BUSINESS GROWTH PLAN – OASYS LEARNING

Growing the Enterprise (BUS6080)

Jamenah Jarvis 22140325

Word Count:

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# INTRODUCTION

Oasys Learning Ltd is a private limited company, freshly launching in the education industry that provides educational books for children of the ages 3-12+ years. Founded by Oyeronke Sule, in early December 2019, Oasys Learning Ltd already offers physical books containing mathematics, such as “Practising your Times Tables” and “Addition and Subtraction of Numbers” which are currently being sold on eBay and Amazon (Sule, 2025). These books were inspired by her initial role as a Saturday School teacher, from 2010-2020 in Birmingham, encouraging her to start writing in 2015, as she found that her support efforts resulted in all students excelling in secondary school (Sule, 2025). Sule’s vision is “to continue making maths books for primary school pupils” as she noticed a gap in the market, tailoring her unique books to meet the needs of her pupils (Sule, 2025), improving the education sector for years 2-6.

# EXTERNAL ANALYSIS

## Macro-Analysis: PESTLE

**Political:** The government has a large impact on industries, as they implicate rules and regulations. For example, public institutions are funded by the government, meaning a smaller budget towards the education sector will negatively impact the industry growth (PESTLEanalysis Team, 2023). This could affect Oasys Learning Ltd, because they will gain less support from the government in the future, as negligence in the education sector is greater. On the other hand, the government has an education technology sector, known as EdTech, which is the practice of using technology the teaching and daily management of education institutions (Department for Education, 2019). The increase of digital use within education can influence Oasys Learning Ltd to align with these ideas, for example, Sule only has paper copies of her books, however, she would like to explore the possibility of a digital format for her books in the future (Sule, 2025).

**Economic:**