique feature, it is not defensible.

6. Downsolving

They give problem-solving classes where students can clear their doubts and acquire a strong knowledge of the subject.

Though it sounds like a unique feature, it is not defensible.

7. Learning Levels

They classified their students according to their level of learning. Firstly they figure out their student's level of understanding & learning and later they classify them into different groups.

Though it sounds like a unique feature, it is not defensible.

8. Competitive Exams

This feature should be presented in isolation which means if students don't get the curriculum in CBSE or Indian pattern they will be left out in competitive exams. The main idea is to downplay the offerings of  etc.

Since the majority of competitive exams are based on the CBSE curriculum. They deliver lessons in accordance with the CBSE curriculum to make it simpler for the students to perform well in competitive exams.

Even if it is one of their strengths, it is not defensible.

CATEGORY FEATURE

These features belong to a category, not any particular or your brand.

Any other school entering the online education space will provide these categories.

1. Economical

The cost of online school varies from the other, on average, online classes are far more affordable than traditional schools.

2. Time-Saving

Another perk of online classes is that not only you learn better but it also saves time.

3. Diversity

Online School promotes cultural diversity in the classroom and enriches virtual learning significantly.

4. Data-Driven

Multiple AI technologies are being used to map and create dashboards for each child's performance. This helps the child to identify the areas that need improvement.

RECOMMENDATIONS.

Branding is all about making choices.

1. Scope of Improvement to well defined our Target Audience

Currently, the majority of our students come from metro cities like Pune, Hyderabad, and Delhi.

There is a chance that we are getting these admissions from these cities because tools like laptops, Tabs, mobile, and electricity are easily available with them. In addition, it's possible that we are focusing our advertising efforts more on these cities. After a thorough discussion within our team, we believe that this concept will be more successful in Tier 2 and Tier 3 cities. We think that there is a scope for improvement through which we can well define our target audience.

A. Affordability

It is much more cost-effective for rural parents to acquire an urban level of education online rather than sending their children to study in metropolitan areas.

B. Perceiving Values of Quality Teachers

In rural cities, parents place more emphasis on which teacher their child is learning from, as compared to metro cities, where parents make decisions based on school reputation.

C. Social Pressure

In urban areas, parents face social pressure from their peers to enroll their children in prestigious schools.

D. Aspiration

As a rural child gets fewer facilities than urban kids, parents of rural areas want to give their children the best possible future. To help their child succeed in their career, they are more driven/desperate.

2. Hybrid Model for larger acceptability

Most parents adhere to the traditional belief that their children must attend an offline school in order to acquire an education. So we believe it will be tough to change their mindset because the offline school provides a lot of facilities and opportunities to the learners

In comparison to metropolitan areas, admissions from rural areas can be higher. As our yearly tuition is merely , rural residents can afford to give their children a good education. We are listing a few reasons for the same.

- A.** Co-ed Education
- B.** Communication Skills Etc.
- C.** Social Development
- D.** Teamwork
- E.** Holistic Development,
- F.** Group Activities like sports and music

Irrespective of these facilities we think we can still keep our students for a longer period of time if we can have a hybrid model that combines both online and offline learning. Instead of having one offline class in a month, we should have three offline classes every week. Now if we opt Hybrid Model our cost will also increase & for that we can collaborate with the school which is not having enough number of students. So there is a high chance that they will collaborate with us and we can use their school infrastructure for 2-3 hours after school.

3. Scope of improvement in Brand Color and minimalist design approach

In our existing brand color, we mainly have warm colors. Since it's an online model school we think having school colors as it enhances the user experience.

Also, we think we need to keep the color presence minimal and subtle. As it will be challenging to establish ourselves with the same color in this space given that other online learning environments, like  have the same color.

Maintaining brand consistency, which is essential to brand growth, especially when the model is online, will also be very difficult.

4. Scope for more clarity in messaging

We believe that there is scope for improvement in the messaging to make it clearer and more direct.

Precisely the three points which we have kept on our website landing page needs some improvement. We think we need to keep them more direct so that our target audience can understand the expected outcome  is offering in one go. WIIF ME is seems to be missing from main line of communication.

Almost all schools [Online-Offline] are selling the future. Here in our messages, we are missing the online USPs over offline. Here in messages, they are mostly talking about brilliant kids and their right school & lastly, about technology.

So we think our brand messaging requires more clarity, which can only be achieved after our targeted audience is well-defined.

What can be done with free time can be the part of the communication to urban parents.

5. Brand Name Opportunity

We have a strong brand name compared to other online schools with names like [REDACTED] and [REDACTED] School. Our tagline is descriptive compared to those of other online schools, which are more obscure.

We think there is a need to address one concern i.e our target audience would be confused by the word board. They may believe that Cyboard is equivalent to an IB, CBSE, or Cambridge board.

PROMOTE THE CATEGORY THAN BRAND.

This Whitepaper is School Saarthi's understanding of the school. We request you not to share it with other marketing agencies.

Submitted by:



**SCHOOL
SaARTHI**

www.schoolsaarthi.com
+91 8826 2211 99