

VIETNAM NATIONAL UNIVERSITY, HANOI
INTERNATIONAL SCHOOL



ENTREPRENEURSHIP
BUSINESS PLAN FOR EDUNEXT GLOBAL

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I. Executive Summary

This report assesses a strategic expansion opportunity for **Edunext Global** focusing on high-growth areas within the Vietnamese education market: specialized English proficiency for academic purposes, business communication, and youth development. Recognizing the increasing demand for high-quality English language instruction and the evolving needs of Vietnamese learners, this analysis suggests that Edunext Global is uniquely positioned to proactively target these sectors. The current English language training market in Vietnam, while broad and competitive, significantly benefits from a concentrated focus on high-impact, results-driven programs, and cutting-edge pedagogical approaches that are not easily accessible through traditional language centers. This targeted approach would allow Edunext Global to cater to a wider audience seeking to enhance their English skills for global integration and professional advancement, distinguishing itself from competitors who offer more generalized language services. Leveraging Edunext Global established infrastructure, this strategic shift involves identifying popular, high-demand programs within these sectors and ensuring a seamless learning experience and clear progression pathways. Key differentiating factors will include personalized learning powered by AI, offering adaptive curricula and feedback tailored to individual student needs. Furthermore, the integration of connections with international mentors and experts will provide invaluable real-world insights and global perspectives. To enhance learner motivation and engagement, gamification of content will be implemented, making the learning process interactive and rewarding. Beyond language acquisition, Ocean.edu will also offer career orientation and study abroad consulting, providing holistic support for students' future endeavors. Further research and analysis will be vital to pinpoint specific program opportunities and optimize the delivery chain for these targeted categories.

II. Business Concept

Name: Edunext Global

Logo:



Figure 1. EDUNEXT GLOBAL's logo

Address:

Hanoi Headquarters: No. 10, Alley 123, Chua Lang Street, Lang Thuong Ward, Dong Da District, Hanoi

Ho Chi Minh City Branch: 5th Floor, IPH Building, No. 456, Nguyen Thi Minh Khai Street, Ward 5, District 3, Ho Chi Minh City

2.1. Problem to solve and solution

In the modern interconnected world, having proficiency in English has become a crucial skill for succeeding academically, advancing careers, and engaging in global communication. This trend is particularly prominent in Vietnam, where there is a rapidly growing demand for high-quality English education, driven by the country's integration into the global economy and the aspirations of its youth. However, direct access to truly effective and engaging English learning often encounters substantial obstacles, including traditional teaching methods that lack personalization, limited exposure to native English speakers and global contexts, and inadequate support for sustained motivation and career guidance. These challenges commonly hinder Vietnamese learners from fully tapping into their English language potential and reaching their academic and professional objectives.

Edunext Global tackles these challenges by providing a streamlined, student-focused solution for English language learning. The center oversees all facets of the learning journey - including tailored curricula, access to native-speaking instructors, and guidance for careers -

empowering Vietnamese students to develop their English proficiency with confidence and depth. Edunext Global's curated offerings encompass high-demand areas such as academic IELTS/TOEFL preparation, business English communication, and vibrant youth development programs, thoughtfully designed to meet the diverse preferences and future aspirations of learners in Vietnam.

Edunext Global aims to close linguistic and contextual gaps, ensuring both accessibility and effectiveness. By directly connecting Vietnamese learners to customized learning pathways, international mentors and specialists, and engaging content, Edunext Global provides access to a global standard of English education while removing typical complexities. This approach not only saves time and effort but also fosters trust among learners, transforming English language acquisition into a seamless and enjoyable experience for the Vietnamese market.

2.2. Business strategy

2.2.1. Business overview

Edunext Global is an innovative platform that links students to high-quality, effective English language education. By addressing the rising demand for areas such as academic English, business communication, and youth development, Edunext Global removes traditional barriers like outdated teaching techniques, limited access to native speakers, and a lack of personalized learning paths. The center's strength lies in its capacity to simplify the intricate journey of learning English, particularly for younger generations shaped by global trends and the necessity for international communication. With a commitment to providing a smooth and student-friendly experience, Edunext Global connects Vietnamese learners with a wide-reaching global standard of English education.

2.2.2. Business strategy

The strategy of Edunext Global is founded on three core pillars: personalized learning, global connections, and career orientation, along with study abroad guidance. To penetrate the market, Edunext Global leverages advanced AI platforms for customized learning schedules and utilizes social media campaigns to raise awareness about its courses. Regarding operations, the center prioritizes student success by delivering personalized learning

experiences powered by AI, linking students with international advisors and specialists, and offering comprehensive support that includes career orientation and overseas study guidance. Strategically, Edunext Global incorporates engaging content to foster an interactive and highly stimulating learning environment, while continuously updating its curriculum to ensure relevance and effectiveness, thereby encouraging long-term engagement and language excellence among students.

2.2.3. Vision

Edunext Global English Center aspires to become one of the most respected and high-quality foreign language training institutions in Vietnam. Our goal is to establish a learning community where everyone, especially the younger generation, can access and master English, thereby confidently integrating and flourishing in a global context.

2.2.4. Mission

Edunext Global's mission is to deliver effective, student-centered English language instruction tailored to each individual's learning objectives. We are dedicated to creating a positive, creative, and stimulating learning environment where each student not only enhances their language skills but also hones their thinking, communication, and international integration abilities.

2.2.5. Long-term strategy

Edunext Global is dedicated to becoming Vietnam's foremost innovative and reliable English education platform. By utilizing AI to deliver tailored learning suggestions and a safe online learning atmosphere, Edunext Global intends to elevate the educational experience. Emphasizing transparency, quality assurance, and trustworthy knowledge, the center also aims to implement sustainable growth models to position itself as a scalable and future-ready education provider.

2.2.6. Short-term strategy

The immediate goal is to draw in young learners and professionals through high-quality, engaging English programs. Edunext Global plans to leverage AI for customized learning,

execute localized branding campaigns, and foster strong community involvement. This strategy enhances loyalty and prepares the center for swift expansion in Vietnam's English education sector. Key offerings include connections with international mentors, gamified content, and advice on careers and studying abroad.

2.3. Business Legal Structure

Limited liability company

2.4. Business model canvas

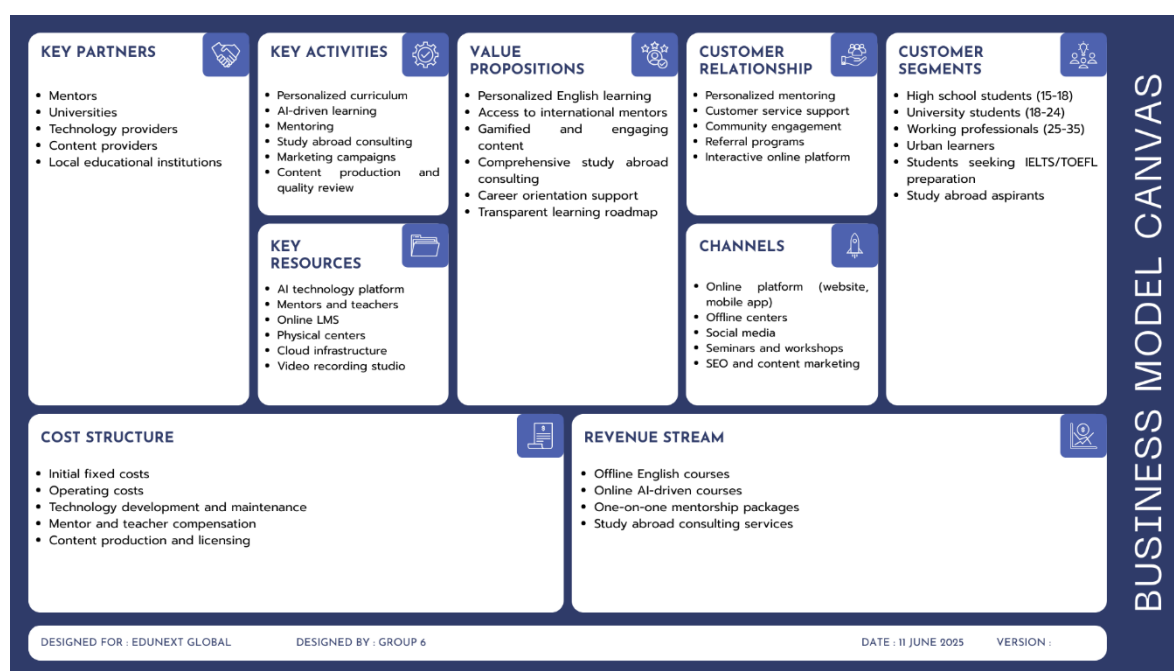


Figure 2. EDUNEXT GLOBAL's business model canvas

2.5. Product/Service provided

Edunext Global delivers a comprehensive, technology-driven educational platform that personalizes learning experiences using the capabilities of Artificial Intelligence (AI). By evaluating each learner's strengths, weaknesses, pace, and preferences, the system automatically tailors content difficulty, lesson pathways, and review schedules. This guarantees a customized approach that maximizes retention and progress for each student.

To expand learners' perspectives and enhance their confidence in utilizing English in real-world situations, Edunext Global offers seamless access to mentors and international

specialists. Through planned one-on-one sessions, live workshops, and interactive group discussions, learners directly interact with seasoned professionals from English-speaking nations. This not only improves language fluency but also fosters cross-cultural understanding.

In addition, Edunext Global maintains motivation and engagement by gamifying educational content, turning lessons into quests, challenges, and achievement systems. Learners accumulate points, badges, and rankings as they complete modules, fostering a sense of progress and reward that keeps them continuously engaged in their learning journey.

Furthermore, Edunext Global extends beyond language instruction by providing career guidance and consultancy for overseas education. Learners benefit from advice on future academic pursuits, scholarship opportunities, and the application processes for leading universities abroad. Tailored career assessments and expert recommendations assist learners in charting realistic and fulfilling paths based on their goals and interests.

III. Marketing Plan

3.1. Industrial analysis

To understand the education and study abroad consulting industry in Vietnam in 2025, we use the Porter's Five Forces model (*Porter, 2008*) to assess the challenges in the industry.

3.1.1. Threat of New Entrants

Despite the huge potential value of about \$3.5 billion in the Edtech market, there are still many regulatory barriers and rigid education policies that slow down innovation in education in Vietnam (*Binh Minh, 2025*). Vietnam is said to still lag behind countries such as the United States, the United Kingdom, Australia, Canada, etc. because of limited administrative procedures that lead to slow integration of educational technologies. Resolution 57 (*Government, 2025*) is considered a turning point, allowing computer-based learning and testing.

To operate a foreign language center, two main licenses are required: IRC (investment registration certificate) and BRC (business registration certificate). In addition, a certificate of meeting different standards is required, the Department of Education will send civil servants to inspect before issuing, then wait for approval, completing the application takes about 1 month or even longer (*Micheal Dinh, 2023*).

The initial investment cost in the field of English education and study abroad consulting is quite high, including costs for facilities, personnel and technology. Training facilities need at least 20 million VND for each student, unless cooperating with a unit with available infrastructure. Enterprises must meet requirements such as renting premises for at least 5 years, fully equipping classrooms, recruiting qualified teachers and completing legal procedures (*Micheal Dinh, 2023*). In addition, investing in modern technology platforms such as AI, online learning, and data analysis is required to compete (*Hoa, 2024*).

In the education and EdTech industry, brand and reputation play a key role in attracting students, partners and investors. Although not always seen as an obvious barrier, a strong reputation is a decisive factor for long-term success. Building trust through success stories,

positive feedback from learners and practical evidence helps increase the credibility of the brand. Models such as MindX, Teky, Vuihoc, Edupia and Prep have shown that having a strong brand helps businesses stand out in a competitive market. In the context of rapidly changing learner tastes, the ability to provide real value and focus on users contributes to maintaining and developing the reputation of the organization (*Hoa, 2024*).

The demand for learning English is increasing and the market potential is large (*Micheal Dinh, 2023*). The market is considered dynamic, with rapidly changing customer trends and preferences, opening up many opportunities for new businesses (*Hoa, 2024*). Organizations that are able to innovate, apply technology to improve quality and personalize products will have a clear competitive advantage. Therefore, new brands can still attract learners if they meet the specific needs of the market well.

EduNext has enough technological potential when applying AI to personalize learning paths and gamify content, acting as a bridge between students and mentors, foreign experts, to guide careers and study abroad consulting.

3.1.2. Bargaining Power of Suppliers

With Edunext operating in the technology platform space, understanding the power of international vendors and localization opportunities is key to expanding market share.

Table 1. Analysis of Key Supplier Groups in the Vietnamese EdTech Market

Supplier Group	Key Description	Dependency & Substitutability	Supplier Power
1. Technology & Platforms	Includes hardware, software, LMS platforms, virtual classrooms, AI, IoT, and learning data. Key suppliers:	Some advanced technologies (e.g., AI, IoT) still rely on foreign providers. While local companies (e.g., FPT, Viettel)	Moderate: The presence of multiple providers limits monopoly power, but proprietary technologies and large

	Samsung, ViewSonic, AWS, FPT, Viettel, VNPT.	offer alternatives, switching costs are high due to deep system integration.	platforms still hold significant influence.
2. Content & Curriculum	Covers digital learning content, interactive modules, e-books, STEM/STEAM programs, and localized educational materials. Key providers: OLM, Kiến Guru, Monkey Junior, Topica, Egroup.	High investment is needed to produce quality localized content. Once integrated, content is hard to replace. Intellectual property violations (e.g., piracy) remain a challenge.	Moderate: Despite risks of content duplication, providers with localized and high-quality content aligned with the Vietnamese curriculum retain competitive advantages.
3. Teachers & Instructors	Includes K-12 teachers, university lecturers, language center instructors, corporate trainers, and learning advisors. Over 127,000 teacher vacancies reported in 2023 (MOET).	Severe labor shortage, particularly in English, ICT, music, and arts. Substitution is difficult due to the need for both pedagogical and subject-matter expertise.	High: The talent shortage gives this group strong bargaining power in salary negotiation, job selection, and workload management.

4. Support Services	Includes market entry consulting, legal advisory, partner connections, learning space rental, and startup incubation services.	High competition across service providers. Many services are interchangeable depending on specific needs.	Low to Moderate: Intense competition reduces bargaining power, although firms with strong networks and experience maintain some leverage.
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Source: (Binh Minh, 2025; Cam Thi, 2024; Hoa, 2024; Micheal Dinh, 2023; “Vietnam Education Market Size, Share, Trends, Forecast 2030,” n.d.), compiled by author.

To reduce dependence on the above suppliers, Edunext creates its own proprietary learning materials, builds an internal team of mentors and teachers to easily control quality, and applies open source learning platforms to customize and reduce licensing costs.

3.1.3. Bargaining Power of Buyers

Customers are mainly individuals (students, students, employees), not organizations that buy in large quantities. Due to the small transaction size, the bargaining power of each individual customer is low. However, the total power can increase if other factors such as low switching costs or high comparability exist.

Customer psychology and behavior include:

- **Switching costs:** Although they exist (time, effort, risk), they are not too high, increasing the possibility of customers switching suppliers.
- **Compare prices and services:** The more standardized the service, the easier it is for customers to compare thanks to the internet and word of mouth, thereby increasing bargaining power.
- **Price sensitivity:** Depends on personal budget and the importance of the results. People with limited budgets or goals that do not require high quality (for example, studying for a basic certificate) are often more price sensitive than those pursuing large goals such as scholarships, studying abroad.

Most customers are small individuals, so the bargaining power of each individual is low. However, if factors such as low switching costs or easy comparison appear, the total power can increase.

Customers consider price, quality, brand reputation, certifications and recommendations. If the service has a strong impact on the outcome (study abroad, scholarship), they prioritize quality. Conversely, if the goal is simple, they will be price sensitive. Strong brands help reduce price comparisons and increase the ability to differentiate.

The power of buyers in the industry is generally low to medium, depending on the segment (Porter, 2008). Individual segments often have low power; segments with comparable ability or low switching costs may have higher power.

3.1.4. Threat of Substitutes

The convenience and low cost of free/paid self-learning apps or content on platforms creates a strong edge in the industry. However, this is also an opportunity for Edunext to position itself differently.

Popular alternatives include: English learning apps such as Duolingo and ELSA Speak, Cake, video platforms such as YouTube, TikTok. Duolingo offers a free gamified learning experience with over 300 million global users (Loewen et al., 2020; Ouyang et al., 2024), while ELSA Speak uses AI technology to support personalized pronunciation (Karim et al., 2023) and Cake similarly helps with audio editing and basic communication (Aqilah, 2024). At the same time, learners also have easy access to IELTS learning videos (YouTube channels with millions of followers (“YouTube Channel Statistics - Viewstats,” n.d.), sharing study abroad experiences and free but also personalized advice.

The cost advantage and accessibility are the strengths of these types of alternatives. Many platforms are free or low-cost, easy to use and accessible anytime, anywhere. This is especially attractive to learners with budgets or short-term goals.

Table 2. Comparison of Substitute English Learning Platforms and Their Threat Level to Edunext Global

Application Name	Key Features	Threat Level	Comparison with Edunext
Duolingo	Free, gamified, vocabulary-focused – suitable for beginners	High	Lacks personalization and 1-on-1 mentoring; no support for academic/professional goals
ELSA Speak	AI-driven pronunciation feedback, focuses on speaking skills	High	Specialized in pronunciation only; lacks comprehensive language or study guidance
Cake App	English learning via short-form, TikTok-style videos	Medium	Entertaining but lacks structured curriculum and personalized mentoring
YouTube / TikTok	Self-study via vlogs, study abroad tips, IELTS hacks, etc.	High	Free but unstructured content; lacks customized support and expert feedback
Edunext Global	1-on-1 mentorship, AI-personalized roadmap, study abroad consulting	—	Comprehensive, goal-oriented, with academic/life coaching and tailored guidance

Edunext Global confidently aims to be a comprehensive and interactive system that provides English courses, career guidance and study abroad consulting. We help students connect with international mentors 1-1, while providing a transparent study abroad roadmap that is not available in alternative products. In addition, Edunext uses AI to customize the learning roadmap based on individual needs, suitable for those with specific academic and career goals and preparing to study abroad. Free products can hardly replace Edunext's specialized services.

3.1.5. Industry Rivalry

As one of the top 10 fastest growing e-learning markets, Vietnam has around 200 EdTech startups (“Vietnam remains a key growth market in Southeast Asia,” 2023), creating increasingly fierce competition. Edunext currently faces major competitors including: (1) traditional English centers such as VUS, ILA, Apollo; (2) online learning platforms such as Cambly, ELSA, LangGo, ZIM; and (3) independent study abroad consulting companies.

The intensity of competition is increasing due to factors such as: similar products and services, customers being able to switch suppliers easily (Porter, 2008) and the explosion of educational technology. While the industry is growing due to the increasing demand for English learning, especially K-12 and studying abroad due to the rising cost of studying in international schools in the country (“Vietnam remains a key growth market in Southeast Asia,” 2023), the presence of many competitors with different scales and strategies has caused the market share to be fragmented and the competitive pressure on price, quality, and service personalization has become fierce.

To adapt, Edunext has implemented a differentiation strategy by integrating English learning with technology, personalized consulting, and a companion mentor model. This approach both enhances the learning experience and creates hard-to-copy added value, helping Edunext minimize the negative impact of zero-sum competition and move towards a sustainable competitive advantage in the long term.

3.2. Customer analysis

3.2.1. Identify Target Customers

Target customers range from high school students (15–18 years old), university students (18–24 years old) to working people (25–35 years old). In particular, the age group from 16–30 accounts for about 28% of the Vietnamese population (Thanh Hang, 2024), showing great market potential.

Urban centers such as Hanoi and Ho Chi Minh City are areas with high demand for English training and studying abroad. Meanwhile, rural learners have a lower rate of access to

vocational education (9%) than urban learners (30.9%) (“Market Report – Vietnam – Education – BMI,” n.d.), reflecting the difference in learning opportunities.

Customer’s demand includes:

- Academic and communication English: The demand for learning English has increased sharply to meet the requirements of admission, study, and career advancement in the context of international integration.
- International certificate exam preparation: Many students and working people need to practice IELTS and TOEFL to serve the goal of studying abroad or developing their careers.
- Study abroad: The demand for studying abroad has increased due to the limited quota for admission to domestic public universities, the desire to access high-quality education and the opportunity to settle and work abroad.
- Alternative education options: Students who fail public high school or public universities seek options such as private schools, vocational education, continuing education centers or studying abroad.

Customer profile:

- High school students need to achieve IELTS 6.5+ to apply for studying abroad.
- Final year students looking for international exchange or scholarship opportunities.
- Working adults aged 25–35 who want to improve their English communication skills to enhance their career status or prepare for international work opportunities.

Learning habits of learners increasingly prefer online learning due to its flexibility and cost savings. Popular platforms include learning apps (50%), online lectures (33%) and YouTube (32%) (Nhunghh, 2023). This habit has grown strongly after the COVID-19 pandemic, creating favorable conditions for EdTech models.

3.2.2. Value Proposition Canvas

Customer needs:

- Flexible course schedules that accommodate individual time constraints.
- Personalized mentoring to provide clear guidance and tailored support.
- Transparent and reliable study abroad consulting services.
- Reasonable tuition fees aligned with service quality and learners' financial capacity.

Pain Points (Challenges):

- High tuition costs pose a barrier to accessing quality educational programs.
- Lack of individualized support results in ineffective learning and confusion.
- Study abroad information is abundant but overly complex, making it difficult for students to navigate and make informed decisions.

Jobs to Be Done (Customer's goal):

- Achieve the required IELTS score for desired academic institutions or programs.
- Select the right academic major and university that align with personal goals, capabilities, and financial resources.
- Develop confident English communication skills for academic success and cultural integration in an international environment.

3.3. Key Competitors Analysis

Table 3. Competitive Analysis Grid of Edunext's competitors

Criteria	ILA Vietnam	VUS	Apollo English	YOLA	IDP Education
Field of Operation	English center, study abroad consulting, 21st Century skills training	English center, international certification test preparation	Premium English center, teacher training	IELTS, TOEFL, SAT test preparation center	Study abroad consulting, IELTS test organization

Scale	73+ centers in 15 provinces/cities, over 3,000 staff	80+ centers, over 2,700 teachers and teaching assistants	39 centers, over 1,000 staff	11 branches, 51–200 staff	Global operations, offices in Vietnam
Estimated Market Share	One of the leading English training providers in Vietnam	One of the leading English training providers in Vietnam	Leading competitor in English training in Vietnam	Competitor in test preparation market in Vietnam	Leading competitor in study abroad consulting in Vietnam
Target Audience	Children from 3 years old, students, adults, businesses	Children, students, adults	Children from 3 years old, students, adults	Students preparing for tests	Students and learners with study abroad needs
Strengths	21st Century skills training programs, quality teaching staff	Diverse programs, internationally standardized curricula	High teaching quality, native-speaking teachers	Guaranteed outcomes, small class sizes	Global network, partnerships with international universities

Weaknesses	Limited teaching support technology	Reduced number of classes, affecting teachers' income	High prices, reduced profitability	Small scale, few centers	Dependence on immigration policies of destination countries
Product Quality	Comprehensive skills training programs, quality teaching staff	Diverse programs, internationally standardized curricula	High teaching quality, native-speaking teachers	Guaranteed outcomes, small class sizes	Professional consulting services, reputable partners
Price Range	High, suitable for mid to premium segment	Medium, suitable for majority of learners	High, targeting premium segment	Medium, suitable for test preparation students	High consulting and service fees
Geographic Locations	15 major provinces/cities	Many provinces/cities nationwide	Focused in major cities	Focused in Ho Chi Minh City	Offices in major cities
Promotions/Marketing	Campaign promoting 21st Century skills	Tuition discount programs, social media marketing	Premium brand promotion, international cooperation	Guaranteed outcomes, free retake classes	Global marketing campaigns, partnerships with universities

SWOT analysis

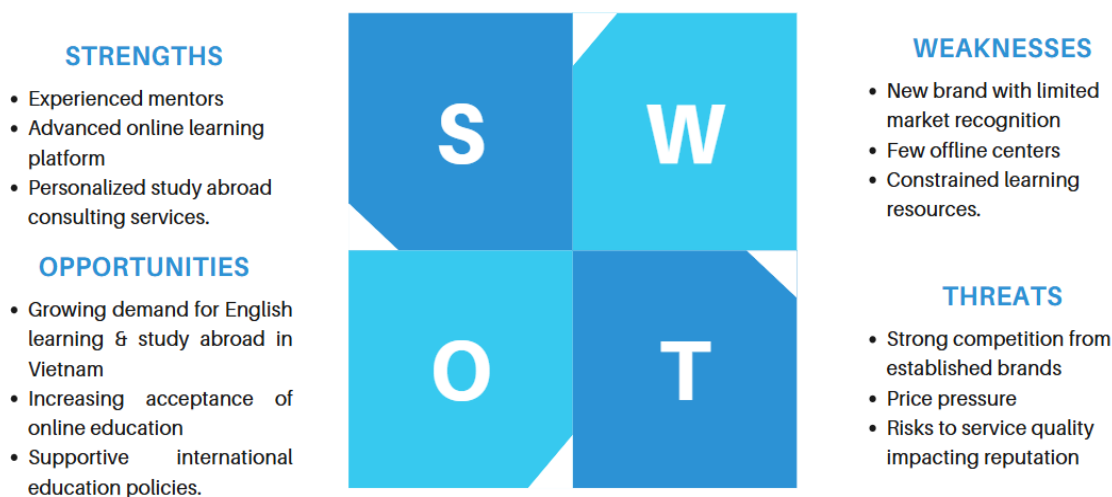


Figure 3. SWOT analysis for EduNext

3.4. Marketing model

3.4.1. Product

Edunext's products include high-quality courses, mentoring services and study abroad consulting, combining online and face-to-face learning. IELTS English courses, communication with personalized curriculum, integrated with AI technology. High-quality 1-1 Mentor service to help students study and orient their careers appropriately. Study abroad consulting services with a clear and transparent roadmap.

3.4.2. Price

Objective: Position Edunext as a quality, affordable choice for the mid-range segment, while increasing student access and retention.

Pricing strategy: Edunext applies a price of **VND 180,000/hour, more competitive than ILA, Apollo**, aiming to balance costs and values such as a team of experienced mentors, a personalized online learning platform, and in-depth consulting services. The price is designed to compete with large centers, while maintaining appropriate profit margins.

In addition, EduNext also implements flexible learning packages, incentive roadmaps and free trial policies, contributing to enhancing the experience and creating motivation for long-term registration. However, we still face the risk of being compared to other centers, but have not yet competed in terms of reputation.

Table 4. Price comparison table of English centers

Center	Average Tuition/hour	Price Segment
VUS	~100,000 VND	Mid-range
YOLA	~153,000 VND	Mid-range
ILA	~203, 824 VND	Premium
Apollo	~192,308 VND	Premium
Edunext (planned)	180,000 VND	Mid to Upper Mid-range

(Source: Nguyễn Hoàng, 2023)

- **Place: Edunext implements a hybrid distribution model between online and offline channels to optimize access to learners nationwide.**
 - Online channel: Students can access the curriculum via the Edunext website and application, allowing flexibility in time and location of study, especially suitable for students in remote areas or those who do not have the conditions to go to the center. The online learning system is designed to be modern, easy to use, and supports effective interaction between students and lecturers/mentors.

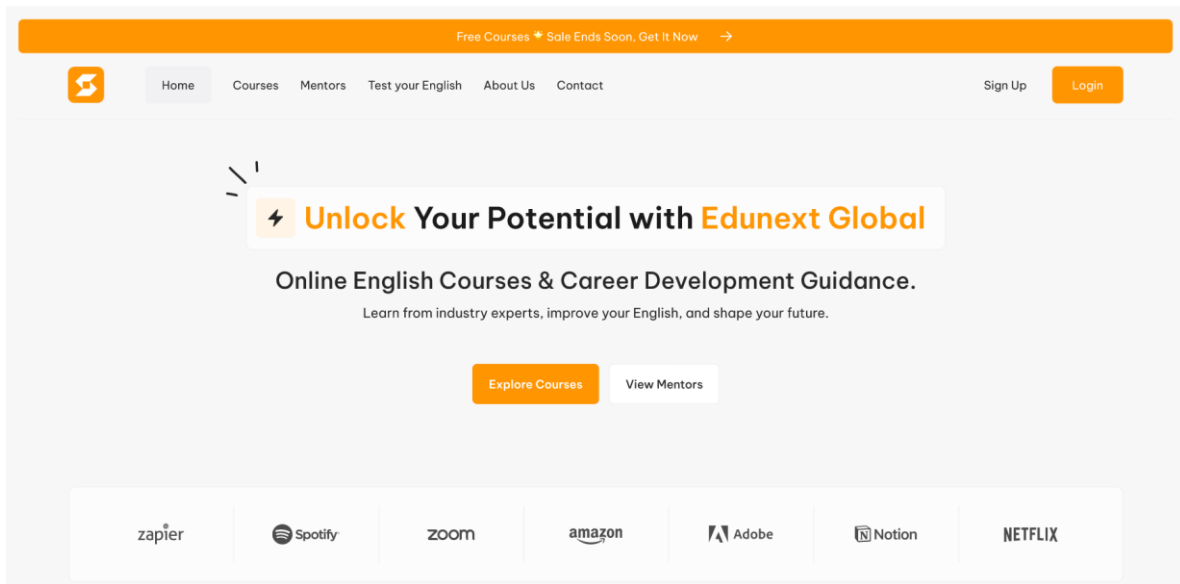


Figure 4. Demo Homescreen website EduNext

- Offline channel: Edunext's learning centers are located in major cities such as Hanoi and Ho Chi Minh City, serving as venues for orientation sessions, workshops, or in-depth learning as needed.
- Strategy: Focus on developing an online platform to scale and reach nationwide at optimal cost, while maintaining a system of physical centers in major cities to build brand credibility and support in-depth training activities.

- **Promotion:**

Edunext's communication strategy is built on multiple channels to increase brand awareness and effectively attract students:

- Social networks: Deploy advertising on Facebook, TikTok, Instagram platforms focusing on student success stories such as achieving IELTS 7.0+, successful study abroad, to create trust and attract attention.
- Seminar: Organize free study abroad consulting seminars in key cities such as Hanoi, Ho Chi Minh City, creating conditions for direct meetings, consultation and building relationships with potential customers.
- Referral program: Apply a student referral program with discount incentives to encourage current students to refer friends, rapidly increasing the number of registrations.

- SEO and Content marketing: Optimize the website with focus keywords such as “cheap IELTS study”, “reputable study abroad consulting” to improve search rankings and increase organic traffic.

Objective: Increase brand awareness and attract at least 1,000 students in the first 6 months.

Activities	June	July	August	September	October	November
1. Social Media Ads						
→ Prepare content						
→ Ads (Meta/TikTok)						
→ Analyze & optimize						
2. Organized seminar						
→ Prepare (location, PR)						
→ Seminar takes place						
→ Follow-up lead						
3. Referral program						
→ Build program						
→ Deploy						
→ Summarize & improve						
4. SEO & Content						
→ Keyword research						
→ Write SEO-standard articles						
→ Optimize SEO techniques						
→ Monitor & update						

Figure 5. Marketing promotion of Edunext in 6 months

IV. Financial Plan

EduNext Global was founded with the goal of introducing a contemporary learning model that combines personalization with AI technology, the company of international mentors, and a specially created study abroad roadmap in response to the growing demand for English language instruction and study abroad consulting, particularly in Vietnam's major cities. From the start, a realistic and systematic financial plan is essential to achieving this objective. The financial plan was built with a starting capital of 1 billion VND, to ensure payment for core items such as: facilities, technology, human resources, marketing and operations in the first 6 months - the key stage to verify the model and reach the break-even point.

4.1 Initial fixed costs

In the initial phase, costs are allocated according to the principle of "effective investment, risk savings", focusing on 4 main pillars: Facilities - Technology - Human resources - Marketing.

Table 5. Initial fixed costs

Item	Cost (VND)	Notes
Legal registration & licensing	10,000,000 VND	Business license, tax code, company seal
Office rental (6 months)	120,000,000 VND	~20 million/month for 1 classroom + office
Renovation & furnishing	100,000,000 VND	Furniture, AC, decoration
Teaching equipment (projector, computer, speakers...)	60,000,000 VND	Initial hardware setup
Website + LMS + app development	80,000,000 VND	Online learning & student management platform

Software licenses (Zoom, Canva, AI tools)	10,000,000 VND	6-month licenses
Launch marketing campaign	100,000,000 VND	Facebook, Tiktok, Google ads
Recruitment + staff training	40,000,000 VND	For teachers and mentors
Branding, signage, learning materials	30,000,000 VND	Printing, uniforms, logo design

Total fixed cost: VND 550,000,000

4.2. Operating Costs (First 6 months)

Table 6. Operating costs (First 6 months)

Item	Cost (VND)
Staff salaries (2 full-time, 3 part-time)	180,000,000
Mentor costs (hourly pay)	60,000,000
Monthly marketing campaigns	60,000,000
Utilities & internet	15,000,000
Software & website maintenance	10,000,000
Depreciation & minor repairs	5,000,000

Total operating cost (6 months): VND 330,000,000

Total start-up costs for the first 6 months:

= Fixed costs + Operating costs

= 550,000,000 + 330,000,000 = 880,000,000 VND

Risk reserve (10%): 100,000,000 VND

Total expenditure: 980,000,000 VND

Remaining: 20,000,000 VND (cash reserve)

4.3 Revenue and profit projections (First 6 months)

4.3.1. Key Services & Pricing

Table 7. Key services & Pricing

Service	Price (VND)	Target Clients
English course (offline, 12 sessions/month)	2,000,000/month	40 student
Online course with AI platform	1,200,000/month	30 students
1:1 Mentorship package (4 sessions/month)	1,500,000/month	15 student
Study-abroad consulting package	5,000,000/once	10 student

4.3.2. Estimated Monthly Revenue

Table 8. Estimated monthly revenue

Service	Monthly Revenue (VND)
Offline classes	2,000,000 x 40 = 80,000,000
Online classes	1,200,000 x 30 = 36,000,000
1:1 Mentorship	1,500,000 x 15 = 22,500,000

Study abroad consulting	5,000,000 x 2 = 10,000,000
Total/month	148,500,000

=> 6-Month Total Revenue: ~891,000,000 VND

4.3.3. *Estimated Profit After 6 Months*

Table 9. Estimated profit after 6 months

Item	Amount
Gross revenue	891,000,000
Minus operating costs	330,000,000
Gross profit	561,000,000
Minus fixed startup costs	550,000,000
Net profit (after 6 months)	11,000,000

4.4 Growth strategy affter 6 months

After the initial 6-month launch phase, EduNext Global envisions a bold yet strategic growth trajectory. Having established a stable foundation with 70 active students, we aim to expand our student base to 120 learners—a 70% increase fueled by strong word-of-mouth, quality service, and effective marketing.

To meet this growing demand, we will open an additional offline class, allowing us to serve up to 20 more students in a personalized, high-engagement learning environment.

We intend to introduce a specific English interview skills course, a premium program created to assist students in navigating scholarship interviews and application procedures with

confidence, in recognition of the growing desire of Vietnamese students to get international scholarships.

Another important development engine will be strategic alliances with colleges and other educational establishments. These partnerships will increase our credibility in the domestic and international education arenas in addition to expanding our recruitment channels.

V. Operation Plan

5.1 Human Resources



Figure 6. EDUNEXT's Organizational Structure

CEO: Responsible for developing and implementing the overall growth strategy, this person also manages high-level financial activities, including budgeting, fundraising, and cost supervision. They coordinate operations across departments to ensure smooth execution and act as the main representative of the company in external affairs.

Technology Department: Responsible for developing, operating, and upgrading the system. The technical team ensures that the online learning platform runs smoothly, is user-friendly, and can automatically adjust content to match each learner's level. In addition, the technology department works closely with the academic team to integrate tools for tracking learning progress.

Marketing Department: In charge of building the brand and executing communication campaigns to attract new learners and expand the market both domestically and internationally. This department manages content creation, social media channels, advertising performance optimization, and user behavior analysis to tailor marketing strategies to different customer segments.

Human Resource Department: Responsible for recruiting, training, and developing the workforce across the organization, including both local and international mentors. The HR department also maintains a positive internal culture, supports performance evaluations, and develops suitable compensation policies to retain talent.

Education Department: In charge of designing and packaging English courses based on educational standards. They select, train, and manage mentors' schedules while ensuring teaching quality. Mentors are responsible for delivering lessons, guiding learners, and providing support according to the designed curriculum.

Customer Service Department: Supports learners throughout their journey on the platform, from account registration and payment to answering learning-related inquiries. This department acts as a bridge between learners and other departments, ensuring a high-quality user experience and continuously improving it based on real feedback.

5.2. Key Facilities

5.2.1. Office

EDUNEXT GLOBAL's main office is located in Hanoi and operates under a flexible model that combines on-site work with remote arrangements. The office covers an area of approximately 100–150 square meters and is divided into clearly defined functional zones to support both internal operations and the production of learning content:

- **Shared Workspace:** An open and flexible area for the technical, operations, marketing, and customer service teams.
- **Meeting Room:** Used for group discussions, strategic meetings, or video calls with mentors and teachers.
- **Recording/Video Studio:** Fully equipped with standard lighting, sound, and backdrop systems for recording English lessons delivered by teachers.

For teachers who live far from the office or reside abroad, EDUNEXT GLOBAL allows them to record videos at home, provided they follow our official video production standards. These standards include detailed guidelines on lighting, sound, framing, recording equipment,

backgrounds, and content quality to ensure consistency and professionalism across all lessons.

5.2.2. Online learning space:

All learning materials, including video lessons, PDF documents, interactive exercises, and periodic assessments, are uploaded and centrally managed on EDUNEXT's official website platform. Orientation sessions, instructional meetings, and one-on-one mentoring are conducted via Zoom to ensure a stable connection, especially for mentors and teachers living abroad.

5.3 Technology Infrastructure

5.3.1. Hardware

To ensure the ability to process large-scale AI data and provide continuous, stable service, EDUNEXT operates on a cloud computing platform.

Server Infrastructure: We use virtual server services on Amazon Web Services (AWS). This approach reduces initial investment costs and allows flexible scaling of resources (CPU, RAM, storage) according to the number of users and data volume.

Networking Devices: Virtual networking components such as Virtual Private Cloud (VPC), Load Balancers, and Gateways are provided by the cloud service provider to ensure secure, high-speed connections and efficient load balancing between servers and services.

End-User Devices: For staff, we provide desktop computers with appropriate configurations to access the system, manage learners, create content, and conduct online mentoring sessions.

5.3.2. Software

Operating Systems: Cloud-based servers run on Linux due to its stability, security, and cost-efficiency.

Databases: A hybrid database system is used, including SQL, NoSQL, and Vector Databases. This combination supports efficient storage of both structured data (such as user information and course details) and unstructured data (such as learning logs and AI-generated feedback). Vector databases enable embedding queries, supporting AI-driven personalized learning content.

Development Frameworks

- **Backend:** Python (using Django framework) is used for AI processing and complex business logic, while Node.js (with Express.js) handles high-performance APIs and real-time features.
- **Frontend:** Next.js is used to build interactive, modern, and SEO-optimized user interfaces.
- **Mobile App (iOS/Android):** Flutter is used for cross-platform mobile development to save time and cost.

AI Frameworks

- **TensorFlow:** Used to develop and deploy AI models for personalized learning, performance analytics, and content generation.
- **OpenAI API:** Integrates large language models (LLMs) to generate conversation scenarios, provide instant English feedback, and correct grammar.

Enterprise Software

- **CRM (Customer Relationship Management):** HubSpot is used to manage customer information, interaction history, and marketing campaigns.
- **Collaboration and Communication Tools:** Outlook is used for internal communication, and Zoom is used for online mentoring sessions.
- **Accounting Software:** MISA is used for financial management.

5.3.3. Networking

EDUNEXT GLOBAL's network system is designed to ensure high speed, stability, and accessibility for all users, regardless of their location.

Internet Connectivity: We utilize high-speed broadband connections and internet services provided by the cloud service provider to ensure continuous availability of applications and services.

Virtual Private Network (VPN): Provides secure access for internal teams and mentors to the management system and sensitive data.

CDN – Content Delivery Network: Cloudflare CDN is used to distribute static content (such as images, videos, and audio files from lessons) to learners across Vietnam with minimal latency, enhancing the overall user experience.

API Gateway: Manages and secures APIs that connect the learner-facing application with backend systems and AI services.

5.3.4. Data and Storage

Storage Solutions:

- **Object Storage (Amazon S3):** Used to store large files such as video lessons, audio files, images, course materials, and voice interaction recordings from learners.
- **Block Storage (Amazon EBS):** Used for servers that require high I/O performance for database operations.

Data Management and Processing:

- **Data Lake / Data Warehouse:** A system is built to collect, process, and analyze learners' learning data in order to continuously improve AI algorithms, optimize learning paths, and personalize content.
- **Data Pipelines:** Automated workflows are set up to collect, clean, transform, and load data from various sources into the analytics system.

All data is automatically backed up on a regular basis. The technical team is responsible for ensuring point-in-time recovery capabilities to maintain data safety and minimize loss in the event of system failures.

5.3.5. Security

Security is a top priority to protect learners' sensitive data and ensure system integrity.

We implement a comprehensive security system that includes firewalls, data encryption (both at rest and in transit), role-based access control (RBAC), and multi-factor authentication (MFA) for critical accounts. The system is continuously monitored, logged, and regularly audited to detect and prevent cybersecurity threats. All security activities strictly comply with personal data protection policies according to current legal regulations.

5.4 Implementation Processes

5.4.1. Learning Process:

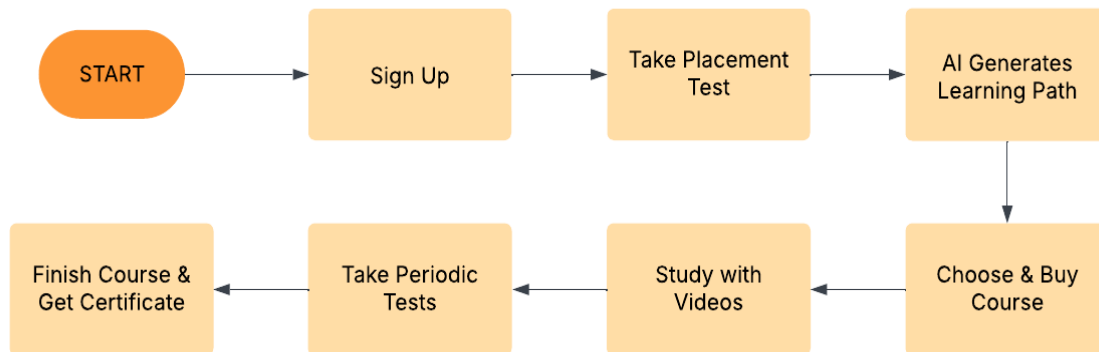


Figure 7. Learning process

Step 1: Learners register an account on the EDUNEXT website.

Step 2: Take a placement test to assess current proficiency and learning goals.

Step 3: AI analyzes the results and suggests a personalized learning pathway.

Step 4: Learners select and purchase a suitable course on the platform.

Step 5: Access the system and self-study using video lessons, materials, and exercises arranged according to the learning path.

Step 6: Take periodic assessments to track progress and update the learning plan if needed.

Step 7: Complete the course, receive a certificate of completion, and get recommendations for the next suitable course.

5.4.2. Mentoring Process

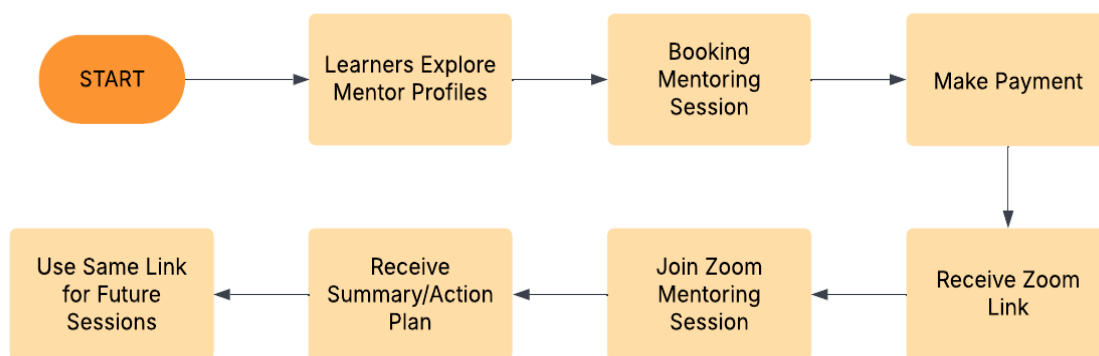


Figure 8. Mentoring Process

Step 1: Learners access the EDUNEXT platform and browse through the list of mentors by specialization (such as studying abroad, career guidance, academic support, scholarships). They review profiles, expertise, available time slots, and ratings from other learners.

Step 2: Learners book a session through the online scheduling system on the website, selecting an available time.

Step 3: To confirm the consultation session, learners proceed with the payment for the mentoring fee.

Step 4: After successful payment, the system automatically sends a Zoom meeting link via email and displays it in the learner's personal profile under the "Registered Mentors" section.

Step 5: At the scheduled time, learners join the one-on-one online consultation with the mentor via the provided Zoom link.

Step 6: After the session, the mentor sends a recording, a summary of the discussion, suggested action plans, or reference materials via email.

Step 7: For learners who register for ongoing mentoring packages, subsequent sessions will be conducted using the same Zoom link.

5.5 Supply Chain

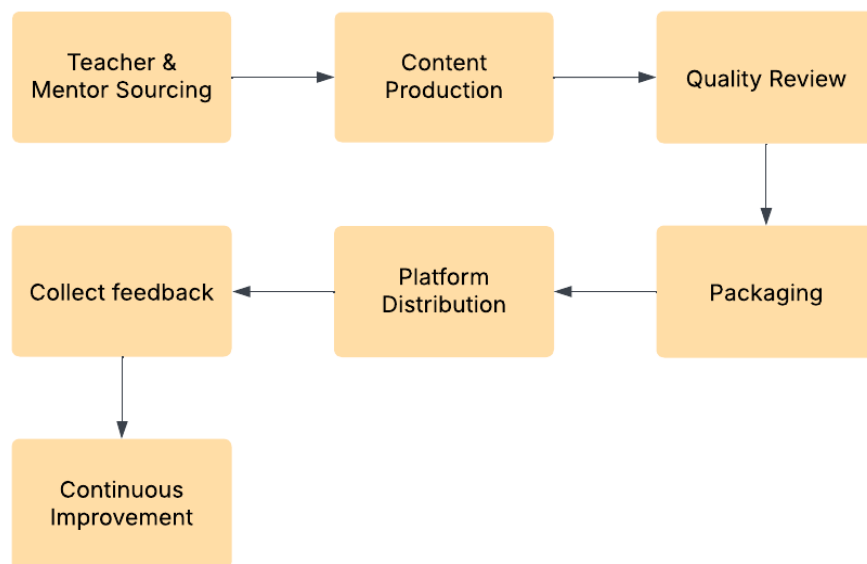


Figure 9. Supply Chain

Stage 1 – Teacher & Mentor Sourcing: Recruit English teachers with an IELTS score of 7.5 or higher and international certifications such as TESOL/CELTA, or experienced teachers from secondary schools. Mentors are selected from top universities with expertise in their respective fields. The screening process includes language proficiency tests, pedagogical interviews, and mentoring experience assessments.

Stage 2 – Content Production: Content is designed based on the standard framework of the Vietnam Ministry of Education and Training and international/national exams (IELTS, TOEIC). Teachers record lesson videos following predefined content guidelines. On-site teachers receive support with recording rooms and equipment; remote teachers must comply with detailed technical instructions to ensure image and sound quality.

Stage 3 – Quality Review: Each video undergoes two rounds of review: the first by the technical team evaluating audiovisual quality, and the second by the academic team checking for accuracy and pedagogical standards. Videos with errors must be revised before proceeding to the next stage.

Stage 4 – Packaging: Videos are packaged into complete courses, including exercises, documents, quizzes, organized by levels (basic – intermediate – advanced) and learning objectives (e.g., IELTS 6.0+, 7.0+), with gamification elements integrated. English mentors are assigned to appropriate courses to facilitate learners in scheduling consultations.

Stage 5 – Platform Distribution: Courses and mentoring services are distributed via EDUNEXT GLOBAL’s online learning platform, including the website and mobile apps (available on Google Play Store and Apple App Store), along with course descriptions, learning paths, and registration and payment buttons.

Stage 6 – Collect Feedback: User feedback is collected through multiple channels: rating systems on the app (1-5 stars with comments), periodic surveys (via email or platform), suggestion boxes/bug report features, learning behavior analytics (viewing time, completion rate), and post-consultation feedback.

Stage 7 – Continuous Improvement: Feedback data is analyzed monthly to update content, improve AI recommendations, and optimize the learning interface. Teachers are invited to re-record or supplement content if negative feedback is received.

VI. Other Considerations

6.1. Legal Issues

As a global EdTech platform, Edunext Global has to adhere to various legal regulations in different regions, particularly those related to data privacy and standards for online education. It is crucial to comply with GDPR (General Data Protection Regulation) for users located in Europe and the data protection laws in Vietnam, especially considering the use of AI for tailored learning that requires gathering sensitive user information. Furthermore, if mentorship involves professionals from other nations, Edunext must ensure that it complies with international employment and freelance laws, as well as intellectual property regulations pertaining to educational materials.

6.2. Risk Issues

Working within the digital education sector involves several risk factors: Cybersecurity threats, including data breaches or unauthorized access to student profiles and mentor communications, represent major dangers. Reliance on technological infrastructure, such as AI systems or server reliability, introduces operational risks if not properly maintained or if technical issues arise. Market challenges, like competition from other worldwide EdTech platforms, could impact the platform's ability to grow and retain users. Content-related risks, such as the spread of misinformation or culturally insensitive materials, could damage the brand if not carefully curated and assessed. To address these risks, Edunext Global should implement layered security measures, create clear content review processes, and establish a strong business continuity strategy.

6.3. Sustainability Issues

Edunext Global is dedicated to promoting sustainable education by encouraging inclusive and lifelong learning opportunities. Its AI-driven personalization aids students from various backgrounds and learning preferences, ensuring equal access to high-quality education. Regarding environmental sustainability, the platform minimizes the need for physical resources and travel—particularly for mentorship and study abroad preparation—leading to reduced carbon footprints. Furthermore, the platform promotes sustainable career planning by assisting learners in aligning their education with emerging job markets, thus preventing

the misallocation of time and resources on unsuitable studies. Through its digital transformation initiatives, Edunext Global aligns with the UN Sustainable Development Goals (SDGs), especially Goal 4: “Quality Education” and Goal 9: “Industry, Innovation, and Infrastructure.”

VII. Conclusion

Throughout the research and planning process, our team believes that Edunext Global is a feasible business model that fits well with the current development trends in the education sector, especially in English training and study abroad consulting. As Vietnam continues to integrate into the global economy, the demand for high-quality English education and international career guidance is growing rapidly, particularly among students and young people in major cities. Edunext takes a practical approach by focusing on personalized learning pathways using AI technology, international mentors, and gamified learning content - key factors that create real value and differentiation for learners.

However, we also recognize several challenges in the actual implementation phase. These include the relatively high initial investment, the need for a qualified team, pressure to maintain a stable and reliable technology system, and the difficulty of building a brand reputation in a competitive market. Attracting learners in the early stages will also depend heavily on the effectiveness of marketing efforts and learner satisfaction after their first experience.

In conclusion, Edunext Global is a business with strong potential if it is implemented carefully, with effective use of technology and human resources, and a willingness to listen to market feedback. In the next 1 - 2 years, if the current direction is maintained and supported by reliable partners in the education and technology sectors, Edunext can become a trusted online learning platform for young people in Vietnam.

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