**The project of D1 Group 20**

**Speak Global**

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**Catalogue**

[Chapter 1 Introduction 3](#_Toc2139260493)

[1.1 Background 3](#_Toc1379887777)

[1.2 Product Features And Introduction 3](#_Toc1097964086)

[Chapter 2 Entrepreneurship Team Management And Execution 3](#_Toc155414731)

[2.1 Organizational Structure 3](#_Toc715269165)

[2.2 Task Of Managerial Functions 5](#_Toc2062883896)

[2.3 Specific Contents Of Functional Departments 6](#_Toc1913642904)

[2.4 Staff Structure 9](#_Toc1881190056)

[Chapter 3 Strategy 11](#_Toc1907020058)

[3.1 SWOT Analysis 11](#_Toc92683331)

[3.2 Corporate-Level Plan 11](#_Toc803100042)

[3.3 Business-Level Plan 12](#_Toc767684499)

[3.4 Functional-Level Plan 13](#_Toc391623517)

[Chapter 4 Four Managerial Functions 15](#_Toc2126555811)

[4.1 Planning 15](#_Toc453178456)

[4.2 Organizing 15](#_Toc1593297730)

[4.3 Leading 15](#_Toc1581353667)

[4.4 Controlling 16](#_Toc553465997)

[Chapter 5 Challenges And Problem Solutions 16](#_Toc1351336422)

[5.1 Management Issues 16](#_Toc124193882)

[5.2 Communication Issues Between Company Hierarchies 17](#_Toc2119953537)

[5.3 Teacher And Student Communication Issues 17](#_Toc1157908982)

[5.4 Technical Issues 17](#_Toc479451360)

[Chapter 6 Summary 17](#_Toc780363976)

[6.1 Effectiveness And Efficiency 17](#_Toc894712403)

[6.2 Project Conclusion 18](#_Toc750860927)

[Reference List 18](#_Toc1105690317)

# Chapter 1 Introduction

## 1.1 Background

With the push of globalization, people in the new era and those from different countries and cultures are communicating more frequently in order to achieve better development. The economic and cultural exchanges between countries are increasing, leading to a growing demand and application for language services. New service requirements continue to be raised, and language services are becoming more diverse in their application to people's daily lives. In today's social environment, understanding the development direction and future trends of the industry is crucial to maintaining competitiveness for businesses and providing services that meet customers' language needs. An application that can provide language learning in multiple languages is particularly important. Hence, we have established--- Speak Global.

## 1.2 Product Features And Introduction

We focus on providing language learning platforms (both online and offline) and related services. SPEAKGLOBAL is an online multilingual learning platform mainly in Chinese and English, with diverse course selections and convenient online learning options to maximize user engagement. Additionally, each user has their own personalized learning plan with strong targeting and high time utilization efficiency. We also provide teachers to communicate with users, help improve their oral proficiency, as well boost their confidence.

# Chapter 2 Entrepreneurship Team Management And Execution

## 2.1 Organizational Structure

The following figure shows the organizational structure of the company.

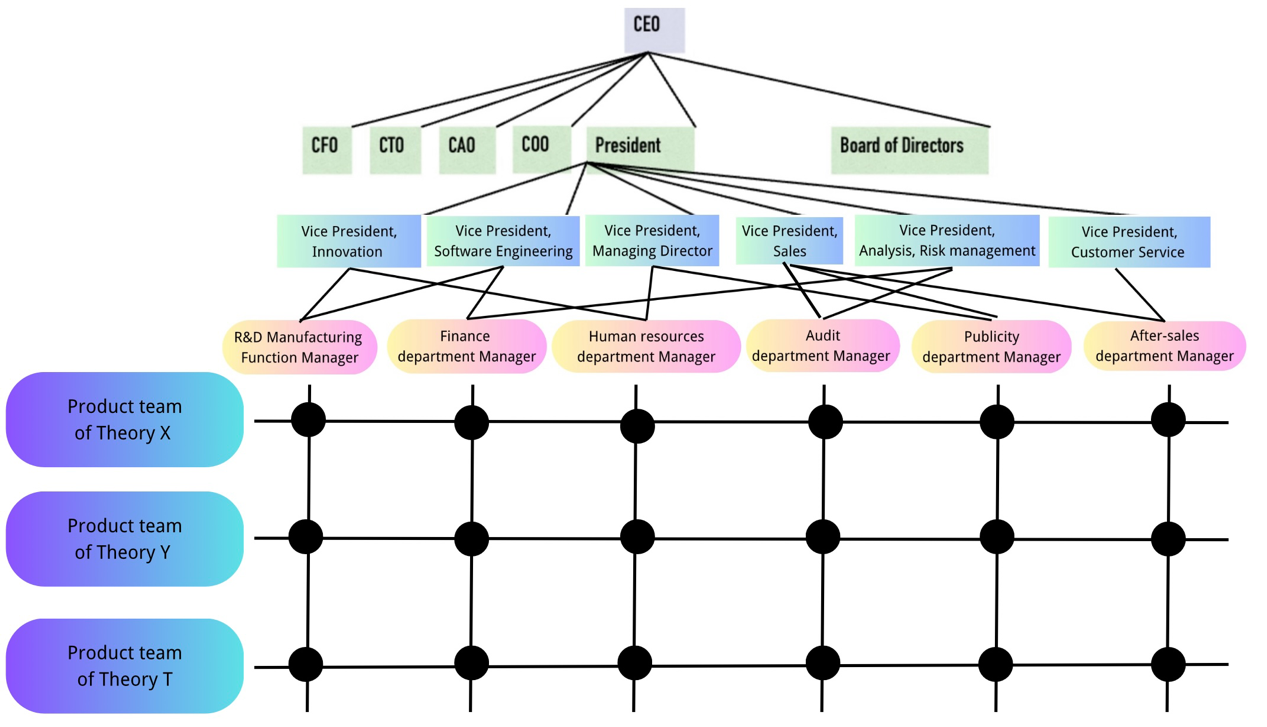
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Figure 1-1

From the company structure chart, we developed a functional structure in our organization. It is an organizational structure composed of all the departments that an organization requires to services. This structure helps the company with supervision, competition, and learning from others with ease.The CEO supervises the CFO, CTO, CAO, COO and president, and the president supervises a variety of vice presidents who have different skills. The vice president cross-manage six different departments.Each division is a collection of functions or departments that work together. We adopt a matrix structure that simultaneously groups of people and resources by six functions and three product teams.That means each person in a product team should report to and be supervised by two managers, the functional boss and the boss of product team. It’s always a good choice for a education platform like us. The flexibility afforded by a matrix structure lets our managers keep pace with a changing and increasing complex environment. At the same time, we will use the value chain management that support a company’s business-level strategy and strengthen its competitive advantage.

## 2.2 Task Of Managerial Functions

### CEO

The most senior and important manager in the company, the one all other top

managers report to. And responsible for developing good working relationships among the top managers of various departments.

### Top Managers

In our company, the top manager team is a group composed of CAO, CFO,

COO, CTO, the president and the vice presidents most responsible for achieving organizational goal. The CAO, CFO, COO, CTO do not lead employees or groups directly. They are responsible for macro decision making. All the vice president are

receive orders and report to the president. All the top managers decide how departments should interact, and monitor the performance of middle managers.

### Middle Managers

The middle managers in our organization are the functional managers. There

are five departments responsible by six functional managers. Their task cover all the aspect of organization's operations. They supervises first-line managers and is

responsible for finding the best way to use resources to achieve organizational goals.

### First-line Managers

The first-line managers in the organization are the language teacher leaders in our product team. All of them lead a team, and manage it with functional managers.They responsible for the daily supervision of the non-managerial employees. Making sure that they could perform efficiently and effectively.

## 2.3 Specific Contents Of Functional Departments

### R&D Manufacturing Function

The primary objective of this department is to enhance the pedagogical proficiency of our educators. By utilizing cutting-edge technology, innovative thinking, and adaptable instructional techniques, we strive to augment and modernize the linguistic knowledge imparted by our teachers to their pupils. Our goal is to build upon our existing foundation, elevate our current standards of instruction, and cultivate a novel approach to teaching that embraces contemporary ideas.

### Finance Department

The primary objective of the finance department is to effectively manage the financial resources of our language education organization. By utilizing advanced financial tools, innovative strategies, and sound fiscal practices, we strive to optimize the allocation of funds towards enhancing our language instruction programs, minimizing financial risks, and maximizing returns on investment. Our goal is to ensure the long-term financial stability and growth of our organization, while adhering to the highest standards of financial integrity and transparency and supporting our mission to provide exceptional language education to our students.

### Human Resources Department

The primary objective of the human resources department is to attract, retain, and develop the best talent for our language education organization. By utilizing effective recruitment strategies, competitive compensation packages, and comprehensive professional development programs, we strive to build a team of highly skilled and motivated language educators. Our goal is to foster a positive and inclusive work environment that supports the personal and professional growth of our employees, while enabling our organization to provide exceptional language education to our students.

### Audit Department

This department conduct prior and post-event inspections of major projects and financial revenues, exercise supervision through auditing over the authenticity, legitimacy, and profitability on the legal matters. Audit the specific matters related to national finance income and expenses. At the same time, as a global company. We should be familiar with China and international tax laws and economic regulations.

### Publicity Department

Publicity department is mainly responsible for the company to hold all kinds of promotional activity in early and late, and provide more strategies, advice, professional services to indicate in a variety of promotional activities to improve company reputation. In addition, the publicity department is also responsible for the implementation of the corporate culture construction plan. According to the strategic goals of the company and the change of the strategic plan, regularly on corporate culture construction scheme and its implementation plan to revise.

### After-sales Department

Considering the impact of time management, our department mainly adopts a combination of online and offline operation, with online as the main mode and offline as the auxiliary mode. At the same time, our service centre and headquarters around the world are connected online at any time, teachers and lesson preparation group can collaborate, identify, and solve problems in real time. It can effectively solve the problem of unbalanced ability of global maintenance personnel. The department is also constantly improving, so that consumers can enjoy more comprehensive and convenient after-sales service.

## 2.4 Staff Structure

|  |  |  |
| --- | --- | --- |
| NAME | SPECIFIC ROLE | **Examples of Role Activities** |
| QIAO WEI， ZHENG | Entrepreneur | * **﻿Set organizational goals** * **﻿Invest resources in developing new products and services** * **﻿International market expansion and exchange** * **﻿Win new customers for the organization** |
| XI WEN， HUANG | Monitor | * **﻿Take some actions to improve employee's performance** * **﻿Watch for changes occurring in the external and internal environments that may affect the organization in the future** |
| YI HAN， ZHENG | Disseminator | * **﻿Contact and convey** * **﻿Convey the organization's vision and purpose to employees** * **﻿Inform employees about changes in the environment** |
| CHEN HAO， XI | Resource Allocator | * **﻿Allocate organizational resources** * **﻿Set budgets and salaries for managers at different levels** |
| CHUN YI， LU | Disturbance Handler | * **﻿take corrective action quickly to deal with problems.** * **﻿Deal with unexpected problems facing internal and external environment** |
| YI FAN， DENG | Negotiator | * **﻿Responsible for a series of foreign exchange tasks** * **﻿Organize external negotiations and reach agreements on various of issues, such as investment of manpower and material resources.** |
| XI， YU | Figurehead | * **Outline future organizational goals to employees during the company meeting** * **﻿Explain the work principles to employees and the principle and methods of communication with customers** |
| YIN QI， HUANG | Leader | * **﻿Give direct commands and orders to employees, and provide them with examples.** * **﻿Make decisions regarding the utilization of human and technical resources** * **﻿Encourage team members and support them in their efforts.** |
| XI， JIANG | Liaison | * **﻿Coordinate the different departments** * **﻿Establish alliances between different organizations to share resources together** |
| SHI YI，HUANG | Spokesperson | * **Responsible for organizing publicity** * **﻿Promote new products and services** * **﻿Host large-scale events to illustrate the company's future plans** |

# Chapter 3 Strategy

## 3.1 SWOT Analysis

Based on the SWOT analysis above, we have proposed the following strategies. Determining the Mission and Goals: Our company is dedicated to satisfying consumer needs and providing better services. We hope that this project can promote the provision of equal and high-quality educational opportunities for people all over the world.

## 3.2 Corporate-Level Plan

### Global Strategy

We are constantly committed to a global strategy, going deeper into many countries, provide a good learning and communication platform for language learners around the world, and promoting international cultural exchange. We will improve our international business capabilities by fully collecting information on target markets, conducting comprehensive and detailed evaluations and inspections of investment environments, paying attention to cross-cultural conflicts in management during specific operational phases, adopting localized management strategies, implementing scientific human resource management, and conducting international business performance evaluations. At the same time, we will enhance the company's risk prevention awareness. Due to differences in historical and cultural backgrounds, political and economic systems, and inconsistent laws and regulations, the company faces political, economic, legal, and technological risks in international operations. We will actively prevent problems and solve them promptly when faced with difficulties. Finally, we will integrate and respect local cultures and incorporate them into the company. Boeing is an example of a leader in the global aerospace industry and a well-known globalized enterprise in the aviation field. Its clients are already distributed in 150 countries and regions worldwide, and its more than 170,000 employees are also distributed in 70 countries and regions worldwide. As a globalized enterprise, Boeing deeply understands its global influence, and its most important concept in its globalization strategy is that globalization is localization, and only by becoming a part of the society it serves can it have the possibility of future success.

## 3.3 Business-Level Plan

### Differentiation Strategy

With a differentiation strategy, manager try to gain competitive advantage by focusing all the energies of the organization's departments or focusing on distinguishing the organization's products from those of competitor on one or more important dimensions. This strategy enhanced brand loyalty. The literature indicates that a sustained differentiation strategy is critical for service companies to achieve long-term success and profitability.

Disney is an example of a successful service company that has implemented a sustainable differentiation strategy. Disney creates lasting differentiation through its core competitive strengths in storytelling and immersive themes, making it stand out from other theme park operators. Disney's persistent differentiation strategy has created a unique and sustainable competitive advantage in the entertainment industry.

As a new brand, our company will adopt a differentiation strategy to enhance core competitiveness and continuously expand brand awareness. The main goal is to develop new products that are different from other products on the market, such as the new technology of video translation that other companies have not yet applied. In addition, the company will also provide personalized services, such as translation services tailored to different countries and personalized language learning plans, to better meet customer needs and improve customer satisfaction.

## 3.4 Functional-Level Plan

### Marketing Strategy

**Internal strategy of the company:** The sales department will propose innovative sales plans and test them on a small scale before fully implementing them. Relevant departments will report to higher-ups through data collection and analysis and continuously improve sales development strategies.

**Sales strategy:** Emphasis will be placed on publicity to attract more high-quality teachers to join SPEAKGLOBAL. Utilizing the selling points of multilingualism and high-quality teaching resources on various social media platforms such as YouTube and TikTok, as well as offline platforms, we will attract more users to purchase courses. We will implement CRM (customer resource management) to investigate customer needs and also offer online and offline interest classes to cultivate people's interest in learning languages.At the same time, many doctors who are proficient in multiple languages are hired to teach online.We will increase publicity by allocating some financial capital to the Internet.

**Public welfare image:** We provide language teaching offline training institutions around the world, and we will open free classes for poor areas.

### Financing Strategy

This strategy mainly focuses on planning, acquiring, using, and controlling our company's financial resources. We will also seek investment institutions to obtain funds, enabling us to have more sufficient funding sources for app research and development.

**1.Share capital structure and size:**

The registered capital of our company is 5.5 million yuan and the share capital structure and size are as shown in the table below:

|  |  |  |  |
| --- | --- | --- | --- |
| **Funding** | | **Amount（10000 yuan）** | **Proportion** |
| **Macau University of Science and Technology** | Capital investment | 100 | 37.36% |
| Technology invested as capital stock | 100 |
| **Risk investment** | Capital investment | 200 | 37.36% |
| **Team members** | Capital investment | 50 | 27.28% |
| Technology invested as capital stock | 100 |

**2.Sources and Utilization of Funds**

During the initial operation of the company, loans from financial institutions are not sought unless there are certain issues in the business, in order to resolve crises and avoid early debt risks. The initial start-up capital of 1.5 million yuan will mainly be used for the construction of domestic and overseas office spaces, the investment in the development of the online platform, and the purchase of equipment, recruitment of personnel, copyrights of teaching materials, and technology patents, totaling 2 million yuan. An additional 1 million yuan will be invested in research and development by technical personnel, and 1 million yuan will be allocated for working capital.

**3.Feasibility Analysis of Investment (Hypothetical Analysis)**

Given the good reputation of the company's equipment and technical personnel, the installation and debugging of equipment upon arrival can be completed within 3-6 months, ensuring the quality of APP development in the later period. The headquarters is located in a high-tech industrial development zone with well-developed transportation facilities and a good investment environment, enjoying tax incentives for the first two years in terms of policies.

### Research & Development Strategy

Since technology has developed to the current level, it should be utilized to serve users and create wealth. Our company has its own research and development team, and the company's leaders have determined the future development direction of our app. The research team provides technical support for the further development of the product, improving the performance of SPEAKGLOBAL and helping SPEAKGLOBAL have core competitiveness among similar products. As an innovative company, we are committed to continuously innovating ways to guide users to use our products.

Application of Artificial Intelligence (AI) on the platform. The lexicon is the core of language learning software. Using AI to continuously expand the lexicon, a unique database is formed. There are several main ways to expand the lexicon using AI: 1. crawler technology, which obtains the latest vocabulary and corpus from the Internet and adds them to the lexicon; 2. user feedback mechanism, which collects new vocabulary and corpus entered by users and adds them to the lexicon; 3. machine learning algorithms, which enable the AI intelligent chat system to automatically learn new corpus and add them to the corpus.

Combining gamification with language learning. The gamification design process can be divided into four steps:

1. setting design goals, including both public welfare and user goals;
2. researching the target user group to understand their psychological characteristics, physiological characteristics, behavioral preferences, and expectations, and finding key behaviors that can be transformed into beneficial activities for personal and public welfare goals;
3. It is to develop an activity cycle for language learning cycle based on business objective.

4. setting up a gamified framework, deploying relevant game mechanisms and elements to strengthen key user behaviors and guide users to use the product from the perspective of user operational behavior.

# Chapter 4 Four Managerial Functions

## 4.1 Planning

Speak Global, as an international digital online company, aims to provide varieties of language teaching services, promote cultural exchange, and improve users' abilities of learning, analysis, and understanding . The company will invest resources in technology research and development, hire high-salaried technical talents and provide good compensation and benefits. At the same time, we will follow Fayol's 14 principles, clearly delineate responsibilities and authorities, and provide a good working environment for employees to improve works’ efficiency and effectiveness. In the first year, we will focus on basic work, setting up ：

1. Teacher-led classes, which people from different countries can register with Speak Global, upload their own teaching videos or open classes on Speak Global, and learn multiple languages simultaneously.
2. Word learning, which users can listen and repeat new words and review them based on scientifically determined intervals;
3. team learning, which users can form groups with users from different countries to study together and check-in daily. From the second to third year, Speak Global will have a stable team of teachers, establish its brand, prepare to cooperate with other brands, and bring users a more fresh experience. At the same time, Speak Global will achieve the goal of registering 3.5 million users within three years, and all minority languages will be fully incorporated, promoting the inheritance and exchange of culture. In the later period, as the company's visibility improves and itself continuously improves, it will consider setting up branch offices overseas to better allocate business and improve the company's development efficiency.

## 4.2 Organizing

Our company will set up R&D Department, Human Resources Department, Audit Department, Publicity Department, After-sales Department, Finance Department.

We divided departments based on the specific types of work tasks performed by employees and establish a good organizational structure. This will motivate organizational members to work together to achieve their organizational goals, so that they can improve their efficiency.

## 4.3 Leading

Company Vision:To be at the forefront of language education companies, promoting cultural integration, providing teaching platforms, and making it more convenient and easier for everyone to learn languages from various countries. Every employee, as a member of the company,should go all out and enthusiastically strive to achieve the company's vision. Each department should work together efficiently, enhance their execution and communication skills, and most importantly, continuously improve their own abilities, step by step realizing the company's vision, and pushing the company to grow and expand globally.

## 4.4 Controlling

Establish a quarterly evaluation system to assess the performance of lead teachers, publicity personnel, and website maintenance technicians.

For lead teachers，conduct post-class interviews with students to allow them to rate and nominate outstanding teachers. In addition, performance indicators such as renewal rates, student and parent evaluations, and overall performance will determine whether a lead teacher's salary will increase.

For publicity personnel:set basic KPI such as the number of clients to be solicited each month, and provide bonuses for exceeding targets.

For website maintenance technicians: assess their performance based on website user satisfaction, system and fault handling timeliness, website security, and system stability.

Finally, employees who fail to meet quarterly evaluation standards and show passive work attitudes will be punished with salary reductions, and those with serious offenses will be dismissed.

We believed that by improving the above four aspects, we can be better to improve our work efficiently and effectively.

# Chapter 5 Challenges And Problem Solutions

5.1 Management Issues

Question:Due to the company's large scale, difficulties in managing different departments and teams may arise, such as high management difficulty and coordination issues between departments.

Solution: The company needs to establish an efficient management system, clarify the responsibilities and tasks of each department and team, and strengthen communication, cooperation, and teamwork abilities. Modern collaborative tools and project management software can be used to facilitate effective collaboration and communication between teams.

5.2 Communication Issues Between Company Hierarchies

Question:Communication barriers and information asymmetry between senior management and grassroots employees,which may affect the company's overall operation.

Solution: The company needs to establish an efficient communication mechanism, strengthen communication and cooperation between senior management and grassroots employees. Regular employee training and organizing meetings can be used to enhance their communication and cooperation abilities and reduce information asymmetry.

## 5.3 Teacher And Student Communication Issues

Question:Online education relies on good communication and interaction between teachers and students, but the language barriers between them may rise.

Solution: The company needs to establish a multilingual communication platform to facilitate effective communication between students and teachers. Additionally, the company needs to provide professional language training and exchange opportunities for teachers to improve their language proficiency and communication skills.

5.4 Technical Issues

Question:Teacher and customer platform registration problems, inconvenient registration platforms for online education, reliance on advanced technical support may result in technical failures, network delays, and affect students' learning experience.

Solution: The company needs to establish a simple and easy-to-use registration and teaching platform, provide professional technical support and training teams to ensure timely resolution of technical issues and guarantee students' learning experience. Additionally, the company needs to establish a sound teaching evaluation and feedback mechanism to collect user feedback and suggestions promptly, improve and optimize the teaching experience, and continuously update and improve technical equipment and systems to ensure platform stability and reliability.

# Chapter 6 Summary

6.1 Effectiveness And Efficiency

We strive to improve the efficiency and effectiveness of the company in many aspects, such as adopting crawler technology to improve the level of technology; Constantly introduce new technologies and strive to improve work efficiency; Clear reward and punishment system to improve the work efficiency of employees; Clear work planning and organizational goals, and improve the overall efficiency of the organization.

6.2 Project Conclusion

The company hopes to fundamentally reduce costs, extend the service cycle of the platform, and reduce resource waste. Our company is not only about the service itself, but also about people's desire for quality education.

In addition, we need to take corporate social responsibility and consider how to give back to the environment and society. The construction of mountain education in poor areas has the right value orientation and serves the society, which is also the responsibility of corporate citizenship. CSR can help companies attract new consumers and retain employees. If the company shows positive CSR, this also implies empathy for employees. When a company cares about its employees, they feel valued and appreciated. In other words, with empathy comes positive outcomes such as positive job satisfaction, professional development, and self-worth. When a company shows that they are committed to improving the world, it attracts more customers and admirers.

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