

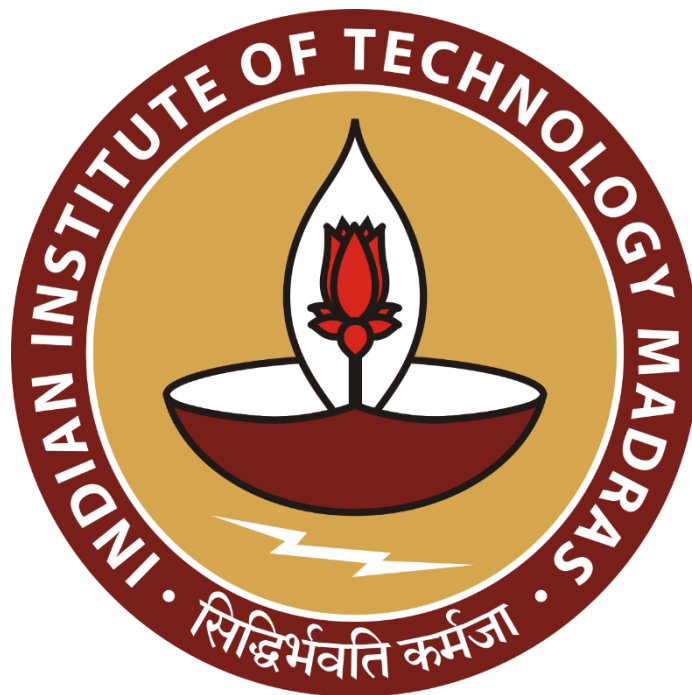
# **Optimizing Operational Scalability and Outreach in a Small-Scale Coaching Institute**

**A Proposal report for the BDM capstone Project**

Submitted by

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## **Declaration Statement**

I am working on a Project titled “**Optimizing Operational Scalability and Outreach in a Small-Scale Coaching Institute**”. I extend my appreciation to **A-Grade Academy**, for providing the necessary resources that enabled me to conduct my project.

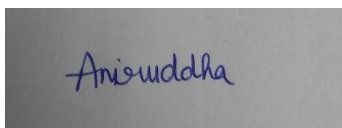
I hereby assert that the data presented and assessed in this project report is genuine and precise to the utmost extent of my knowledge and capabilities. The data has been gathered from primary sources and carefully analyzed to assure its reliability.

Additionally, I affirm that all procedures employed for the purpose of data collection and analysis have been duly explained in this report. The outcomes and inferences derived from the data are an accurate depiction of the findings acquired through thorough analytical procedures.

I am dedicated to adhering to the principles of academic honesty and integrity, and I am receptive to any additional examination or validation of the data contained in this project report.

I understand that the execution of this project is intended for individual completion and is not to be undertaken collectively. I thus affirm that I am not engaged in any form of collaboration with other individuals, and that all the work undertaken has been solely conducted by me. In the event that plagiarism is detected in the report at any stage of the project's completion, I am fully aware and prepared to accept disciplinary measures imposed by the relevant authority.

I understand that all recommendations made in this project report are within the context of the academic project taken up towards course fulfillment in the BS Degree Program offered by IIT Madras. The institution does not endorse any of the claims or comments.

A rectangular box containing a handwritten signature in blue ink that reads "Aniruddha".

Signature of Candidate

Name: Aniruddha Shukla

Date: 12/06/2025

# **1 Executive Summary**

A-Grade Academy is a B2C educational institute, officially registered under MSME, offering foundation classes for students from class 6 to class 12 at a very nominal fee.

Despite providing quality education, the institute faces challenges such as limited outreach and inconsistent revenue. The most significant issue is lack of scalable system, primarily due to funding constraints, which limits the ability to grow and compete with larger brands.

To address the problem of inconsistent revenue, we will analyze their revenue data to identify trends and patterns over time. We will examine their spending patterns to understand how resources are being allocated and evaluate the return on investment (ROI). This will help identify inefficiencies and make decisions toward more profitable financial strategies. We will analyze A-Grade Academy's current operational processes to check if some manual processes can be converted into automated scheduled task to save time and reduce manual efforts. Furthermore, we will also analyze their student's details like location and current school to identify geographic and demographic patterns. This data will help in creating more targeted marketing strategies and achieving better outreach results.

## **2 Organization Background**

A-Grade Academy is a B2C educational institute based in Lucknow, officially registered under MSME (Ministry of Micro Small and Medium Enterprise), with a mission to provide quality education at an affordable cost. It was founded in 2021 by Er. Kirti Ranjan Srivastav. In the early days, Kirti and his brother, Er. Shaurya Ranjan Srivastava (Co-Founder), provided home tuition before formally establishing the institute. Today both serve as faculty members and are actively involved in the management of the academy.

The institute offers foundation classes to students for all major boards, from class 6 to class 12. Classes are conducted in both offline and online modes, depending on what best suits the students. The offline classes are held at the founder's residence and the online classes are held live via Google Meet. They have 4 faculty members in total to teach different subjects. They also manage a YouTube channel with over 1.7K subscribers, where they upload separate educational videos.

### 3 Problem Statement

- 3.1 **Unable to scale up their operations:** Due to limited space, there can only be a limited number of enrollment of students which results in limited revenue and funds. We would analyze their operational and financial data to find inefficiencies and propose cost-effective solution.
- 3.2 **Limited Outreach:** Due to ineffective marketing strategies, they are unable to attract new students. We would analyze student demographic data and evaluate current outreach methods to design new marketing strategies.

### 4 Background of the Problem

A-Grade Academy is currently facing two major challenges: the inability to upscale their operations and limited outreach. The root cause of the scalability issue lies in its restricted infrastructure. Operating from a small residential space, the academy can accommodate only a limited number of students in their offline classes. This directly affects their ability to generate consistent revenue, limiting available funds for expansion. Additionally, revenue flow is further disrupted due to untimely fee payments and a complete lack of fee collection during summer vacations and winter holidays, making financial planning and monthly operations more difficult.

The problem of limited outreach is driven by ineffective marketing strategies. The academy relies heavily on word-of-mouth and basic social media efforts, which fail to target specific student group and localities. As a result, potential students in the nearby area remains unaware of their offerings. Also, the rise of large well-funded and established brands affects their visibility and competitiveness in the market.

This combination of internal limitations and external pressures creates a cycle where low outreach leads to fewer enrollments, resulting in restricted revenue and no more room for expansion.

## 5 Problem Solving Approach

To address the core problems faced by A-Grade Academy- including limited scalability, poor outreach, and inconsistent revenue, a multi-pronged, data-driven approach will be adopted. This involves analyzing operational, financial, and demographic data to identify inefficiencies and build sustainable solutions.

**Operational Data Analysis:** We will begin by analyzing the current class schedules, faculty workload, and student attendance records. The goal is to determine if resources are being used efficiently and whether classes can be optimized or staggered to accommodate more students. Additionally, manual processes like admission and fee reminders will be reviewed to identify opportunities for automation using simple digital tools. This would increase productivity and reduce manual efforts without any financial investment.

**Financial and Revenue Pattern Analysis:** To tackle inconsistent revenue, we will examine monthly fee collection data, periods of income drop and instances of delayed payments. We would use trend analysis and monthly revenue charts to identify patterns and propose solutions like monthly or installment-based fee options and automatic reminders to improve timely payments and stabilize their cash flow.

**Outreach and Demographic Analysis:** We will collect and analyze existing student data, including location, school background and class to identify geographic and demographic trends. This will help in understanding where current students are coming from and uncover untapped localities and school networks. Based on this data, we will propose targeted outreach strategies like locality-specific promotions and expand without relying solely on word-of-mouth and social media.

**Competitor Analysis:** We would compare the offerings of A-Grade Academy with those of large, well-funded brands to see what makes it different. This will help in showing its strengths clearly and creating a strong identity in the local area, even with limited budget.

By integrating insights from all three areas- operations, finance, and outreach, we aim to provide A-Grade Academy with realistic, low-cost, and data-supported strategies that improve efficiency, increase student intake, and create a foundation for long-term scalability and growth.

## 6 Expected Timeline

### 6.1 Work Breakdown Structure:

1. Project Planning and Business Interaction
  - 1.1. Define project goals
  - 1.2. Identify a local business to approach and schedule a meeting with the owner
  - 1.3. Understand their business model and explain the project to them
  - 1.4. Collect initial observations and note their problems
2. Data Collection and Understanding
  - 2.1. Collect background information about the business
  - 2.2. Collect various types of data required for analysis like data about class operation, faculty workload schedules, financial data, revenue and spending data, fee related information and student demographic information (location, class, school)
  - 2.3. Record the marketing methods used so far
  - 2.4. Data cleaning for analysis
3. Problem Identification and Analysis
  - 3.1. Identify internal problems (like manual work, infrastructure limitations)
  - 3.2. Identify external problems (like competition, marketing)
  - 3.3. Use trend analysis on financial and student data
  - 3.4. Evaluate marketing and outreach gaps
  - 3.5. Analyze operational inefficiencies
4. Propose Solution and Documentation
  - 4.1. Propose solutions based on the results of various analysis done
  - 4.2. Prepare the final report and conclusion
  - 4.3. Proofread and finalize the document for submission

### 6.2 Gantt chart

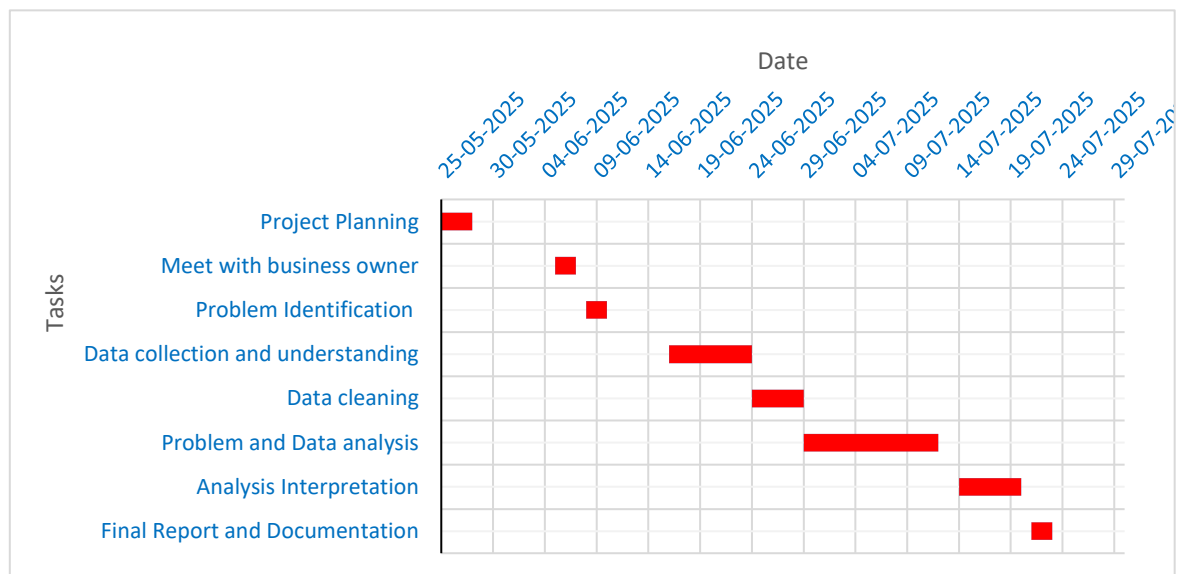


Figure 1 Expected timeline for completion of project.

## **7 Expected Outcome**

By implementing the proposed data-driven strategies, A-Grade Academy is expected to achieve better operational efficiency, improved student outreach, and more stable revenue flow.

The academy will be able to make better use of its existing space and time by optimizing class schedules and reducing manual task through simple automation tools. This will save time, reduce human effort, and allow the faculty to focus more on teaching.

The financial analysis will help identify and address issues such as delayed fee payments and income gaps during vacation periods (summer and winter holidays). It will also help in identifying areas where financial spends can be optimized to achieve a better return on investment. It will also help in better financial planning, to save funds for upscaling their infrastructure and increase their total capacity.

Furthermore, more targeted and better marketing strategies can be developed through demographic analysis, which will help increase student enrollment and also help in better visibility among various other brands in the region.