

# Tutoring business in Deipsloot recommendation report:

## 1. Business Structure

Adopt a hybrid model:

- **Nonprofit Element:** Focus on low-cost or subsidized tutoring for underprivileged children. This can attract grants, donations, and sponsorships from businesses and organizations interested in social development.
- **For-Profit Element:** Offer premium or private tutoring services for families in higher income brackets, ensuring sustainability.

### Legal Entity:

Register as a Non-Profit Company (NPC) with a trading arm or a Private Company (Pty Ltd) that dedicates a portion of profits to social initiatives.

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## 2. Target Audience

### - Primary Focus:

- Age groups **10–19 years (school-going age)** and young adults (20–24) preparing for exams or improving employability.
- Emphasis on children who completed **some secondary (47.8%)** or matric (30.7%) but lack further support.

### - Secondary Focus:

- Adults seeking **basic literacy** or **skills training**.
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### **3. Pricing Recommendations**

#### **Sliding Scale Pricing Model:**

- Offer tiered pricing based on income levels:
  - **No income or R1–R9,600:** Free or heavily subsidized.
  - **R9,601–R19,600:** Moderate pricing (e.g., R50–R100 per session).
  - **R19,601–R38,200 and above:** Full pricing (e.g., R150–R250 per session).

#### **Packages:**

- Group sessions (more affordable): R30–R50 per session.
  - One-on-one premium tutoring: R150–R250 per hour.
  - Discounts for multiple sessions or family enrollments.
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### **4. Curriculum and Offerings**

#### **Subjects:**

- Core subjects: Math, Science, English, and IsiZulu (most spoken language).
- Career-focused skills: Computer literacy, business studies, and language proficiency in English and IsiZulu.

#### **Levels:**

- Grade R to Grade 12, including matric rewrite programs.
- Basic adult education and employability skills training.

#### **Mode of Delivery:**

- In-person sessions at community centers.
- Mobile tutoring for hard-to-reach areas.

- Explore low-data online platforms for tech-savvy youth.
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## **5. Marketing Ideas**

### **Local Focused Strategies:**

#### **1. Community Outreach:**

- Partner with local schools, churches, and NGOs to spread the word.
- Offer free demo classes or workshops.

#### **2. Language-Inclusive Marketing:**

- Create materials in IsiZulu, Sepedi, and English to connect with the majority.

#### **3. Digital Marketing:**

- Utilize **WhatsApp** and **Facebook** (popular platforms) for announcements and scheduling.
- Offer affordable online study resources for those with cellphone internet access (16.6%).

#### **4. Incentives:**

- Discounts for early sign-ups or referrals.
- Provide stationery or learning kits as rewards.

#### **5. Visibility in Township Spaces:**

- Advertise in taxis, spaza shops, and clinics.
  - Posters and banners in local hotspots.
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## 6. Technology and Tools

### - Mobile First Approach:

Create an SMS or WhatsApp bot for easy communication.

### - Low-Cost Platforms:

Develop a basic website or use free tools like Google Classroom or Khan Academy for online resources.

### - Offline Support:

Provide printable worksheets for families without internet access (76.1%).

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## 7. Partnerships

- Collaborate with local businesses for funding or shared spaces.
  - Engage with government initiatives focused on education and youth employment.
  - Approach corporate sponsors through CSI (Corporate Social Investment) programs.
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## 8. Financial Planning

### - Start-Up Costs:

- Rent a small venue or utilize free community halls.
- Invest in basic teaching materials (whiteboards, books, computers).

### - Revenue Streams:

- Tutoring fees.
  - Grants and donations.
  - Corporate sponsorships.
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## **9. Impact Metrics**

To gauge success:

- Number of students enrolled and their academic improvement.
  - Attendance and participation rates in classes and workshops.
  - Partnerships established and funds raised.
  - Community feedback and satisfaction.
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### **Potential Impact**

This model aligns with Diepsloot's demographics and needs:

- Provides educational support to youth and adults.
- Addresses unemployment by enhancing skills.
- Contributes to social upliftment, making it attractive to funders and stakeholders.