

Project Management Plan: Partnership with Industry

Academy for Mathematics and English – Thornhill Location

Group Members:

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Evan Morrow
Ankush Mehta

Timeline: January 2025 – April 2025

Project Objectives

- **The primary objective** is to enhance the effectiveness of promotional efforts for the **Thornhill Academy for Mathematics and English** within the boundaries of **Dufferin Street (West), Yonge Street (East), Highway 7 (North), and Finch Avenue (South)**.
- Identify reasons for lower performance south of Steeles.
- Analyze customer reviews for insights on service strengths and weaknesses.
- Research competitor marketing strategies in the target area.
- Analyze census data to compare family household structures north vs. south of Steeles.
- **Evaluate the feasibility and effectiveness of a Centerpoint Mall digital kiosk promotion for one year.**
- Develop data-driven marketing recommendations within budget constraints.

Key Deliverables:

1. **Customer Review Analysis** – Identify key themes and areas for improvement.
2. **Competitor Benchmarking** – Evaluate successful marketing efforts of nearby tutoring services.
3. **Census Data Analysis** – Compare family household structures in the north vs. south areas.
4. **Centerpoint Mall Promotion Feasibility Study** – Assess potential reach, cost-effectiveness, and ROI of a one-year digital kiosk promotion.

5. **Final Marketing Report** – Summarize findings and provide actionable recommendations.

Research Questions

Customer Review Analysis

1. What are the most common themes in customer reviews for the Thornhill Academy location?
2. What aspects of the service do customers praise or criticize the most?
3. How do reviews compare between north and south of Steeles?

Competitor Benchmarking

4. Which tutoring centers operate south of Steeles, and what marketing strategies do they use?
5. How do competitor marketing efforts differ from Thornhill Academy's current approach?
6. What factors contribute to the success of competitors in this area?

Census Data Analysis

7. How does the family household composition differ between north and south of Steeles?
8. Are there significant demographic differences (income, education level, household size) that impact demand for tutoring services?
9. Does the data suggest that south of Steeles has lower engagement with tutoring services, and if so, why?

Centerpoint Mall Digital Kiosk Feasibility

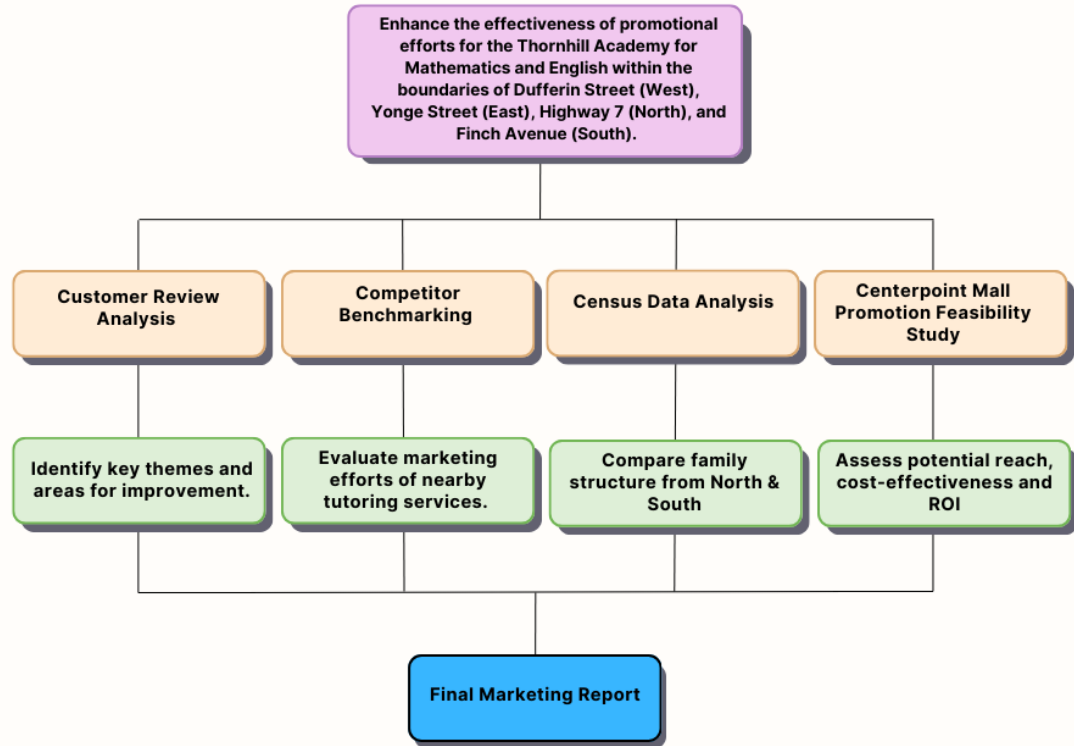
10. What is the estimated foot traffic at Centerpoint Mall, and how does it compare to other potential marketing locations?
11. Does the demographic of mall visitors align with the target audience for Thornhill Academy?
12. What is the expected return on investment (ROI) for a 1-year digital kiosk promotion at Centerpoint Mall?

Overall Marketing Strategy

13. What marketing strategies would be most effective in increasing enrollment south of Steeles?
14. How can Thornhill Academy tailor messaging to appeal to families in the underperforming area?
15. What alternative promotional methods (beyond SEO and digital kiosks) could be cost-effective for improving engagement?

Hierarchy Structure of Project

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Work Breakdown Structure

Week 1: Research & Data Collection Initiation

1.1 Customer Review Analysis

- Gather customer reviews from Thornhill Academy's location
- Perform sentiment analysis and categorize themes
- Identify key service strengths and weaknesses

1.2 Competitor Benchmarking

- Identify direct competitors south of Steeles

- Research competitor marketing strategies

Week 2: Census Data & Centerpoint Mall Feasibility Study

1.3 Census Data Analysis

- Collect census data on family household structures
- Segment data by north vs. south of Steeles

1.4 Centerpoint Mall Digital Kiosk Feasibility Study

- Research mall foot traffic statistics
- Assess demographic match with target audience

Week 3: Data Analysis – Customer Reviews & Competitors

2.1 Review and Sentiment Insights

- Identify major themes from customer reviews
- Highlight customer concerns and satisfaction drivers

2.2 Competitor Marketing Insights

- Compare engagement tactics (ads, social media, promotions)
- Identify potential strategies to replicate or counter

Week 4: Data Analysis – Census Data & Centerpoint Mall Study

2.3 Census Data Interpretation

- Compare family structures north vs. south of Steeles
- Determine how family demographics impact tutoring demand

2.4 Centerpoint Mall Promotion ROI Analysis

- Estimate reach and impact of a 1-year digital kiosk promotion

- Compare costs with expected ROI

Week 5: Data Validation & Additional Research (If needed)

- Cross-check findings from previous analyses
- Gather additional supporting data if gaps exist

Week 6: Initial Report Draft

3.1 Draft Report

- Compile findings from all research components
- Draft actionable marketing recommendations
- Outline strategies tailored for south of Steeles

Week 7: Internal Review & Refinement

- Review report internally and refine insights
- Ensure all data is accurate and recommendations are practical

Week 8: Presentation Development

3.2 Presentation & Review

- Prepare visual slides and report summary
- Develop a structured format for presenting insights

Week 9: Final Review & Adjustments

- Conduct mock presentations
- Make last-minute refinements based on feedback

Week 10: Presentation & Submission

- Present final recommendations
- Submit final report

Project Timeline & Milestones:

Task	Start Date	End Date	Responsible Team Member(s)
Gather customer reviews	Feb 5	Feb 12	Ankush Mehta
Conduct review sentiment analysis	Feb 12	Feb 19	Jacob Raj
Research competitor marketing tactics	Feb 5	Feb 20	Evan Morrow
Collect and analyze census data (family households)	Feb 10	Feb 24	Jacob Raj, Kinshuk Jain
Compare census data north vs. south of Steeles	Feb 24	Mar 5	Ankush Mehta, Evan Morrow
Assess feasibility of CenterPoint Mall digital kiosk promotion	Feb 15	Mar 10	Entire Team
Analyze potential ROI of digital kiosk promotion	Mar 10	Mar 20	Entire Team
Develop preliminary findings	Mar 1	Mar 15	Entire Team
Draft marketing recommendations	Mar 15	Mar 31	Entire Team
Finalize and present report	Apr 1	Apr 15	Entire Team

Risk Management:

Risk	Mitigation Strategy
Limited access to competitor marketing data	Use public sources (ads, website, reviews)
Data collection delays	Set internal deadlines & track progress

Budget restrictions	Focus on organic marketing strategies
Census data may not be detailed enough	Supplement with additional local research if needed
Uncertainty about kiosk effectiveness	Analyze mall foot traffic, customer Demographics, and engagement rates

Communication Plan

- **Weekly Meetings:** Check progress, discuss challenges, and align tasks.
- **Shared Documents:** Google Drive for real-time collaboration.
- **Slack/WhatsApp Group:** Quick updates and team discussions.
- **Stakeholder Updates:** Bi-weekly reports to keep stakeholders informed.

Monitoring & Evaluation

- Ensure timely completion of research and analysis.
- Validate data through multiple sources.
- Conduct peer reviews for quality assurance.

Success Metrics:

- Completion of review, competitor, census data, and kiosk feasibility analysis.
- Clear identification of marketing strategies for south of Steeles.
- Feasibility assessment of in-person promotions.
- Presentation of actionable insights and recommendations.