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1. **Executive Summary**

**1.1 The Business**

Pro Learning will be an education consultation firm started by agroup of software development students called Meta\_Devs. The firm will aim to provide consultation services catering to the requirements of the clients in Gauteng. The firm will provide a wide range of services for both students and educational institutes in the South Africa.

**2.Company Summary**

**Meta\_Devs** is a Educational Consultation Agency that supports the Department of Education to continuously improve how school curriculums are deployed from the department to the teachers by providing training,facilitation and mentorship to teachers,feedback,support to students and regular quartely surveys from both students and teachers in turn provide this information to the Department to regulate the information.

**2.1 Our aim is to partner and work closely with the department by applying** ;

* Continuous Improvement/Development - enhance the products and services offered to educational institutions.
* Consumer Centric Actions/Monitoring - innovate and invest in goods and services that delight clients to the greatest extent.
* Continuous Deployment - Provide up to date information,reliable and relatable program that enables learners to apply it in different sectors they may wish to endevour in.

**2.2 Customers of Education Consulting Company**

The backbone of an education consulting business is its customers. Our customers will mainly be people who directly belong to the educational domain. They are identified as follows:

* Students and Teachers
* Universities for first years
* Schools

**2.3 Why the Education Consulting company is being started**

Meta\_Devs observed that many schools around the townships area have a deficiency of adequate educational consultancy resources. Many students need guidance from Early Childhood development stages.

**2.4How the Education Consulting company will be started**

**Step1: Plan Everything**

A solid education consultant business plan is the first step in how to start an education consulting business.

**Step2: Define the Brand**

The next step in our journey is to advertise our business. We can do this by developing a brand. In our brand, we will highlight our competitive advantage by listing our unique services.

**Step3: Establish our Corporate Office**

For the time being, Meta\_Devs can decide to rent out an office in Johannesburg.Meta\_Devs will now put together a team and gather the technical equipment required.

**Step4: Establish a Web Presence**

Establishing a solid web presence is necessary when starting a business in this digital age. Keeping this in view, Meta\_Devs will create social media profiles of the business. Meta\_Devs also can have a simple website developed where clients could reach out.

**Step5: Promote and Market**

The last thing to do is develop a marketing plan and promote our business by following it.

|  |  |
| --- | --- |
| **Start-up Expenses** | **https://www.consultancy.co.za/consulting-industry/fees-rates.** |
| Legal |  |
| Consultants |  |
| Insurance |  |
| Rent |  |
| Research and Development |  |
| Expensed Equipment |  |
| Signs |  |
| **TOTAL START-UP EXPENSES** |  |
| Start-up Assets |  |
| Cash Required |  |
| Start-up Inventory |  |
| Other Current Assets |  |
| Long-term Assets |  |
| **TOTAL ASSETS** |  |
| **Total Requirements** |  |
| **START-UP FUNDING** |  |
| Start-up Expenses to Fund |  |
| Start-up Assets to Fund |  |
| **TOTAL FUNDING REQUIRED** |  |
| Assets |  |
| Non-cash Assets from Start-up |  |
| Cash Requirements from Start-up |  |
| Additional Cash Raised |  |
| Cash Balance on Starting Date |  |
| **TOTAL ASSETS** |  |
| Liabilities and Capital |  |
| Liabilities |  |
| Current Borrowing |  |
| Long-term Liabilities |  |
| Accounts Payable (Outstanding Bills) |  |
| Other Current Liabilities (interest-free) |  |
| **TOTAL LIABILITIES** |  |
| Capital |  |
| Planned Investment |  |
| Investor 1 |  |
| Investor 2 |  |
| Other |  |
| Additional Investment Requirement |  |
| **TOTAL PLANNED INVESTMENT** |  |
| Loss at Start-up (Start-up Expenses) |  |
| **TOTAL CAPITAL** |  |
| **TOTAL CAPITAL AND LIABILITIES** |  |
| **Total Funding** |  |

**3.Services of Education Consulting in Business**

**3.1 Business Target**

Our primary goal is to become the most trusted place for all kinds of education-related consultancy services.

The financial targets that we want to achieve within the first few years of launch are demonstrated below:

**3.2 BUSINESS TERMS**

A **sale** is a transaction between two or more parties in which the buyer receives tangible or intangible goods, services, or assets in exchange for money.

The **gross profit** of a company is the total sales of the firm minus the total cost of the goods sold. The total sales are all the goods sold by the company. The total cost of the goods sold is the sum of all the variable costs involved in sales.

**Net profit** is the amount of money wer business earns after deducting all operating, interest, and tax expenses over a given period of time. To arrive at this value, we need to know a company's gross profit. If the value of net profit is negative, then it is called net loss.

## 4.Services of Education Consulting in Education

Before we start education consulting business, we need to identify the services we will be providing to our clients. That way, we can develop the education consultant services business plan accordingly.

* **4.1 Education Counselling Service**

The main service provided by Pro Learning will be education counseling for students. Students can book an appointment directly or through their institutes to gain the help and perspective they need. Our firm will help students:

* Realize their potential
* Understand their areas of aptitude
* Make an educated decision about their future learning
* **4.2 Admission Procedure Help**

Another important service of Pro Learning will be to guide students about the application procedures of the institutes of their choice. Many students shy away from applying to educational institutes because of the overwhelming and complex application procedure.

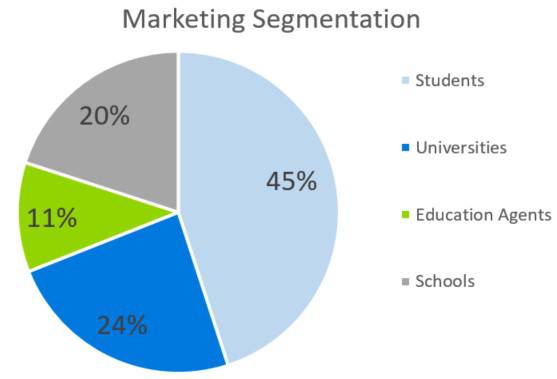
**Pro Learning will:**

* Guide students about application dates
* Help students plan out their application submission process
* Inform students about necessary academic and financial requirements
* **Financial Advice**

Pro Learning will also help students plan out their finances. And inform them of financial resources they can turn to if needed.

## 5.Marketing Analysis of Education Consulting Company

Starting an educational consulting firm will require us to have an in-depth knowledge of the target market. we can gain this knowledge through a marketing analysis. A marketing plan for education consultancy business will help us identify our customers and competitors in a better way.



#### 5.1 Students

Our primary services will be dedicated to helping students and coaching their academic path. They are expected to be our main customers and are expected to avail our resources the most. The services they are expected to use involve:

* Counseling for future academic opportunities
* Guide for choosing a career path
* Help in deciding and managing academic activities

#### 5.2.1 Universities

Our second target customers will be universities and other institutes of higher education. We want to connect students with suitable universities. Thus, we are expected to partner with many universities throughout the year to provide them with a good candidate pool.

#### 5.2.3 Schools

Lastly, we will also reach out to schools to provide high school students counseling for deciding their future academic paths and careers.

**5.2 Market Analysis**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Potential Customers** | **Growth** | **Year 1** | **Year 2** | **Year 3** |
| Students | 45% |  |  |  |
| Universities | 24% |  |  |  |
| Education Agents | 11% |  |  |  |
| Schools | 20% |  |  |  |
| **Total** | **100%** |  |  |  |

### 5.2.1 Business Target

* To become the most sought out counseling service firm throughout Stockton
* To expand our services steadily and reach out to more schools
* To keep customer satisfaction rate above 95%
* To earn a profit margin of $30k per month by the end of our first year.

### 5.2.2 Product Pricing

Our prices will be very reasonable considering our main target audience is students. We will provide a greater range of services at the same price as our competitors.

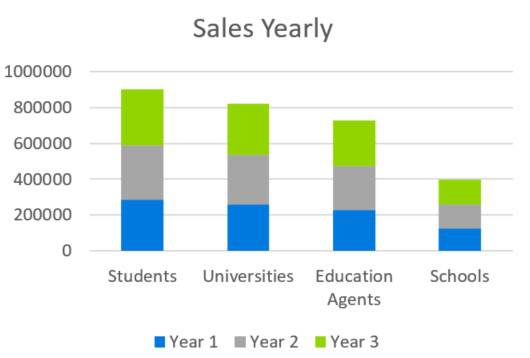
## 5.2.3 Marketing Strategy of Education Consulting

We understand that to become prominent among the businesses for education consulting careers, we need to have a strong marketing strategy for educational consultancy. A good marketing strategy will help us highlight our competitive advantage to our customers. Therefore, it should be a part of our business plan.

### 6.Competitive Analysis

* We aspire to have excellent client care services available that will be ready to help our clients whenever they need them.
* We will implement a feedback system to improve our services for our clients.
* Our clients can contact us directly by phone. Or they can reach out to us through our website or social media platforms. This will allow them to easily book appointments from the comfort of their home.
* We will have timings for walk-in sessions where our first-time customers can just come and go through a session without needing to book an appointment.

### 6.1.1 Sales Strategy

* We will offer reduced prices and sales for our long-term customers
* We will provide cheaper and affordable packages for students.
* We will advertise through word of mouth, Google Ads, and social media

## 6.1.2 Financial Plan of Education Consulting

To start education consulting business, we need much more than sales. The success of a business is ensured by a proper financial plan that is usually a part of education consulting business plan.A financial plan allows us to manage our time and other resources efficiently in order to reap the benefits.

It also helps us to analyze the degree of profitability or loss that our business will incur.In our financial plan, we need to identify the ways and plan how we will earn profits and pay up our expenses. The financial analysis of a company also helps to identify ways to reduce expenses and increase productivity.

### 6.1.2Projected Profit and Loss

|  |  |  |  |
| --- | --- | --- | --- |
| **Profit And Loss** | |  |  |
|  | **Year 1** | **Year 2** | **Year 3** |
| **Sales** |  |  |  |
| **Direct Cost of Sales** |  |  |  |
| Other |  |  |  |
| TOTAL COST OF SALES |  |  |  |
| **Gross Margin** |  |  |  |
| **Gross Margin %** |  |  |  |
| Expenses |  |  |  |
| Payroll |  |  |  |
| Sales and Marketing and Other Expenses |  |  |  |
| Depreciation |  |  |  |
| Leased Equipment |  |  |  |
| Utilities |  |  |  |
| Insurance |  |  |  |
| Rent |  |  |  |
| Payroll Taxes |  |  |  |
| Other |  |  |  |
| **Total Operating Expenses** |  |  |  |
| Profit Before Interest and Taxes |  |  |  |
| EBITDA |  |  |  |
| Interest Expense |  |  |  |
| Taxes Incurred |  |  |  |
| Net Profit |  |  |  |
| Net Profit/Sales |  |  |  |

****7.Companies that we can partner with out educational agency.****

**Association for Childhood Education International**

The Association for Childhood Education International (ACEI) is a worldwide community of educators and advocates for education reform. Their mission is “to promote and support in the global community the optimal education, development and well-being of children.” To achieve this, they host the Global Summit on Childhood and the Institute for Global Education Diplomacy. The Summit invites professionals to gather and discuss issues facing children and the state of childhood, from education to health and well-being. Through the Institute, tentatively scheduled for 2015, ACEI brings together diplomats and professionals in education to find solutions to the problems preventing children from receiving a suitable education.

**Education International**

A coalition of 30 million professionals in education representing 400 organizations in 170 countries and territories comprises Education International. Their goal is to promote quality education, equity in society and the interests of other education employees. As part of their campaign, they combat racism and xenophobia that prevents children from receiving a quality education. They challenge various kinds of discrimination, including exclusion on the basis of [gender](https://borgenproject.org/gender-inequality-in-nepals-education-system/" \o "Gender Inequality in Nepal’s Education System), sexual orientation, socio-economic status, race and ethnic origin. They also reach out to other unions and global federations whose interests include furthering global education.

**The Global Partnership for Education**

The Global Partnership for Education (GPE) works in nearly 60 developing countries via a multilateral partnership that includes donor governments, international organizations and teachers. They hope to “galvanize and coordinate a global effort to deliver a good, quality education to all girls and boys, prioritizing the poorest and most vulnerable.” Along with their partners, they develop education strategies, promote collaboration in education, share solutions to challenges facing educators, finance the implementation of programs and monitor results and data to assess progress. Since its creation in 2002, the GPE states that they have aided in putting 22 million more children in school, increased literacy rates worldwide to 81 percent in 2010 and increased primary school completion to 75 percent in 2011. Since 2004 they have trained 300,000 teachers, built and equipped 53,000 classrooms and purchased and distributed 50 million textbooks.

**Plan International**

Founded more than 75 years ago, Plan International is one of the oldest and largest children’s development organizations in the world. Plan’s ideal world is one in which “all children realize their full potential in societies that respect people’s right and dignity.” They hope to gain lasting improvements in the quality of life of children in developing countries by uniting people across cultures. They aid deprived children, their families, and their communities by enabling them to meet their basic needs and building relationships to increase understanding amongst people of different cultures. In all of their endeavors, the rights of the world’s [children](https://borgenproject.org/convention-rights-child-2/" \o "Convention on the Rights of the Child) take priority.

**Save the Children**

The goal of Save the Children is to promote global education and the rights of children around the world. To increase the quality of instruction and help ensure lasting education, Save the Children teaches effective teaching strategies to instructors and trains them to engage students. They coach parents and caregivers to help foster learning early on, and offer ways for parents to encourage schoolwork and continued learning outside of the classroom. They also hope to introduce children to artistic expression, encourage learning during and after crisis and invest in the health of children to ensure they don’t fall behind. In 2012, Save the Children reached 9 million children.

**UNESCO**

The United Nations Education, Scientific and Cultural Organization began in 1945 and is “committed to a holistic and humanistic vision of quality education worldwide, the realization of everyone’s right to education and the belief that education plays a fundamental role in human, social, and economic development.” Their mission is to aid in the building of peace, eradication of poverty and lasting development. They seek to achieve these goals and create an intercultural dialogue through global education. Their membership includes 204 countries, 9 of which are associate members.

**UNICEF**

Established in 1946, the United Nations International Children’s Emergency Fund imagines a world in which the rights of every child are recognized. Their goals include reducing inequities and discrimination, fulfilling global education goals such as the 2 Millennium Goals that focus on education, achieving gender equality and equity in education, ensuring that every child has the opportunity to learn and continuing education during and after a crisis.

**8.REFERENCES**

**8.1 Data Analysis research resources**

**<https://www.statista.com/statistics/1261626/south-africa-gross-tertiary-school-enrollment-ratio/>**

**<https://www.statssa.gov.za/?page_id=737&id=4%3D4&paged=41>**

**<https://theoutlier.co.za/education/82201/matric-maths-and-science-numbers-remain-dismally-low>**

**9.Business resources that will help us business financial reports**

**Business Consulting Resources**

**<https://www.consultancy.co.za/consulting-industry/fees-rates.>**

**<https://www.business.insider.com>**

**<https://www.entrepreneur.com/article/41384>**

**Financial Institution for Financial advice**

<https://www2.deloitte.com/za/en.html>