

# Business Insights Report



Empowering Everyone to Achieve Their dreams

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## Executive Summary

Coachjable is a dynamic platform connecting coaches and experts with business owners and executives. The purpose of this report is to provide insight into Coachjable's customer base to give market strategy. This report is divided into three main sections that are industry analysis, customer analysis and coach analysis.

The industry analysis aims to provide a basic description and analysis of the industry in which Coachjable operates based on the collected data and information, including identifying growth opportunities, competitor analysis, PESTEL analysis, SWOT analysis, and marketing strategy. Industry analysis helps Coachjable to first attract experienced coaches who have spare time based on the overall industry situation, then to establish contacts between coaches and clients, which is beneficial for Coachjable to operate better and more sustainably within the industry.

The customer analysis reveals who are the customers and how to attract customers. By understanding and addressing key demographic parameters, Coachjable can optimize its marketing strategies for increased business reach. First, with a competitive workforce, focus promotions on 'mental health' and 'personal development' to enhance client competitiveness. Second, men prefer technical courses, women prefer creative courses. Tailor marketing messages and select communication channels accordingly. Third, younger customers favor skill acquisition, older customers value personal growth. Align marketing messages and communication preferences. Then, those with higher education are targets for premium products and complex courses, while lower-educated customers may prefer simpler, vocational courses. Another important point is that Coachjable is also suggested focusing on the mental health of entrepreneurs to provide them with courses. Often entrepreneurs choose to avoid their own issues because of trust issues and support issues. This needs to be marketed in a way that makes entrepreneurs feel cared for and supported by Coachable and shows the benefits of dealing with issues to attract them to Coachjable. Coachjable also suggested developing business courses that relieve the psychological stress of entrepreneurs and teach them how to raise funds and manage relationships with employees, among other things.

The coaching analysis can be divided into two parts, business analysis and health analysis.

In business analysis, through competitor analysis, we have discovered that in the current Australian market, individuals working as business coaches are predominantly located in Sydney and Melbourne. They typically hold undergraduate degrees and have over ten years of work experience, and coaching is not their primary occupation. The professionals we should target can be divided into two categories: the first group consists of highly educated individuals with extensive work experience (15-20 years), who can mentor individuals with similar educational backgrounds and professional experience. The second group comprises younger coaches with slightly less work experience (around ten years) who can provide more simplified explanations for the general public. Furthermore, we have identified some market trends: 1) People's working hours, including experts, are generally decreasing, and the most significant reason for this is illness. 2) The financial, retail, manufacturing, and telecommunications sectors have the highest demand for coaching and the largest supply of coaching talent. Additionally, different occupations have varying preferences for work content and environment, which should be considered as key factors when designing marketing content. Finally, we have provided a marketing strategy and competitive analysis for Coachjable based on its current situation. The flexibility in coaching hours and the adjustable work pressure and income resulting from non-employment make coaching work at Coachjable highly attractive. The founder's network will serve as the initial channel for recruiting coaches and establishing the community.

For health analysis, the number of employed people continues to increase in the health industry. Health coach associations are identified as an essential source of coaches for Coachjable. Suggestions include offering higher incomes, cooperating with associations, referencing coaches' educational backgrounds and specialisms, and marketing based on location.

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## Industry Analysis

The industry analysis targets on researching the educational services industry, which is the general industry Coachjable is in while Coachjable actually provides wider ranges of products and services and aims to truly help coaches and customers achieve their career goals and realise their dreams.

As a start-up corporation, Coachjable may lack customers and coaches providing course resources. Therefore, attracting professional coaches to participate in our program first and then attracting more customers with relevant needs on participating in various courses to achieve self-improvement and having desires of achieving success are significant. There are five parts in industry analysis, including identifying growth opportunities, competitor analysis, PESTEL analysis, SWOT analysis, and marketing ideas & strategies, which help provide the overall situation of the educational services industry Coachjable is in.

### Identifying Growth Opportunities

As Elise (n.d.), 'The world-class Australian education sector is widely considered a vital resource to Australian society.' Additionally, based on the key statistics presented by ABS, Business and Management is the most common field of study for non-school qualifications (ABS 2022) A thriving education sector provides access to knowledge and upskilling for those in the workforce who aspire to personal advancement, or entrepreneurs looking to start a business and provides employment opportunities for experienced individuals to coach others . Therefore, due to the foreseeable industry vitality and prospects, it is beneficial for Coachjable to operate in the professional education industry by creating employment opportunities for coaches and providing courses and programs regarding management, starting a business and maintaining mental health for the entrepreneurs and people in the workforce. Coachjable focus on personal development, which is unique and may be competitive in the educational service industry to attract specific coaches who have more free time and higher skill level to provide courses and help them reach clients to earn profits, consequently truly help and support our customers to achieve self-improvements and realise their dreams.

The Australian Bureau of Statistics reports that around 276,329 teachers work in Australia's school system, along with 95,995 administrative and clerical staff. Employment in Education and Training is projected to grow by 13.4% over the five years to November 2026 (Australia Government n.d.). This indicates that the industry will have broad outlooks and it is conducive for Coachjable to enter the related market.

When identifying growth opportunities for Coachjable, it is necessary to consider the target audience being in the different groups based on their age, physical locations, education level, gender, income level and psychological factors to segment the audience and provide tailored products and services, which is beneficial for Coachjable to maximising its values and obtain competitive advantages.

## Competitor Analysis

	Udemy	Navitas	NextEd
<b>Products/services</b>	A wide range of courses and project training options, comprehensive course categories	Provide university pathway programs, specialist tertiary education programs and language, literacy, numeracy and employability skills training. Mainly focus on pre-university and pathway programs.	Broad range of courses including English language (ELICOS), Management, Technology and Design, Business, Hospitality, Health, Community Services, Building & Construction and Technology.
<b>Target customer</b>	Self-learners, professionals and organisations (Help accelerate the career development of subscribers by providing various online courses)	College students. Work with universities, industry partners and governments to transform lives through education.	Domestic and international students in Australia
<b>Pricing strategy</b>	Lower price and regular promotions	The prices are determined based on the tuition fees, duration and course content of the different programs. Pricing strategies may vary by region and partner university.	Vary by course contents and categories

<b>Innovation capability</b>	There is a marketing affiliate plan that encourages experts and teachers to provide training courses in an effort to meet the latest needs of customers for knowledge	innovative university partnership model of education	Bring innovations in teaching modes, inspire people to think outside the box and forge new ways to collaborate, teach and experience education.
<b>Distributions</b>	Online platform and collaboration with educational institution and enterprises expand the distribution network	Deliver products and services to students through a global network of partners	Through online learning platforms, 10 campuses in Australia and 16 recruitment offices around the world to provide education experiences.
<b>Brand and market influence</b>	Strong customer base, high reputation	Partner with many universities and have relatively high reputation	High reputation and good corporate image. One of Australia's most trusted education groups.
<b>Financial position</b>	Revenue in 2022 is \$629m and net dollar retention rate is 112%	Over \$3m in philanthropic grants through Navitas Education Trust, which contributes to relatively stable revenues and cash flows.	Revenue from continuing operations is \$46,819,000 for the financial year of 2022, net profit for 2022 is (\$8,639,000) and total equity is \$61,608,000
<b>Vision</b>	Improve life quality and career development by continuous learning to increase individual skills and knowledge.	To be the best global education provider in the world for our students, partners and people.	Unleash potential through inspiring learning and experiences, ensuring graduates are equipped with the skills to fulfil their personal and career ambitions

<b>Advantages</b>	Comprehensive and mature operating systems, high volume of purchasers, professional products & services and updated courses	Partnerships with multiple colleges and campuses and global coverage network to provide various pre-university and pathway programs for students	The market expansion to the world and the partnerships with multiple universities have provided a high degree of support for the promotion of the group's long-term development and active innovations
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*Table 1 Competitor analysis*

For Udemy: There are 62m learners, 70k instructors, 200k courses and 1.39m monthly average buyers.

For Navitas: There are 60000 students, 5000 employees, operating in 24 countries, more than 92 colleges across global networks and partnerships with more than 34 universities.

For NextEd: Provides education and learning experiences to more than 25,000 students each year via 10 campuses in Australia and 16 recruitment offices around the world. The group delivers high quality courses across the English Language, Vocational and Higher Education sectors, to both domestic and international students.

## PESTEL Analysis

Several factors are considered to identify the overall situation of the industry Coachjable is in and some general ideas on solving the problems Coachjable should focus on when entering the market are provided.

### Political

The Australian Qualifications Framework (AQF) is the national policy for regulated qualifications in the education and training industry in Australia, which improves the reliability of the enterprises or departments who provide professional courses and training programs. Australia Government and the individual State and Territory Government have shared responsibilities on education and training and provide supplementary funding (DFAT n.d.). This indicates that the Australian government has high support and relevant investments regarding education, especially courses that help enhance personal development and shape personalities which can be regarded as positive policies of the government, supporting and having influences on the development of the educational services industry regarding personal development of people in the workforce.



## **Economic**

The Australian Bureau of Statistics reported that the Australian economy rose 0.2% in seasonally adjusted chain volume measures and in nominal terms, GDP rose 2.1% (2023). Overall economic conditions are showing signs of recovery after the pandemic. In addition, exports rose for the fourth consecutive quarter, reflected in a 1.8% rise in exports of goods and services and a 7.7% increase in exports of services, partly reflecting the increasing number of international students returning to Australia to study offline and related journeys showing a recovery trend.

Increasing economic growth trends are significant for the industry's growth prospects as economic growth can affect people's purchasing power and provide more employment opportunities to a certain extent, thereby stimulating people's demands for individual career development by investing in self-improvements and enhancements of personal skills to increase competitiveness. A stable economic environment provides guarantees for entrepreneurs to start their own businesses, which may make them willing to buy relevant training courses from coaches and thus initiate business activities to achieve higher personal value.

## **Social-Cultural**

First, Australia's culture is characterised by diversity and inclusiveness, which makes it have a relatively inclusive cultural environment, which is conducive to focusing on personal development within the education service industry. Second, the transformation of values brought by economic development will generate new demands. For example, people pay more attention to the development of personal career, the improvement of working skills and improvement of personalities. These new demands can guide people's actions, such as participating in training courses to improve personal career development capabilities to achieve dreams.

## **Technological**

Australia's online education industry has great potential for development globally and related online training platforms and educational technologies are relatively mature. The delivery of online courses and related services has eliminated geographical restrictions, making companies involved in the field of online education compete fiercely around the world. According to the International Trade Administration (2023), 'The trends towards reskilling, upskilling, and lifelong learning for professional development are also expected to support growth in this flexible method of study.' For the professional and educational services industry, the continuous improvements of technical infrastructure will play a supporting role in the further development of the industry, thereby generating related growth opportunities. To illustrate, the

improvement and popularisation of online education platforms and digital personal learning tools make education and training services more flexible and accessible, thus bringing new opportunities, changes, and innovations in the industry.

### **Environmental**

The influence between environmental factors and the education service industry is mutual. First, the deterioration of the environment will bring pressure to the economy and threaten people's living environment to a certain extent. Negative economic trends can affect the sustainable development of the educational services industry. Second, organizations in the education service industry may use copier toner and paper during the work, leading to certain pollution or wastes (Ranman n.d.). Therefore, Coachjable should try to work in an environmentally friendly and efficient manner to reduce the negative impacts on the environment caused by resource consumption.

### **Legal**

Organisations in the educational service industry should operate and launch activities within the scope and framework permitted by the law and accept the supervision of relevant regulations, which will help ensure the legitimacy of operations and improve the credibility of the companies. Regulations in different countries and regions will have influences on the industry. To illustrate, if Coachjable wants to expand its market and operate across Australia, it is supposed to comply with various legal and regulatory frameworks.

## **SWOT Analysis**

SWOT analysis considers the internal advantages and disadvantages of Coachjable and external factors, like opportunities and threats Coachjable may face in the current situation.

<p><b>Strengths:</b></p> <ul style="list-style-type: none"> <li>● The purpose of Coachjable not only for education and training for customers on individual skills enhancement, strategies of initiating a business and relieving mental stress, but also help coaches to reach out their clients, provide employment opportunities and improve personal development, which is unique and different from other companies in the same industry.</li> <li>● 3 hearts can be combined with Coachjable to play an important role, which can aid in solving mental health issues of people who are striving to pursue their career goals and achieve their dreams. This can be regarded as an additional service for those who purchase the products of Coachjable, being an added-value activity for Coachajable.</li> <li>● A communication bridge will be established between coaches and customers and can benefit both sides by providing online resources and introducing clients to coaches.</li> <li>● Online operation can reduce the cost of physical stores.</li> </ul>	<p><b>Weaknesses:</b></p> <ul style="list-style-type: none"> <li>● The categories of resources that Coachjable can provide may not be so complete or diverse and require extension to attract more coaches and users.</li> <li>● As a start-up company, Coachjable is lacking in sources and channels to have access to coaches and clients.</li> <li>● As a start-up company,Coachjable may have immature marketing strategies to make promotions.</li> <li>● It may be costly for Coachjable to maintain high quality of products and services, especially as it is a start-up company.</li> </ul>
<p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>● Regulation, technology, and consumer behaviour are changing the conditions of education providers, so providers of education services need to continue to innovate to meet changing needs</li> <li>● The coaching industry has been experiencing steady growth over the years. According to the ICF, the number of professional coaches worldwide increased from 53,300 in 2012 to 71,000 in 2019, highlighting the growing demand for coaching services.</li> <li>● The use of AI: having a chatbot AI to help users experience the business more easily.</li> </ul>	<p><b>Threats:</b></p> <ul style="list-style-type: none"> <li>● Changing Consumer Preferences: The rise of self-help books, podcasts, and online communities focused on personal development indicates a shift in how individuals seek personal growth. This highlights the importance for coaching services like Coachjable to communicate their unique value proposition and benefits compared to self-directed learning.</li> <li>● Regulatory Risks: The International Coaching Federation and other professional coaching organisations have established ethical guidelines and certification requirements to regulate the coaching industry. Non-compliance with these regulations may lead to reputational damage and legal consequences for coaching service providers.</li> </ul>

*Table 2 Industry and Occupation Expert Employment Proportion*

## Marketing Strategies

By basing on the SWOT analysis, we came up with some possible operating strategies and marketing ideas:

- As we are facing the threat of the rising self-help books, podcasts, and online communities, instead of solely providing self-help learning materials, Coachjable should be more interactive with users to improve learning experiences and customer services. Moreover, ensuring the diversity of the communication channels to adapt to the characteristics of different target groups helps in improving communication efficiency.
- Combine marketing strategy with 3hearts, 3hearts could act as an affiliated mental health service to attract users, enhance personal (especially customers with high work pressure) mental health and improve customer experiences.
- Other than coaching service, it could also develop more communicational functions to serve as a communication platform, which is unique and different from other companies in the industry.
- Could collaborate with universities, colleges or other authentic educational organisations to maintain the high quality for our personal development products and can be highlighted when advertising to improve Coachjable's credibility and attract more customers, like customers with older ages and higher education levels.

## Special Notes

Firstly, it must be emphasised that although we differentiate between customers and coaches in our research, this does not suggest that we perceive them as completely independent entities. In fact, the content of our communication with Coachjable underscores that they are all part of our target audience. The reason for their differentiation is merely to facilitate a more accurate profiling, despite their significant intrinsic association in actual scenarios. For instance, the managers, to some extent, could potentially also be our coaches, implying that the profiles of customers and coaches overlap to a certain degree. Therefore, both managers and entrepreneurs fall under our area of interest, rather than being exclusively labelled as 'customers'.

We acknowledge that Coachjable's objective is to establish an effective platform that enables a larger number of people to realise their dreams, elevate themselves, and tackle employment issues. Distinguishing between customers and coaches is just a research tool to help us better understand the data, and to develop marketing suggestions that apply to all target groups, rather than being exclusive to a particular subset.

## Customer Analysis

### People in the Workforce and Related Marketing Strategies

#### Location

Based on our analysis of the number of workers in three different occupations, we found that in May 2023, the population is primarily concentrated in the following three areas: New South Wales, Victoria, and Queensland. We have reasons to believe that individuals in these areas, who are engaged in these three occupations, will be more inclined to invest in self-improvement and can contribute more to business knowledge.

Sum of Manager Employed total ('000) (May 2023) by State/Territory Name and State/Territory

State/Territory ACT ● NSW ■ NT ● QLD ● SA ● TAS ● VIC ● WA

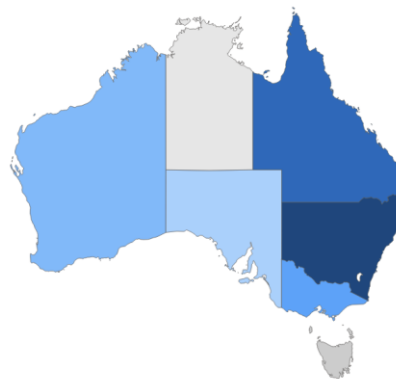


Figure 1 Geographical distribution of the Manager

Geographical distribution of the Manager (Appendix, Figure 1)

Geographical distribution of business, HR and marketing professionals (Appendix, Figure 2)

Geographical distribution of insurance agents and sales representatives (Appendix, Figure 3)

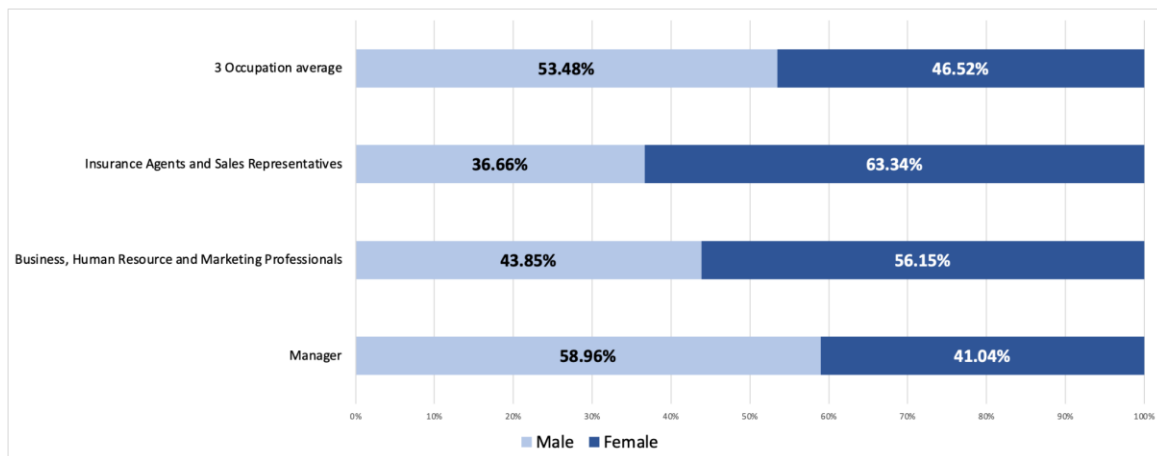
#### Gender

Understanding the diverse needs and preferences of our customers is a fundamental aspect of delivering effective and personalized services. When we talk about examining the gender of our customers, it is not about enforcing stereotypes or making assumptions about people based on their gender. On the contrary, it's about acknowledging that there can be differences in the needs, preferences, and behaviours of different customer groups and that gender can be one of many factors that contribute to these differences. However, we must keep in mind that these are general trends and not universal truths. The purpose of analysing gender differences is to gather broad insights and understand patterns that can guide our

strategy. It is certainly not to pigeonhole individuals or to assume that every person of a particular gender will think or behave in the same way.

Additionally, this is not about creating divisions, but about promoting inclusivity. By acknowledging and understanding differences, we can make sure that our products, services, and communications are appealing and accessible to as wide and diverse a customer base as possible.

Therefore, gender analysis in our research is about studying differences in preferences, behaviours, and needs to better tailor our services. It is not a judgment, a stereotype, or a limitation, but a tool to enhance understanding and foster inclusivity.



*Figure 2 Map of gender ratios by occupation, 2015-2021*

The sex ratio data is a weighted average based on the volume and proportion of data for selected specific groups of people (A graph of the gender ratio by occupation for 2015-2021, based on the number of people working in the 3 types of occupations for weighting. (Appendix, Table1)), which facilitates the acquisition of a more profiled sex ratio. The sex ratio is only used to develop a relevant marketing strategy to help Coachjable achieve its goal of building an effective platform. According to the chart, the target group has a roughly 6:4 ratio of men to women.

## Age

The distribution of age is primarily for our choice of marketing approach.

We also look for broad ranges according to whether they are engaged in work and study(Appendix, Figure4)

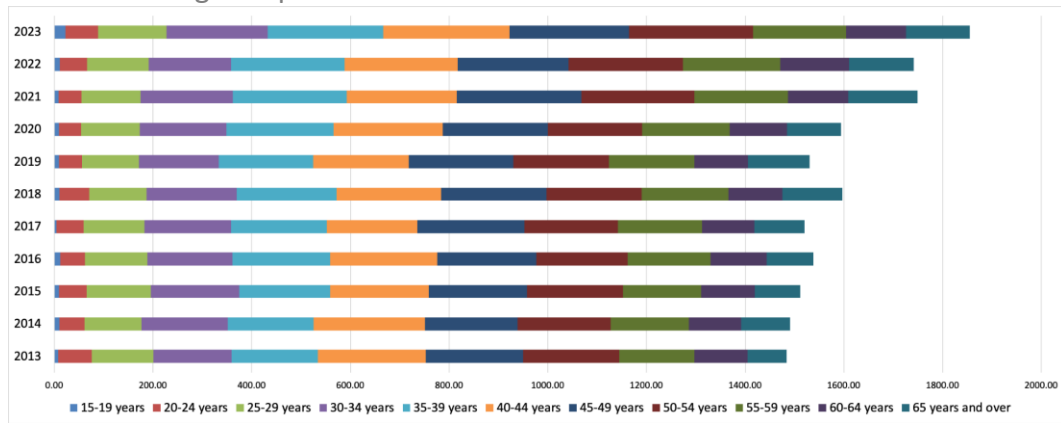


Figure 3 Point-in-time data as of May 2013-2023, Age, Total Employed Number ('000)

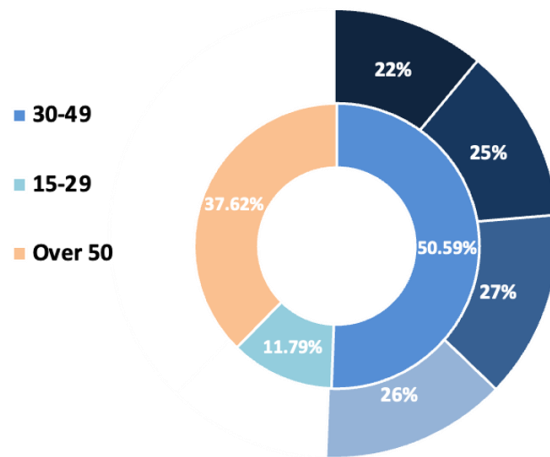


Figure 4 Age Distribution

We searched the data for May of the decade 2013-2023 and based on looking at the rates and dispersion of the various age groups, and decided to separate the population into three major age group for a marketing strategy plan.

Age		
15-29	11.79%	
30-49	50.59%	
Target group age segmentation	30-34 years	22%
	35-39 years	25%
	40-44 years	27%
	45-49 years	26%
Over 50	37.62%	

Figure 5 Detailed Age Distribution



### Education Level

Based on publicly available data, the highest level of education for people working in management and commerce was selected and, according to the latest data available as of May 2022, is concentrated in the following four levels: Postgraduate Degree, Bachelor Degree, Advanced Diploma/Diploma, Certificate III/IV.

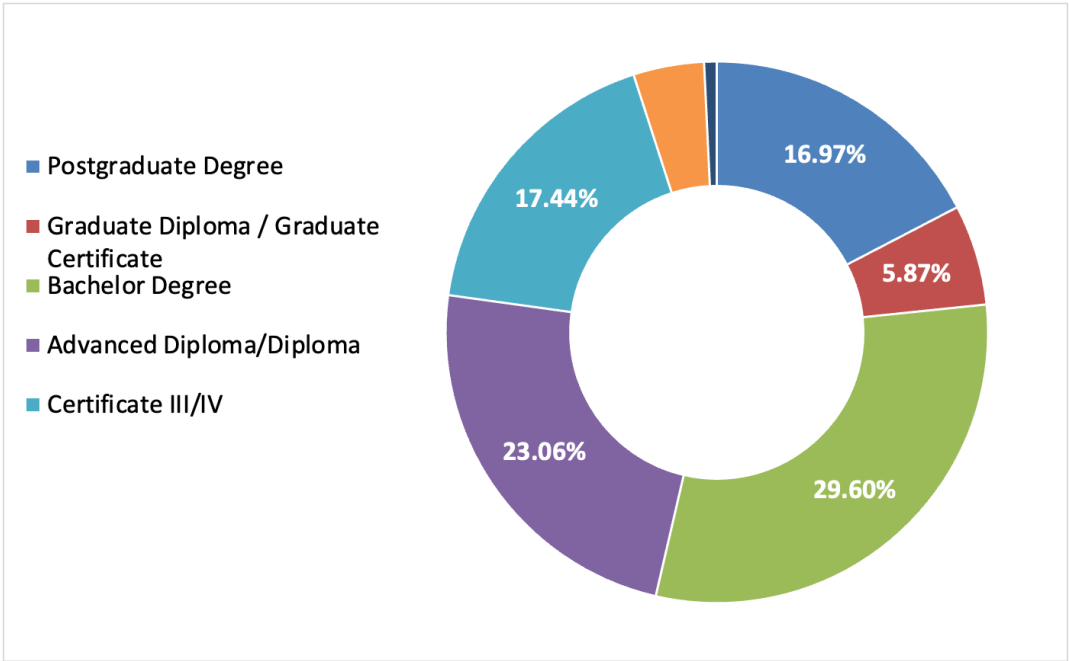


Figure 6 Educational attainment of people working in management and commerce (May 2022)

### Marketing suggestion

**Location:**

**Self-investment preferences and economic factors:** The economic situation in the client's area may affect their purchasing power and willingness to pay for self-improvement services. Also, the presence of more similar workers in the area means that there is more competitive pressure. We recommend that Coachjable can focus more on promotion in the area to help clients to improve their 'mental health' and help with 'personal development' to increase their competitiveness.

**Gender:** When considering the potential influence of gender on marketing strategies, we must stress that it's not about reinforcing stereotypes, but rather about recognizing the diversity of our customer base:

**Product Preferences:** Some users may gravitate toward technical or entrepreneurial courses, while others might be more interested in creative or health-related courses.

**Marketing Messages:** Different messaging can resonate with different audiences. Some may be attracted to themes of competition, achievement, or mastery, while others could be more engaged by messages focusing on community, collaboration, or emotional growth.

**Communication Channels:** The demographic composition of various platforms can vary. For example, Instagram and Pinterest might attract one demographic, while Twitter and LinkedIn could engage a different demographic. Understanding these tendencies can help optimize Coachjable's communication efforts.

Remember, these trends are general observations, not absolutes. Everyone is unique, and these insights are tools to better tailor our services and foster inclusivity.

## **Age:**

### **Product preferences:**

Younger audience (15-29 at 11.79%) values skill acquisition and career advancement, older groups (30-49 (50.59%) and over 50 years (37.62%)) focus on personal growth, health, wellness and lifelong learning.

**Marketing messages:** Younger (11.79% of 15-29) demographic resonates with casual, upbeat language focusing on dreams and personal development, whereas older groups (30-49 (50.59%) and over 50 years (37.62%)) prefer a formal tone with themes of expertise, wisdom, enrichment, and personal development.

**Communication channels:** Different communication channels are used by different age groups. Younger people (15-29 (11.79%)) are likely to be more active on social media platforms such as Instagram, TikTok or Snapchat, while older people (over 50 years (37.62%)) are likely to prefer email or more traditional media such as TV or printed newspapers. Middle-aged audiences (30-49 (50.59%)) are likely to be more active on platforms such as Facebook and LinkedIn.

**Buying behaviour:** Younger customers make impulsive, trend-influenced purchases, older customers prioritize reliability and take time to decide.

**Technology used:** Younger audience uses online/mobile self-improvement tools, older group favors traditional methods like books, live courses, phone consultations.

**Education Level:** The education level of the customer is related to their ability to understand the course, their ability to buy, their interests and needs and their preferred communication channels:

**Understanding and interpretation:** More complex courses for higher education levels for better understanding, simpler courses for lower education levels for professional improvement.

**Purchasing power:** Higher educated individuals are targeted for premium products due to higher purchasing power.

Interests and needs: Advanced professional development courses for those with higher education, basic skills or vocational training for those with lower education.

**Preferred communication channels:** Higher education favors email, online forums, LinkedIn; lower education prefers social media, radio, TV.

## **Entrepreneurs and Related Marketing Strategies**

### **Location**

Most people who want to have their own business will start in Sydney, Melbourne and Brisbane, so it is recommended that this group of people can be served first. By looking at the number of businesses from December 2021 to December 2022, it is clear that Sydney, Melbourne and Brisbane have the highest number of businesses, so targeting these three areas first will help more people. (See appendix figure 5)

### **Mental Health**

As Linda, the founder, wanted to make a difference to the lives of others and make them happier, and she built this business because she found that 72% of entrepreneurs have self-reported mental health, so it was necessary for us to focus on the mental health of these entrepreneurs to reduce their loneliness to show that we care about people.

People who run businesses are often under a lot of pressure and loneliness when setting up a new business. According to the research, only 23% of these business owners are willing to face their problems. Therefore, in the marketing strategy section, it is critical to focus on how to make them aware of their need for help and willing to face their problems.



*Figure 7 % entrepreneurs who choose to face their stress*

Through the research, it can be concluded that business owners' stress and loneliness stems from trust and support issues. In trust issues, founders are usually doing something new in the process of starting a business, so they are already under pressure from external skepticism and uncertainty. Meanwhile, they are not able to express their emotions because they think their stress will negatively affect their employees and investors, which would affect their success. Another possible reason is founders expect they are perfect, so they are reluctant to admit such problems. In support issues, they may not have the people to provide them with business expertise, so they are not able to solve problems effectively.

**Marketing suggestion:** When promoting Coachjable to business persons, demonstrate the benefits of active problem-solving in the advertising to show that Coachjable is genuinely interested in helping them in personal development. Coachjable is also recommended to show an excellent service attitude at the first consultation. Meanwhile, if the business person purchases courses, it is suggested to sign a confidentiality agreement with them to protect their privacy.

## Courses Setting

The survey revealed that except for stress, adventurers are anxious, overworked and depressed. Stress is also mainly caused by raising funds, work-life balance, managing relationships with partners, etc.

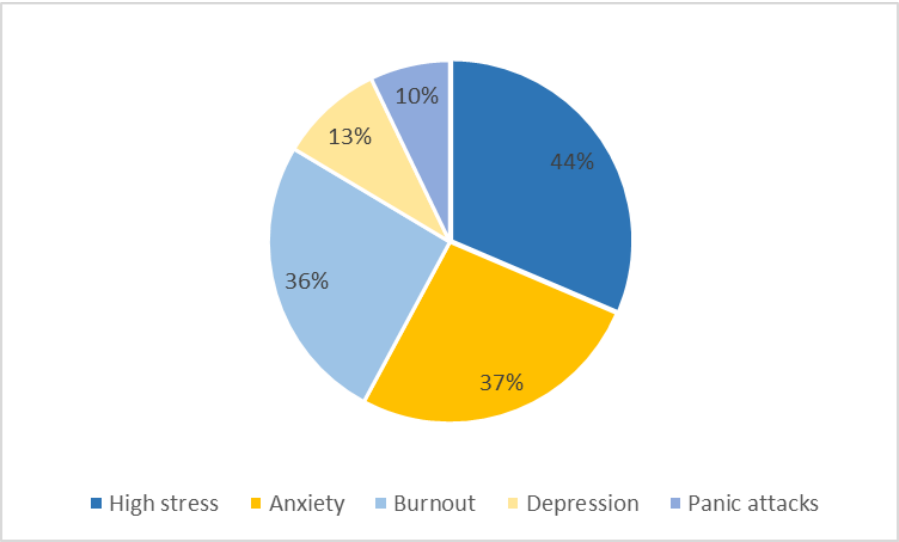


Figure 8 Mental health factor affecting founders

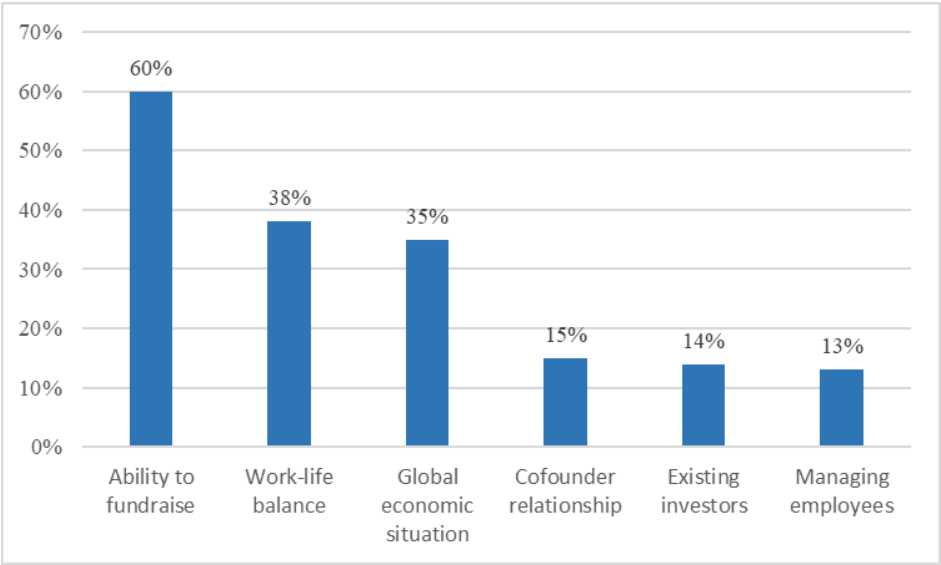


Figure 9 Main sources of stress

**Marketing suggestion:** Coachjable may offer courses to relieve stress, anxiety and fatigue, as well as a detailed diet, exercise and exercise plan for these business persons. Coachjable might also teach them how to raise money, balance life and work, and manage their relationships. To help these clients further with their personal development, Coachjable could provide bundle service together with 3heart, providing a more holistic product content and improving client experiences.

## **Coach analysis**

### **Problem statement**

Coachjable aims to help everyone achieve their dreams. Their customers expect to enhance their professional skills in another field, gain motivation for their unique business endeavours, or seek emotional healing through online courses and consultations. Coachjable demands to find coaches and consultants who can truly assist and support their customers.

The three pressing questions Coachjable needs to address are: 1) what kind of candidates are suitable for coaching positions, 2) what channels should be utilized to find them, and 3) how to attract those experts to proactively join as coaches and provide assistance to customers.

### **Coach base analysis**

#### **Method**

##### **Manual Data Collection**

To collect the necessary data for analysis, we implemented a systematic manual data collection process. We extracted relevant information about coaches from the official websites of five companies that are similar to Coachjable's future business and target the Australian market.

Subsequently, we attempted to gather more comprehensive and detailed data by accessing the coaches' personal LinkedIn profiles. By clicking on the LinkedIn links provided on their official websites, we were able to navigate to their profiles and collect detailed information, such as their names, educational backgrounds, work experience, current positions, the number of ongoing projects they manage simultaneously, relevant qualifications, and any notable publishing experience.

Regarding sample selection, we varied the sample size based on the different scales of competitor companies. We also ensured diversity in terms of gender, nationality, and age in the sample to help us gain a comprehensive understanding of the coaches' characteristics.

### Distribution analysis

We opted to perform a distribution analysis on all the variables we collected. This approach was chosen for its simplicity, speed, and ability to provide an intuitive representation of common characteristics and distributions among the coaches. By conducting this analysis, we aimed to gain a comprehensive understanding of the coaches' overall profile and identify any patterns that need to be focused.

### Cluster analysis

Given the large number and diverse types of coaches, we utilized Cluster Analysis to assist Coachjable in finding suitable talent. We employed four quantifiable indicators, namely location, academic background, number of simultaneous engagements, and working experience, to classify the coaches into four distinct types. This clustering approach allowed us to categorize the coaches based on their similarities and differences, facilitating the identification of specific talent profiles that align with the requirements and objectives of Coachjable.

### Result 1 Coach Base Summary

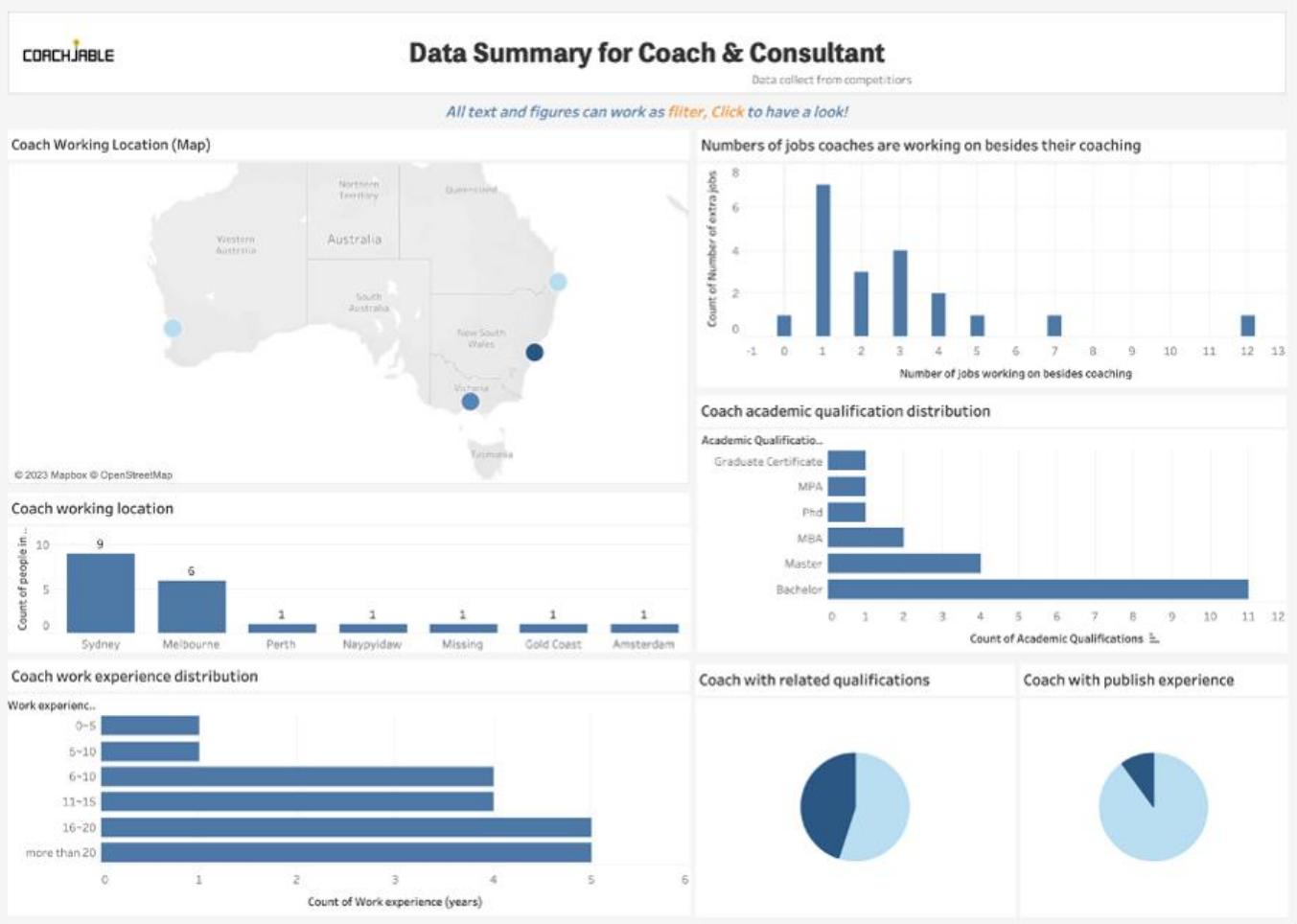


Figure 10 the dashboard of data summary

The image depicts that most coaches work in Sydney and Melbourne. The majority of them have an undergraduate degree, and nearly half of them hold a coaching-field-related certification. A small portion of coaches have publishing experience. Additionally, two notable aspects are worth mentioning:

1) Most coaches have other jobs while providing coaching services. They usually have a primary profession and engage in coaching as a side job or volunteer work. Coaches who work for multiple companies often serve as consultants for various businesses or hold positions such as founders, investors, or board members that may involve relatively less workload.

2) Before becoming coaches, these professionals and managers have extensive work experience. The majority of them have 10 years or more of professional experience, including over 10 years in managerial roles. Almost all of them started their careers in foundational roles such as consultants, analysts, or programmers and later transitioned into management or even C-level positions and teach knowledge highly relevant to previous works. However, there is a small portion of experts initially entered the workforce as investors or board members, and they tend to focus on teaching content related to growth aspects.

## Result 2 Coach Cluster Analysis

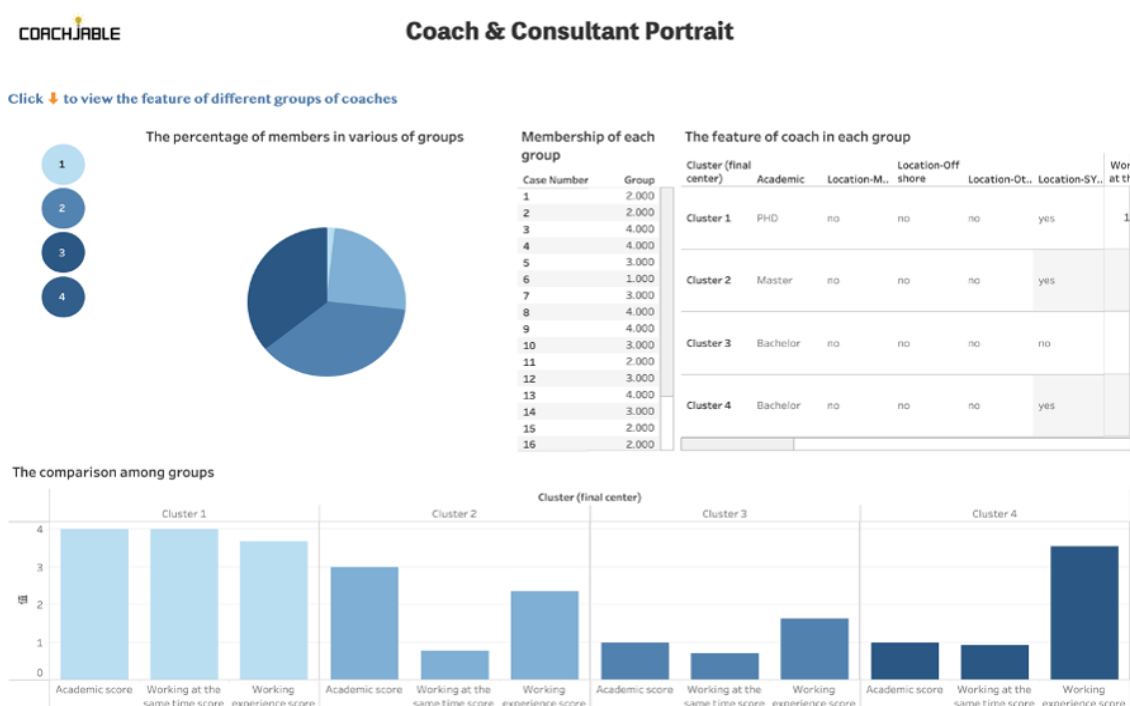


Figure 11 The dashboard of coach and consultant portrait



In order to gain further insights into the characteristics of the coaches, we conducted a cluster analysis on the sample, categorizing them into four groups. The dashboard displays three key factors that differentiate them, along with more detailed feature information.

Group 1 represents a unique category of coaches. They possess high educational qualifications, with over 20 years of work experience, and hold positions in multiple companies concurrently. These coaches are top talents in the market, although they are few in number. They are highly dedicated and passionate about their work, despite their busy schedules.

Group 2 is a common type of coaches. They hold master's degrees, have extensive work experience, and an average of 14 years of prior professional experience before becoming coaches. These coaches are relatively young in the market, but their high academic qualifications provide them with a solid theoretical foundation, enabling them to provide insights supported by theoretical knowledge for their clients' development.

Group 3 represents a larger proportion of coaches in the market. They have undergraduate degrees, around 10 years of working experience, and also engage in part-time positions in two companies. They are the youngest category of coaches in the market. While they may face challenges in serving mature entrepreneurs or researchers, their own experiences allow them to provide more universally applicable developmental guidance to their clients.

Group 4 consists of seasoned professionals in the market. They generally obtained their undergraduate degrees before 2000 and became coaches after an average of 22 years of work experience. Instead of relying heavily on theoretical support, they have a deep understanding of the market and possess extensive practical experience. They can provide clients with development strategies and advice based on real-world scenarios, enabling them to quickly start their own businesses or enter different markets.

Groups 2 and 3 have the highest number of samples, indicating that they constitute the largest proportion in the labour market. Coaches in these two groups are capable of serving individuals with higher educational backgrounds, experienced professionals, as well as people with average academic

background and limited work experience. Therefore, we suggest Coachjable to focus on these two categories, identify their sources, and find the methods to attract these professionals and managers provide coaching services on Coachjable’s online platform.

## Coach Source Analysis

### Method

#### Data Collection

In this section we collect data from Labour Market Insights and Australian Bureau of Statistics, both are government dataset. We mainly focus on the employment and working time trend, as well as several occupations that have similar business capability to provide business coaching for customers.

#### Distribution analysis

We conducted a distribution analysis on the changes in employment and working hours among managers and professionals, as well as the gender, type of work, and working hours of different occupations. In addition, we provide a simple cause analysis on the changes of working hour and provide an extra list shows some sources for finding potential coaches.

### Result 1 Employment and Working Hours Analysis

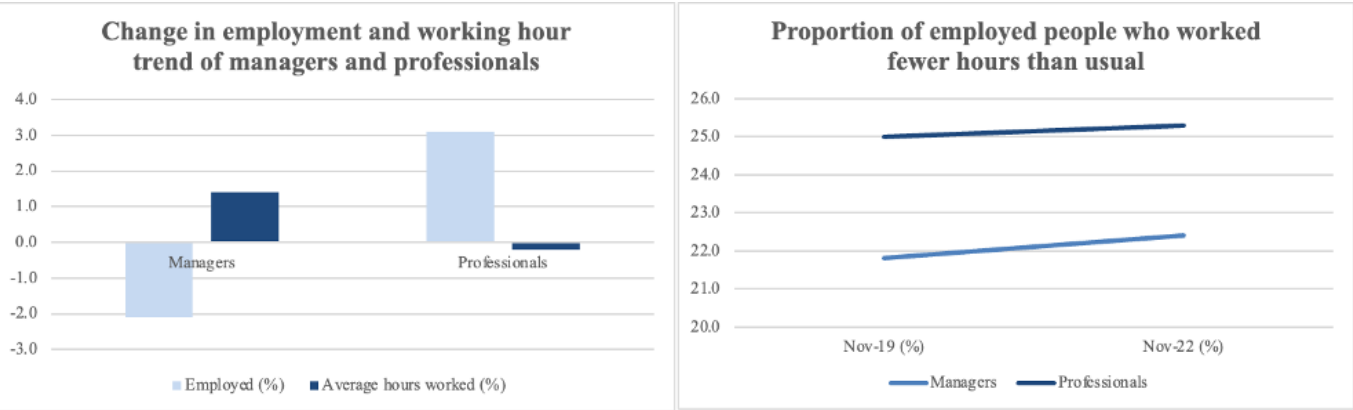
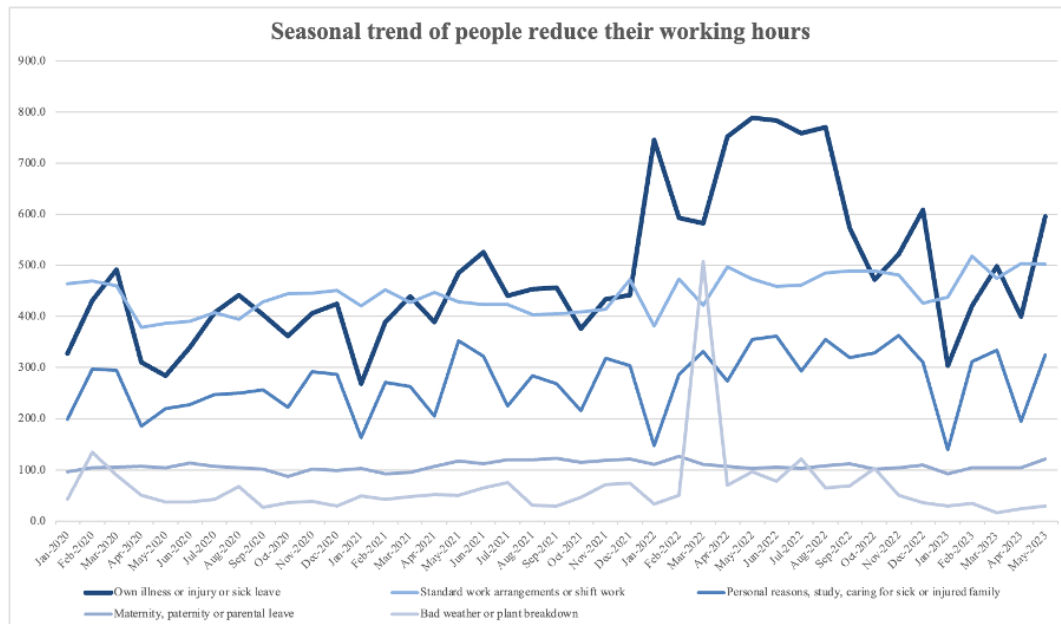


Figure 12 The changes in employment and working hour      Figure 13 The changes in the proportion of people reducing their working hour

According to Figure 1, the period from 2019 to 2022 witnessed a decrease in the proportion of employed managers alongside an increase in the number of working hours. This pattern suggests the presence of unemployment among managers, which can be viewed as a potential source for recruiting coaches within Coachjable.

On the other hand, professionals experienced a rise in their employment ratio but a decline in average working hours during the same period. This indicates the entry of new professionals into the industry, potentially alleviating the overall workload. Figure 2 illustrates the upward trend in the reduction of working hours for both managers and professionals, indicating an increase in their available free time.



*Figure 14 The causes of people reducing their working hours*

We examined the reasons behind the decrease in working hours, and the most significant factor was illness. Since April 2023, there has been an increase in the reduction of working hours due to personal and family members falling ill. This suggests that more individuals are either losing their jobs or no longer working traditional nine-to-five schedules. Managers and professionals facing similar situations may attempt to increase their remote working hours as an alternative. Given these findings, it is likely that these professionals may be more inclined to be attracted to Coachjable and consider part-time roles as business coaches.

## Result 2 Full-time Working Occupation Analysis

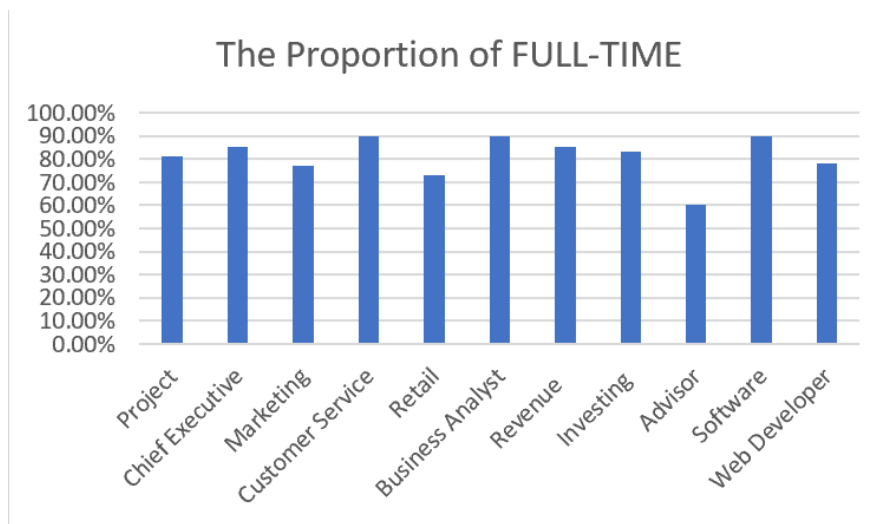


Figure 15 The Proportion of Full-time Working People

The number of people worked full-time in each occupation is very variable, with higher numbers in retail and software-related positions. However, there are fewer people working as advisors, BAs, and web developers. Customer service, business analyst and software have the highest proportion of full-time jobs; at the same time, only 60% of full-time jobs are held by advisors. A higher number of people working full-time in an industry may indicate a greater need for practitioners to work full-time in that industry. According to our previous analysis, online mentors tend to work part-time, so it is more difficult to find suitable coaches in these professions. For example, 40% of the staff in the advisor are part-time, so they are more willing and more likely to be coachjable's coaches.

## Result 3 Sources of Potential Coaches

Here we provide a list describing the number of manager and professionals employed and the proportion of employed in each industry. The occupations and industries with a proportion of employment above 50% have a significant demand for high quality talent. We define these occupations and industries as the primary sources of managers and professionals, as well as the main demand for business coaching services.

Industry	Occupation Title	Employment (this industry)	Proportion employed in this industry
Accommodation and Food Services	Retail Managers	28,600	11%
	Human Resource Managers	7,700	9%
	Human Resource Professionals	31,500	40%
Financial and Insurance Services	Financial Investment Advisers and Managers	39,800	79%
	Advertising, Public Relations and Sales Manager	15,300	9%
	Other Hospitality, Retail and Service Managers	14,200	18%
Information Media and Telecommunication s	ICT Managers	8,000	11%
	Advertising, Public Relations and Sales Manager	6,000	4%
	Telecommunications Engineering Professionals	7,800	51%
Manufacturing	Production Managers	42,200	61%
	Advertising, Public Relations and Sales Manager	22,100	13%
Mining	Production Managers	10,100	15%
Professional, Scientific and Technical Services	Advertising, Public Relations and Sales Manager	35,600	22%
	ICT Managers	28,700	40%
	Advertising and Marketing Professionals	36,000	44%
Rental, Hiring and Real Estate Services	Other Hospitality, Retail and Service Managers	11,500	15%
	Advertising, Public Relations and Sales Manager	4,800	3%
Retail Trade	Retail Managers	163,500	66%
Transport, Postal and Warehousing	Supply, Distribution and Procurement Managers	15,700	35%

Wholesale Trade	Advertising, Public Relations and Sales Manager	17,600	11%
	Retail Managers	12,400	5%

*Table 3 Industry and Occupation Expert Employment Proportion (refer to Industry Profiles Data 2023)*

## Attract method analysis

### Method

In this section we have looked at the data for each profession in the hope that this will be used as a guide to help Coachjable attract their target coaches and consultants.

We target the occupations as: Project Manager, Chief Executive, Marketing, Customer Service, Retail, Business Analyst, Revenue, Investing, Advisor, Software, Web Developer.

We have looked at the number of people employed, the proportion of people working full time, the average age at work, the number of women working, the average number of hours worked per week, the job skills required, the average number of overtime hours worked, the proportion working in the education sector and their interest and value.

### Result

Most of the occupations that are candidates for our coaching positions share several notable characteristics:

- 1) Their average educational background is predominantly at the undergraduate level.
- 2) They are located in NSW, VIC, and QLD.
- 3) Their average weekly working hours exceed 40 hours.
- 4) The distribution of full-time employment among them ranges from 60% to 80%.

There are significant differences among occupations in terms of the proportion of female employees, the aspects they value in their work, and the types of work they enjoy.

In the project manager, marketing and advertising sectors, there are significantly more women, while chief executives, software and web developers are predominantly male. This can also be used as a reference for our choice of coaches.

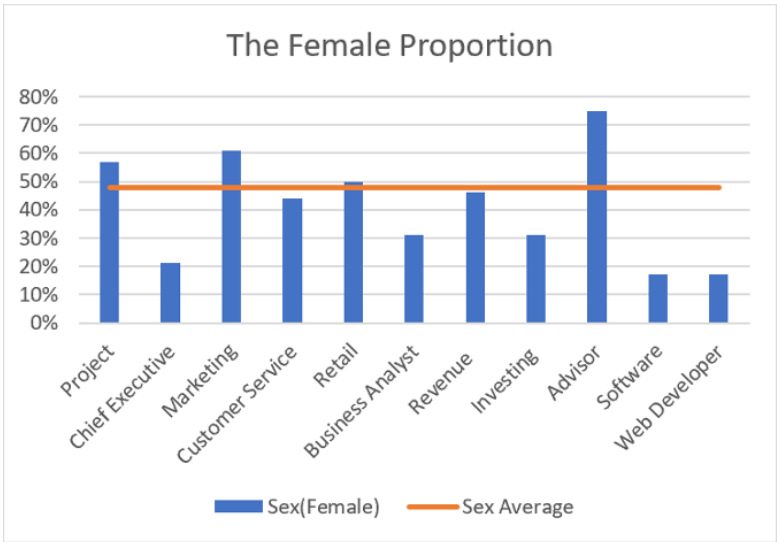


Figure 16 Female Proportion in various of Occupation

We have also summarized the additional details, interests, and values for each occupation, which can be viewed and filtered using the dashboard. They serve as a guide for CoachJable's marketing efforts to attract talent. The following picture presents a data summary for all occupations:

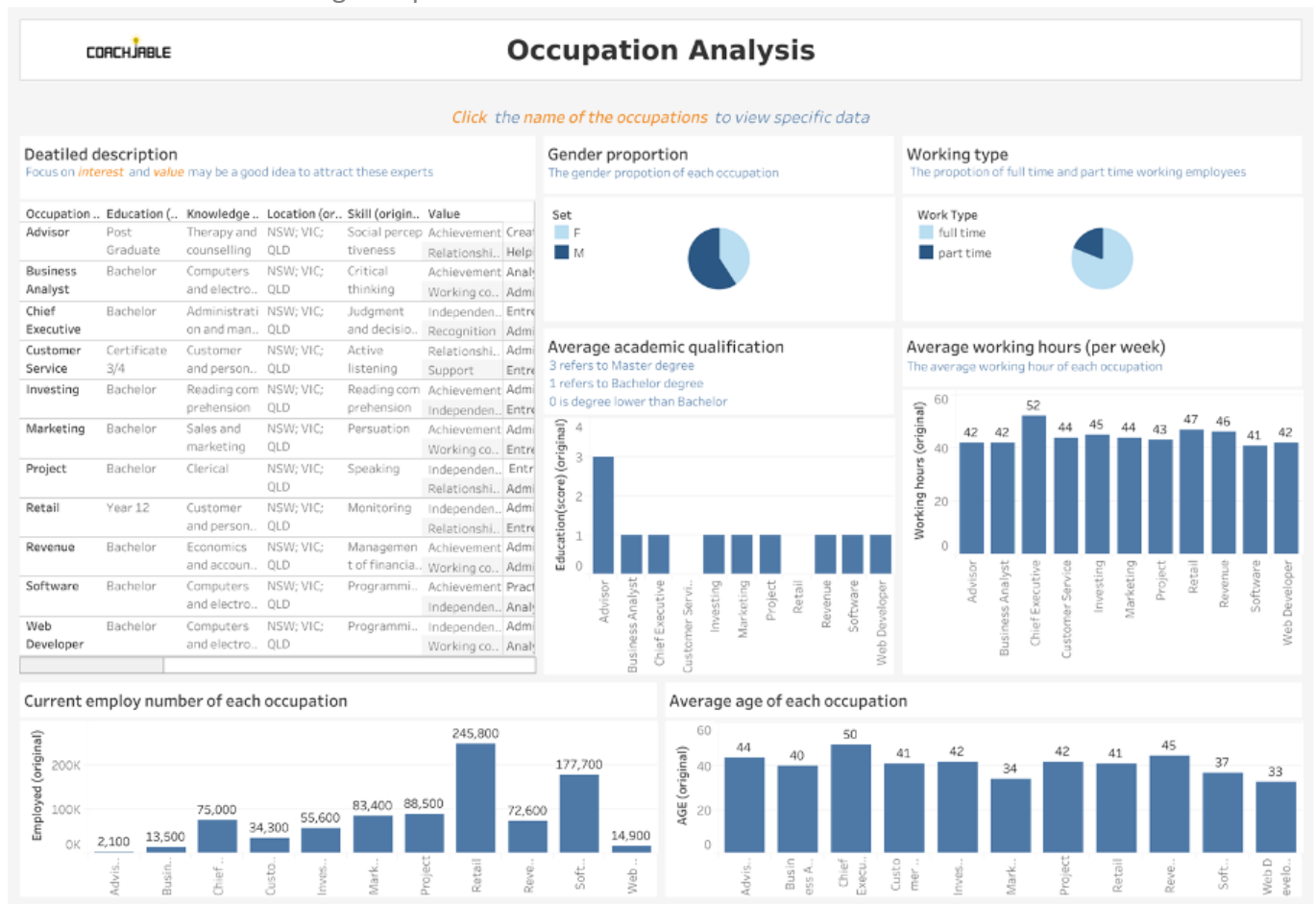


Figure 17 Dashboard for Occupation Analysis

## Marketing strategy

Using the 5P model, we have developed some feasible recommendations for Coachjable to attract professionals and managers through marketing efforts.

## Product

Coachjable does not hire coaches directly, instead, it provides a platform that connects coaches with clients in need of business consulting and teaching services. The online platform offers flexibility in terms of working hours and intensity, allowing coaches to adjust their courses based on their main job schedules and availability. It aims to deliver knowledge and experience to customers without the need for additional learning. Coaches have the freedom to set their own prices and customize their teaching content. Additionally, Coachjable operates as a remote work platform, enabling coaches to log in from anywhere in the world and interact with clients.



The flexibility of Coachjable's platform makes it highly attractive to service providers, particularly in the current scenario where working hours are generally decreasing. Remote work opportunities align with the needs of managers and professionals.

### **Price**

We recommend Coachjable to adopt a non-employment model with no charge and intermediation fees and does not pay salaries to coaches. It serves solely as a platform that connects supply and demand, making it convenient for coaches to find clients and promote themselves.

This pricing strategy can gain the trust of coaches. Anyone who qualifies can register as a coach without worrying about job requirements or working hours, which may be a concern for other platforms. Managers and experts who are currently lack of time to teach are also very possible to register in advance as coaches.

### **Promotion**

As a new company established by Linda, Coachjable can leverage her social network and the connections of former employees for promotion. Once the community is established, promotion can be done through social media platforms such as LinkedIn and Facebook. This type of promotion, backed by industry-recognized individuals, will create a sense of reliability, trustworthiness, and appeal for people to join the knowledge-sharing community.

### **Place**

Based on our data analysis, the target audience will be professionals and managers working full-time in Sydney and Melbourne. They belong to various industries and have different work preferences. Promotion content can be tailored according to the results of occupation analysis. For example, if business analysts value work achievements and the work environment, promotional messages such as "Experience the sense of accomplishment through knowledge sharing" and "Teach remotely from the comfort of your home" can be used to attract them.

## People

Marketing efforts will require website designers and maintainers, copywriters for advertising materials, and personnel to monitor social media and promotional feedback. In the initial stage, Coachjable may require more investment in promotional activities, while later on, there will be a significant volume of applications to review and approve.

We believe Coachjable has the following advantages in terms of marketing:

**Brand positioning:** Coachjable's core value proposition of helping people achieve their dreams is likely to resonate with coaches. The non-employment model allows coaches to teach remotely when they choose to, ensuring their enthusiasm and positive work attitude.

**Content marketing and social media marketing:** Valuable courses, blogs, and videos produced by coaches will attract more professionals. Many coaches will promote themselves as personal brands, and their teaching content and rich work experiences will attract more coaches and learners, thereby driving community growth. These marketing strategies help increase the platform's visibility, attract more users and coaches, and enhance brand reputation.

**Community building:** Coachjable has the potential to establish a community of high-level teachers and enthusiastic learners, which will attract more like-minded learners and coaches, thereby promoting community growth and development.

We anticipate that the community's content and number of members will experience a long-term positive cycle. By attracting more coaches and learners, the platform's rich content and positive community atmosphere will further attract more users, creating a virtuous cycle of continuous growth.

## Health

As mentioned in customer analysis, health is a very important part of the services provided by Coachjable. Linda is passionate about sharing love, connection, joy, positivity and ultimately happiness with heart-centred people who value the well-being of themselves, others, and the universe. Through this, she hopes to create a more connected society by eliminating loneliness, isolation and the depression that leads to it. In this section, we will therefore analyse the health industry from the coaches' perspective, with the hope of finding more coaches to offer health coaching to the clients and therefore be beneficial for their personal development.

### The Industry Profile

Employment in the Health Care and Social Assistance industry grew over the 20 years to February 2023, and the number of workers grew by 43,600 (or 2.1%) over the last quarter and by 97,300 (or 4.8%) over the last year. A clear increasing trend are shown in the graph below:

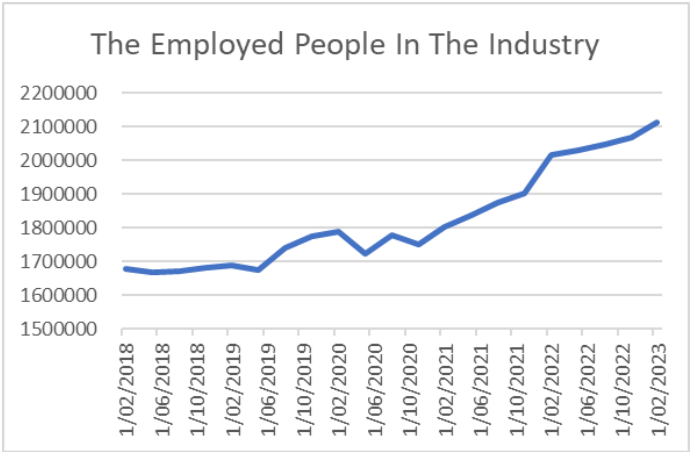


Figure 18 The Employed People in the Industry

The continued growth in employment has had a very positive impact for Coachjable on attracting more coaches.

The overview of the industry	
Employed	2,112,600

Past growth	25.8%
Future growth	15.8%
Weekly earnings	\$1150
Workforce share	15.3%
Full-time share	56.9%
Average age	41

*Table 4 Industry Overview*

The number of employed people in the industry is 2,112,600 in February 2023, and it is expected to grow by 15.8% over the five years to November 2026, which means the growth trend will continue, though the growth rate become slower relatively, considering the growth rate in the past five years was 25.8% (ABS 2021).

Average earnings are \$1,150 per week, lower than the all industries average of \$1,250. Higher salary may be an incentive for them to have another job.

Health care and Social Assistance is the largest employing industry. Around 15.3% of workers have their main job in this industry.

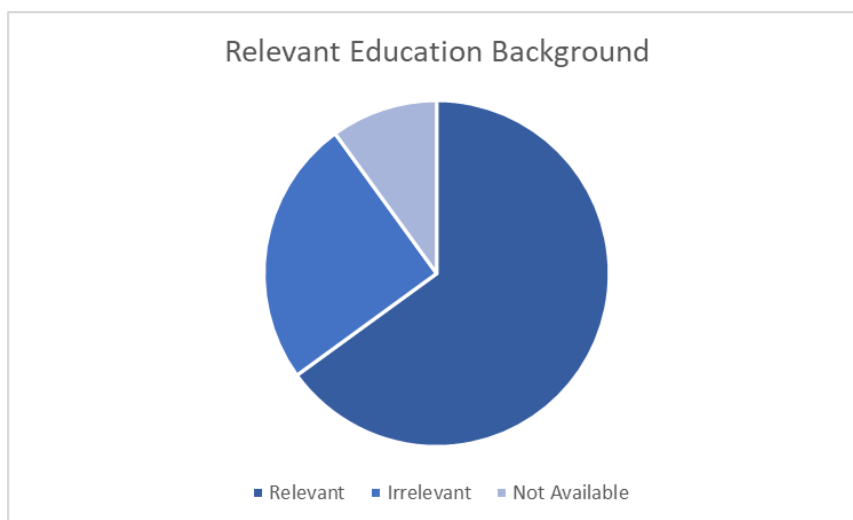
Only 56.8% of people work full-time in the industry, which means that numerous people have part-time jobs, and these are potential targets as Coachjable's coaches.

Average age of the industry workers is 41, which can be indicative for Coachjable when searching for experienced coaches.

## Health Coach Analysis

In this section, a selection of Health Coaches from the Health Coaches Australia & New Zealand Association (HCANZA) website is used as a sample for this study. HCANZA is a platform for the unity of the profession of Health & Wellness Coaches in Australia & New Zealand, and it also support the professions to connect and communicate. These coaches in the sample are all members of the association and have the relevant qualifications and educational background, which meet the Coachjable’s demand.

### Education Background



*Figure 19 The Relevant Education Background of Health Coaches*

According to the sample, 65% of them had a relevant educational background, 25% had no relevant educational background and a further 10% didn’t disclose their educational background. This shows that the majority of those working in the industry have a relevant educational background, but that educational background is not a barrier to entry.

### Certificate

Compared to educational background, certificates are essential for the employee in the industry. Everyone who works in this industry has the relevant certification, which is a requirement to enter the industry.

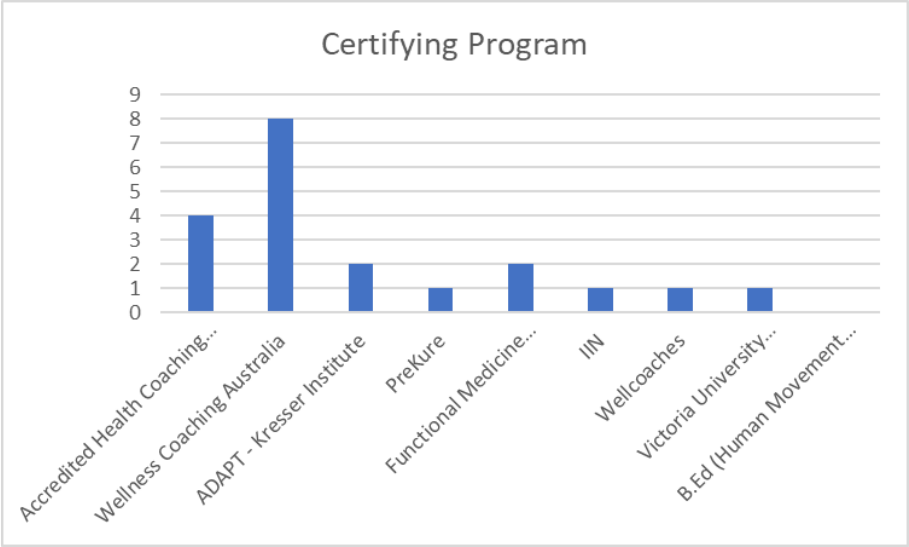


Figure 20 The Certifying Programs of Health Coaches

According to the graph, the most popular programs are Accredited Health Coaching Australia and Wellness Coaching Australia.

Specialties

Health is a vast field with different coaches specialising in different areas and HCANZA provides the direction of their specialisation on each coach's page.

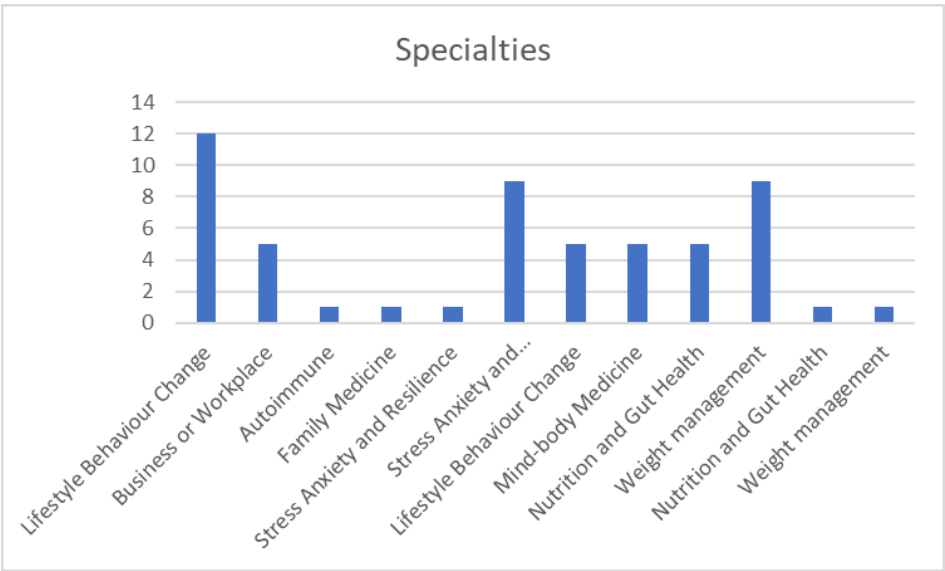
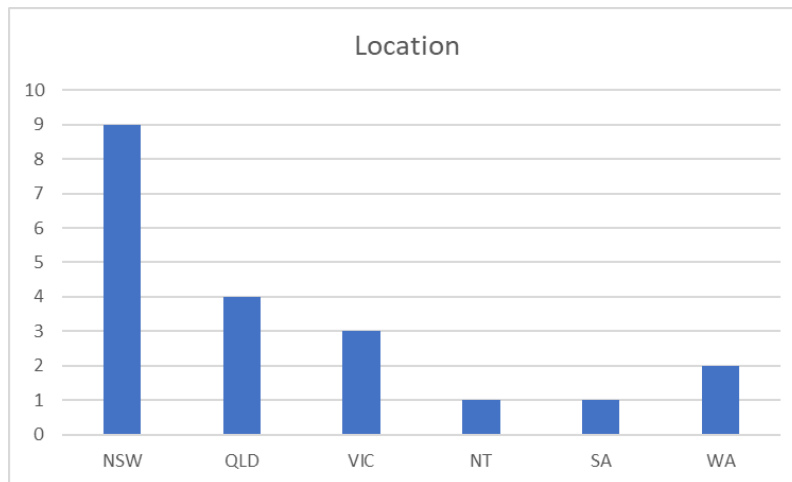


Figure 21 The Specialties of Health Coaches

## Location



*Figure 22 The Location of Health Coaches*

The distribution of coaches shows that the majority are still concentrated in NSW, QLD, and VIC.

## Suggestion

1. Provide an above-average income. The average income in the industry is relatively low and higher earnings may be the reason why coaches choose Coachjable.
2. Cooperate with health coach associations. Coachjable can attract association members by hosting conferences, offering website trials to association members, and offering price discounts.
3. Select coaches based on educational background and specialisation.
4. Location can be used as a reference when marketing. For example, concentrating the recipient population of online placement ads among people with IP addresses of NSW, QLD and VIC.

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# Appendix 1 Alternative Figures

Figure 1

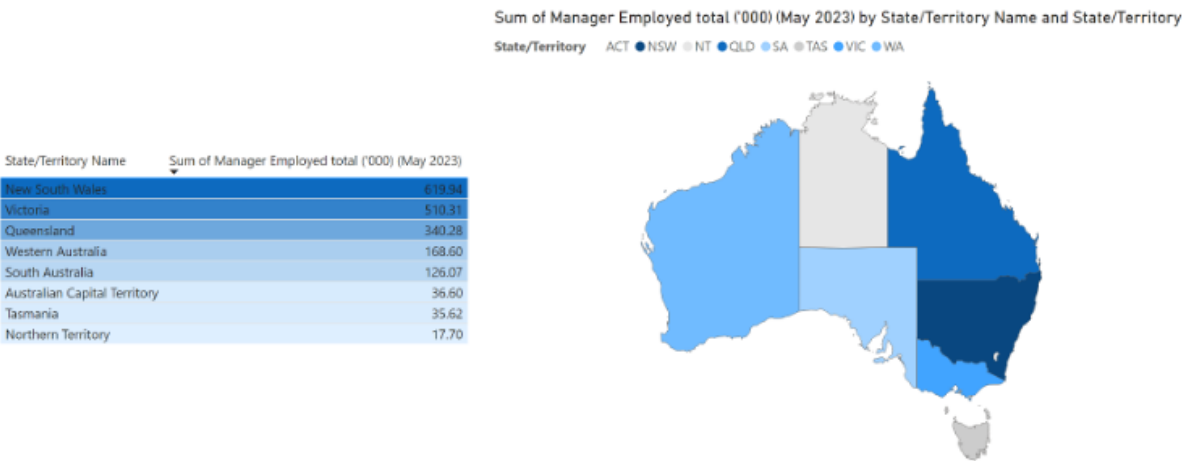


Figure 2

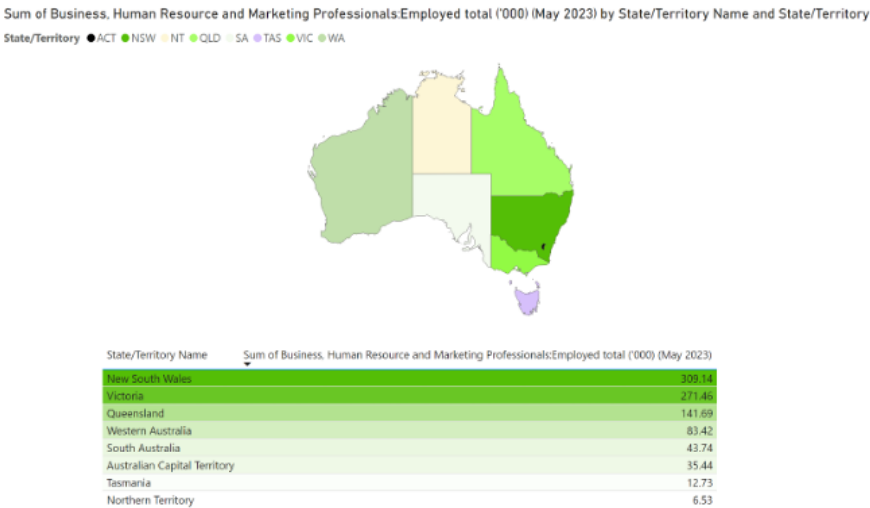


Figure 3

Sum of Insurance Agents and Sales Representatives:Employed total ('000) (May 2023) by State/Territory Name and State/Territory

State/Territory ACT NSW NT QLD SA TAS VIC WA



State/Territory Name	Sum of Insurance Agents and Sales Representatives:Employed total ('000) (May 2023)
New South Wales	28.33
Victoria	26.70
Queensland	16.50
Western Australia	7.08
South Australia	4.89
Tasmania	2.05
Australian Capital Territory	1.47
Northern Territory	0.31

Figure 4

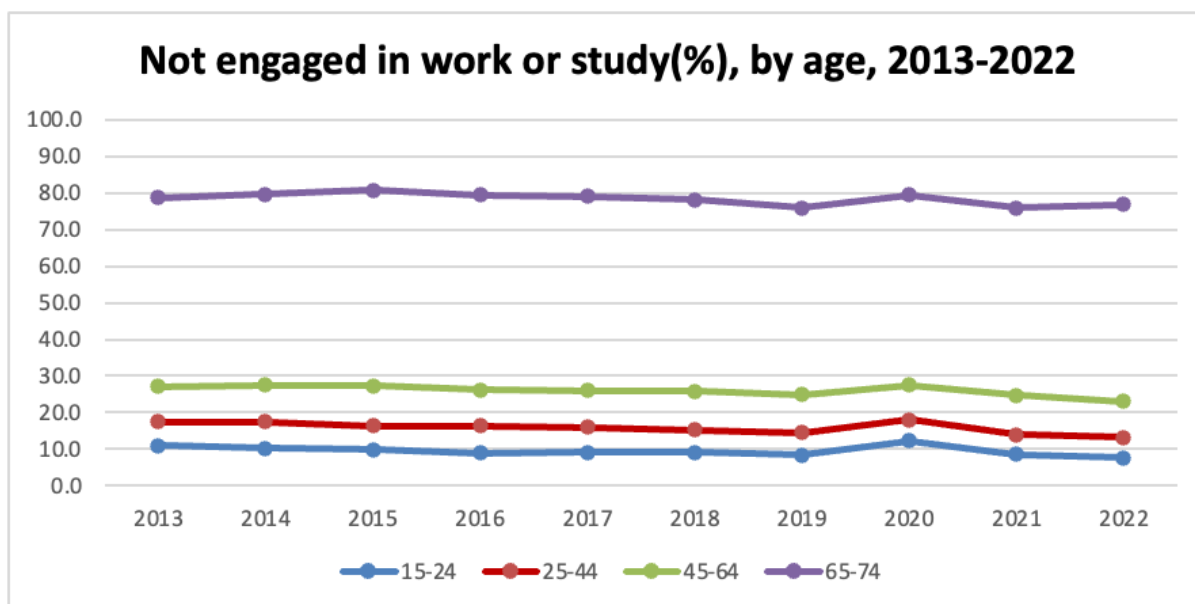


Figure 5

**Count of Businesses from December 2021 to December 2022**

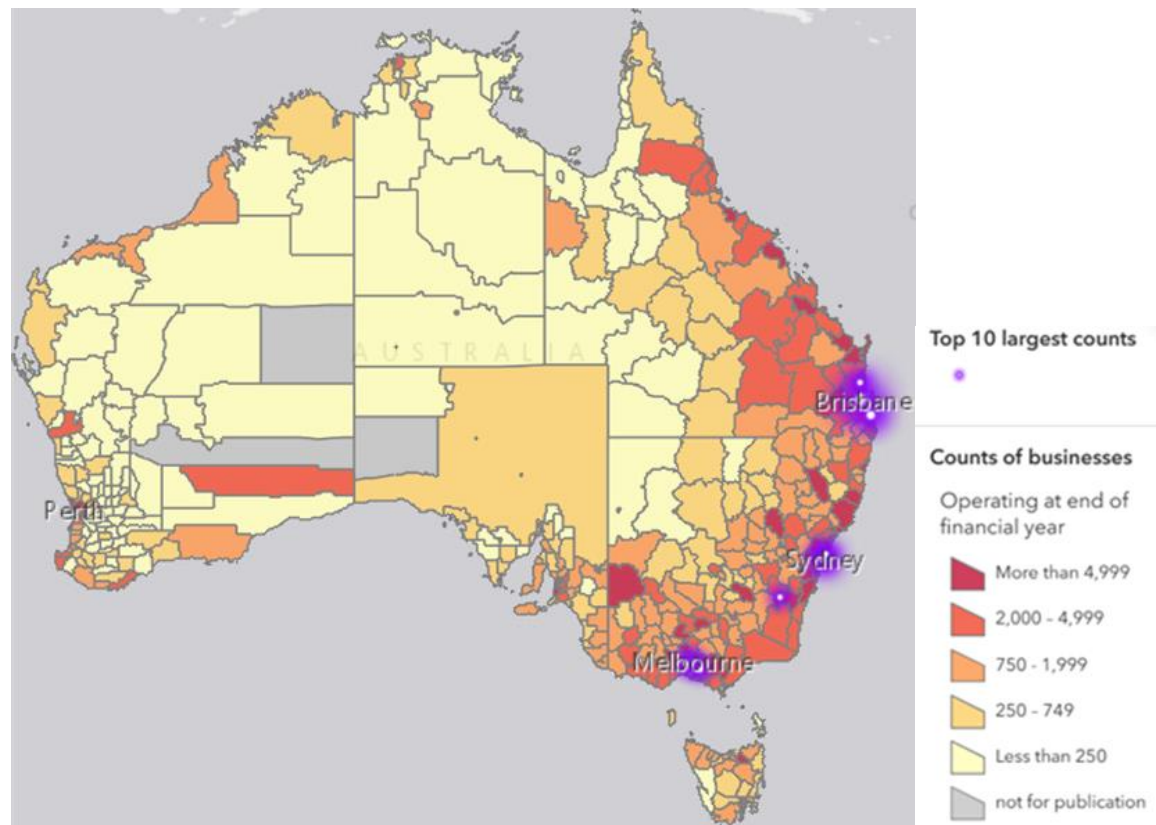


Table1

2015-2021 period gender average proportion	Male	Female	weight	Male*weight	Female*weight
Manager	58.96%	41.04%	65%	38%	27%
Business, Human Resource and Marketing Professionals	43.85%	56.15%	32%	14%	18%
Insurance Agents and Sales Representatives	36.66%	63.34%	3%	1%	2%
3 Occupation average	53.48%	46.52%			

## Appendix 2 Link to Dashboards

Link to the Dashboards

<https://public.tableau.com/app/profile/lingran.dong/viz/datavizforcoachjable/occupation>