

# Management and Marketing Recommendations

## 1. Reach More Students in Other Areas

**Finding:** Most students and most of the income come from Shiraz and Fars province. Other areas contribute only a small number of students.

**Recommendation:** Focus advertising in provinces with low student numbers (such as Hormozgan, Bushehr, or Kerman) to reach new audiences and generate additional income.

## 2. Encourage Students to Come Back for More Courses

**Finding:** More than 80% of students attend only one course. But students who take more than one course bring in a lot more income.

**Recommendation:** Create loyalty offers like discounts, point systems, or membership cards. Also, stay in touch with students after their first course to invite them back.

## 3. Offer Courses as Packages or in a Recommended Order

**Finding:** Many students sign up for more than one course at the same time. Popular combinations are burger + pizza, or sausage + nugget.

**Recommendation:** Introduce bundled course packages at preferential prices. Also, suggest the next course to take based on what students usually choose together.

## 4. Plan Courses Based on the Season

**Finding:** Summer and autumn are the busiest times with more students and more income. But course prices are not always adjusted to match the higher demand.

**Recommendation:** Schedule high-demand courses in Summer/Autumn, and use Spring/Winter for promotional campaigns or discounted classes to balance demand.

## 5. Adjust Courses for Different Regions

**Finding:** Some courses (e.g., kabab, traditional) are only popular in specific regions/seasons.

**Recommendation:** Customise course offerings by region and season to match local preferences; adopt a tailored approach instead of a one-size-fits-all model.

## 6. Refine Marketing Timing

**Finding:** Most classes are held close to the weekend, and students often sign up for multiple courses at the same time.

**Recommendation:** Consider running ads and sending messages earlier in the week to align with upcoming class days. Students can also be encouraged to register for multiple courses through combo deals.

## 7. Implement Feedback and Follow-up Systems

**Finding:** Lack of insight into post-course satisfaction and reasons for not returning.

**Recommendation:** Send short surveys after the course and follow up with emails or messages. This can help improve the courses and encourage students to return.

## 8. Try New Offers in Less Active Regions

**Finding:** Some new regions are slowly growing, even if they're still small.

**Recommendation:** Test short-term offers or beginner discounts in a few selected provinces. Evaluate the effectiveness of these offers and expand successful initiatives to other regions.