



RESEARCH PROPOSAL

Oxford Craighton School

APRIL 2022

Table of Content

- Research Background & Introduction
- Research Objective
- Existing Knowledge
- Intended Outcome
- Study Population and Target
- Research Design, methodology & Data Collection
- Approach
- Reporting & Analysis
- Budget
- Timeline

Research Background

Introduction

Oxford Craighton School is a member of Oxford Holdings. The academy is devoted to providing a rigorous holistic education program that effectively prepares the child(ren) for the future. With considerate and erudite faculty members, the school's vision is to deliver functional education so as to raise holistic global citizens.

Oxford Craighton School is committed to expanding by increasing the number of pupils enrolled in the school and has taken steps forward to conduct extensive research in other to understand her current visibility strength, and find out major drivers of school children enrolment across 4 territorial location in Alimosho, Lagos.

Research Objectives



The goal of the research is to understand the current visibility strength of the school, and find out the key determinant of parents/guardians' decision making on choosing best education for their children.

Also, some other key objectives of the study include;

- Know the socio-economic characteristics of the study population.
- Know their level of awareness in relation to the brand.

Existing Knowledge

18k+

Private Schools
are in Lagos according
to recent statistics

5k+

Of these private schools are
approved by government

N16k -N18k

is the average
tuition fee **per term**
for new entrant into primary level in Lagos

50k - 150k

is the tuition fee range **per term**
for Secondary student level in
Lagos

Private education in Nigeria is expected to grow further with enrolment forecast increasing to 21m by 2021; and \$4.5-5.0b of private investment is estimated in the next five years in Nigeria of which the investment opportunity for private organised sector is \$0.5-0.6m.



Intended Outcome

Based on the brief shared, we understand Sellmedia Group expect this study to guide their market plan designs and most efficient marketing approach towards the target demographics.

The report of this study will guide SellMedia Group in helping Oxford Craighton school increase its number of students enrollee and improve visibility within its established location.



Study Population and Target

Primary Target Population:

Parents/Guidians(Fathers and Mothers)

Secondary Target Population:

Children of School Age

Location:

- Gowon Estate
- Akowonjo
- Abesan
- Egbeda



Research Design, Methodology and Data Collection

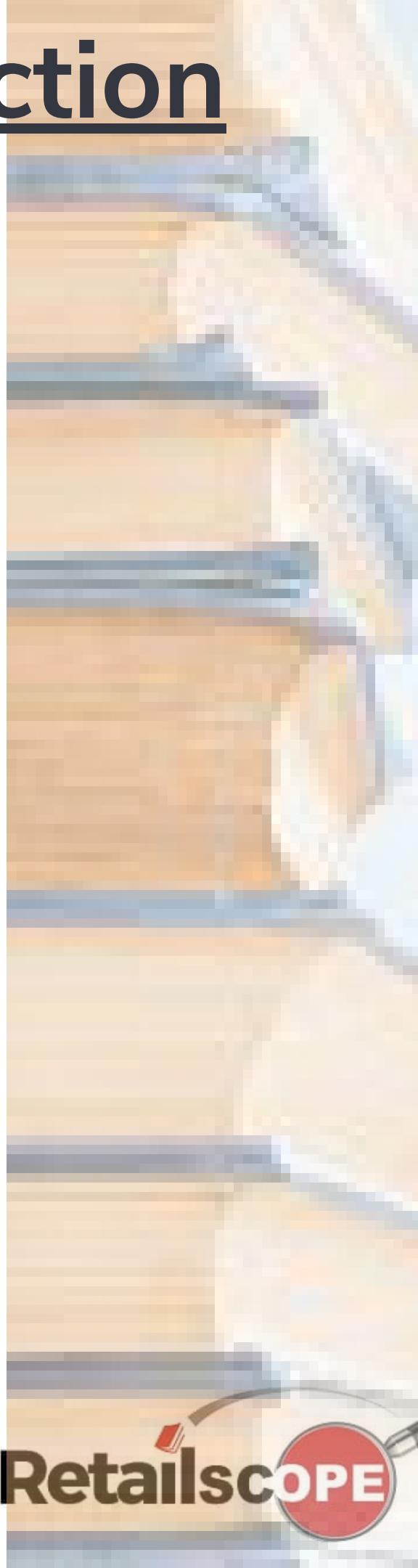
This research will be conducted using multi-design techniques, both quantitative and qualitative research techniques would be employed to answer the objective of the study. Also, this research will be designed as a cross-sectional research method.

Quantitative Research

Quantitative research is the process of collecting and analyzing numerical data. It can be used to find patterns and averages, make predictions, test causal relationships, and generalize results to wider populations

Qualitative Research

Qualitative research is a process of naturalistic inquiry that seeks an in-depth understanding of social phenomena within their natural setting. It focuses on the "why" rather than the "what" of social phenomena and relies on the direct experiences of human beings as meaning-making agents in their every day lives.



Research Design, Methodology and Data Collection

Sampling technique

This research would employ a multi-stage sampling method to select research participants for both quantitative and qualitative research.

For the quantitative research technique, participants will be selected using the convenience sampling method- participants will be selected based on their convenience to participate in the study.

For the qualitative research technique, participants will be selected using convenience and snowball techniques - that is each participant selected would help select another representative sample in the location.

Sample Size

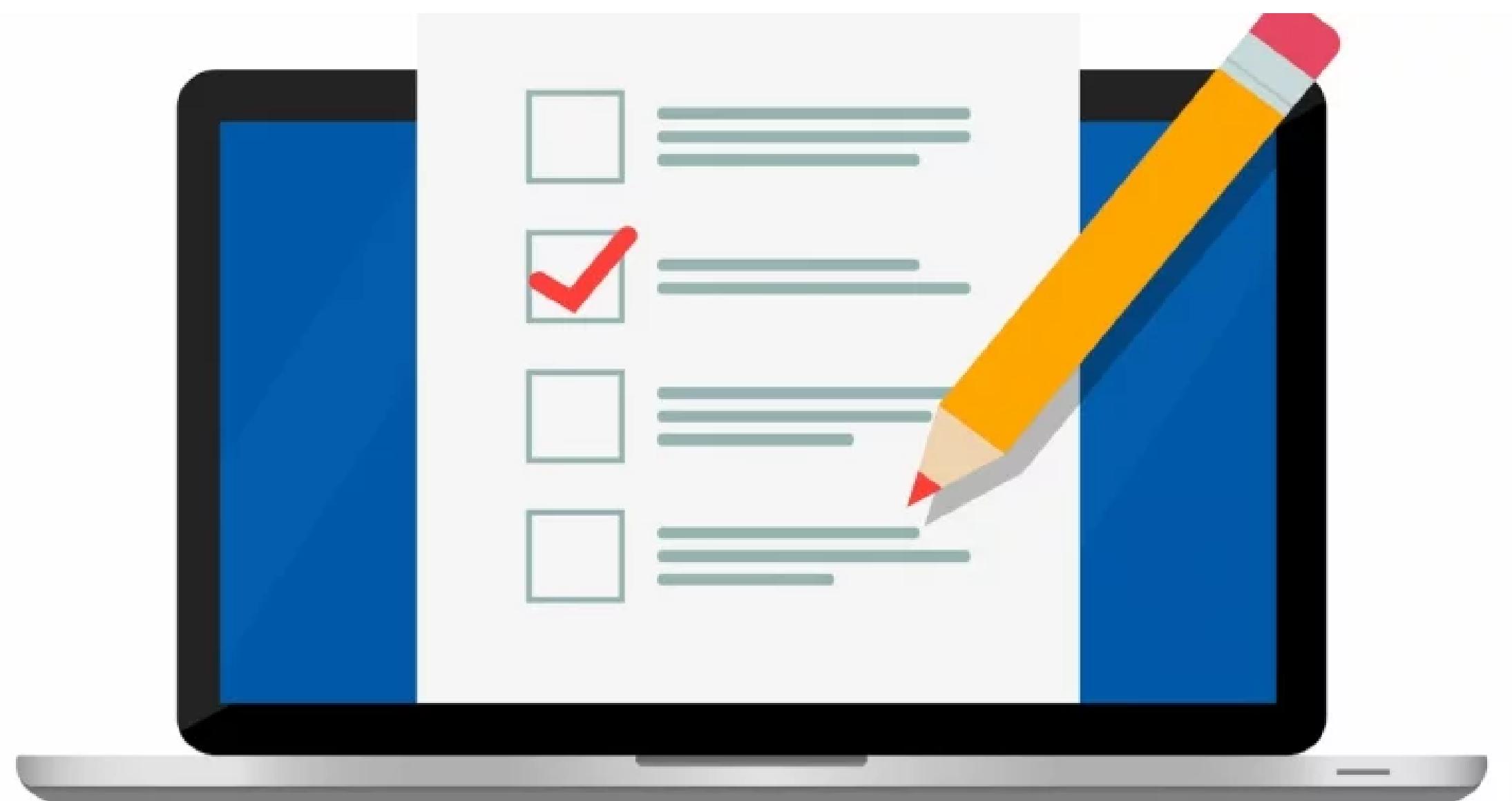
The sample size for each location will be determined by the population and relevance of demographic characteristics of the population to this study



Research Design, Methodology and Data Collection

Data Collection

Data will be collected through mobile application designed questionnaire, qualitative research tools(voice recorder, AI note taker board and interview timer)



Our Approach

Quantitative Research

Sample Size : 231

Egbeda : 90

Akowonjo: 60

Abesan and Gowon Estate: 81

Survey questionnaire will be administered by field research personnel to collect data and responses to the defined objectives and questions in the study.

Qualitative Research

Focus Group Discussion: 6 FGD

Egbeda : 2 FGD

Akowonjo : 2 FGD

Abesan and Gowon Estate : 2 FGD

In-depth Interview(IDI): 15 IDIs

Egbeda : 5 IDIs

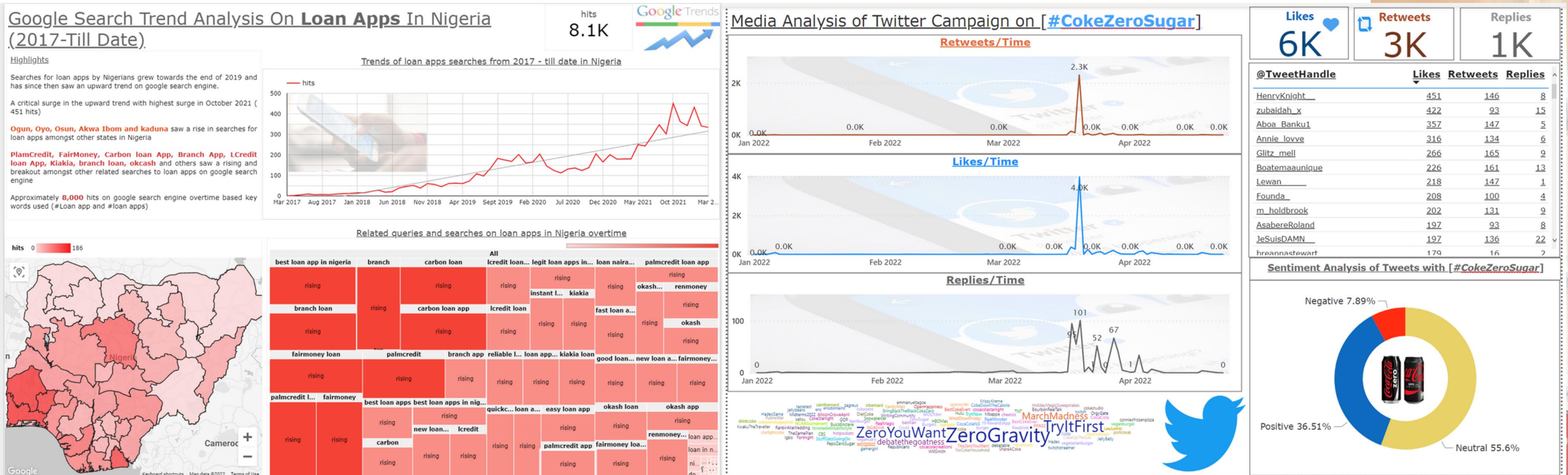
Akowonjo: 5 IDIs

Abesan and Gowon Estate: 5 IDIs

Each FGD will constitute 10 participant and 6 FGD will be conducted to enrich the responses from quantitative research, Also, 15 IDIs will be conducted to understand key individual perception on the school

Report Analysis

Data collected will be extracted and transformed into insights and visuals that will guide the decision-making of Sellmedia Group. The data collected will be analyzed using business intelligence tools like Microsoft PowerBI and Tableau.



Budget

Total Costing for Project

1.59Million

See excel sheet attached in mail for breakdown

Timeline

Project Timeline For Oxford Craigton School Research

<u>Task</u>	<u>Deliverables</u>	Days	Days								
			1	2	3	4	5	6	8	9	10
<i>Recruitment & Training</i>											
<i>Survey, FGD and IDIs</i>											
<i>Data Collation and Report Analysis</i>											
	<i>Report Review and Submission</i>										

*Thank
you!*

Contact Us

Head Office : 9, Jogunomi Street,
Gbagada Phase 2, Lagos



: <https://retailscope.africa/>



: info@retailscope.africa/
k.rasheed@hazonholdings.com



: 08178329565|08032679331