

“Thales G.P”

Education for All

Mission Statement

“Company’s” mission is to deliver quality continuing training services for middle-state education in the domains of Mathematics, Physics and Chemistry, over passing the physical barriers of time and place.

**“Thales G.P”
Education for All**

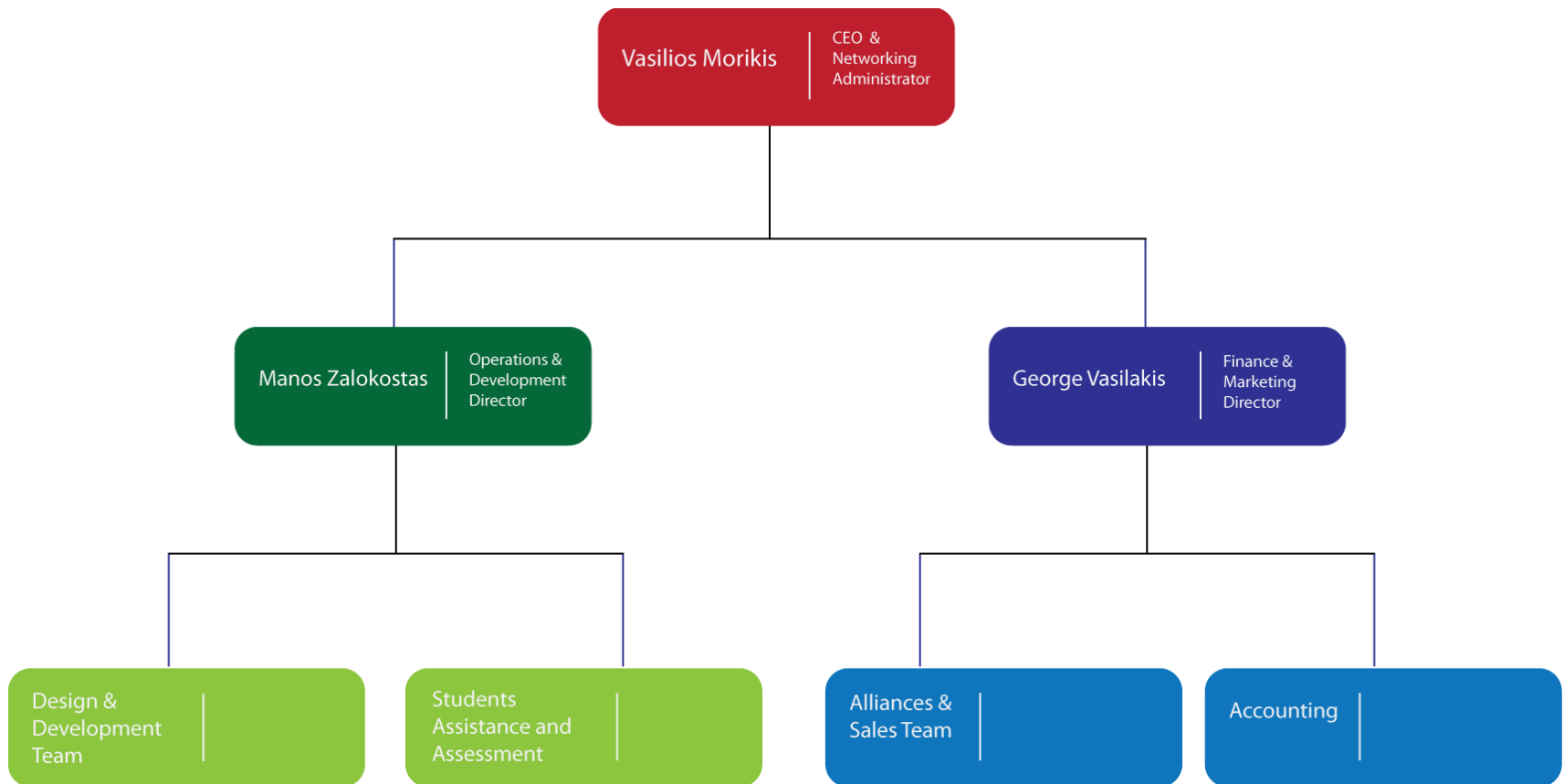
Strategy

The Company's Objectives

- Service is offered to customers on demand
- Service warranties results to customers of all ages
- Customers with financial instability issues are motivated to join the service
- Limited education is not a restriction for using the service
- Application environment can be used easily and effectively
- Company communicates strong commitment to delivering education

"Thales G.P"
Education for All

Business Structure



External Environment

Thales G.P.

Social factors

Citizens of the country are somehow enraged by the crisis that is ruining the country and the corruption of the politicians

Unemployment and political crisis is depressing the people of the country that are facing a no-way-out situation

People of the country believe that the country needs a radical transformation that will leave behind the bad habits of the past

The country and probably the globe is considering the reconstruction of education that will need further exploit of new technologies

Citizens are looking for more affordable pricing in all of their daily transactions

"Thales G.P"
Education for All

Political factors

The political framework of the country is very unstable.

We are at a time era that has revealed that most of the political persons are corrupted
We are entering an election period

The political relationships with other members of Europe are in a bad shape

There are chances for revolutionist or radical politicians to gain the control of the country

There is a strong will for endorsing new technologies from politicians but it seems that there is financial gap the restrains country from being supplied

"Thales G.P"
Education for All

Legal factors

The country is on its way to transform most of the formal legal procedures that businesses are deployed

There is a lot of bureaucracy in the legal scene for online businesses. Other members of Europe start up online business with “just a click” while in Greece we need about 9 months

It is very possible that the system of laws will change due to the elections of a political party

The country charges with high taxes businesses

The Europe is funding business activity in country and motivates new entrepreneurs to start business, especial in new technologies

“Thales G.P”
Education for All

Economical factors

The country runs under a recession and experiences one of the greatest financial downturns in its history

Unemployment has reached close to 30% of the population

Forecasting the future reveals greater financial depression for citizens

The wages of employees have been reduced and there are high chances for further reduction

Many medium size companies have been stroked out of business due to the financial crisis

Reserve Stores are facing serious problems with reserve funds and have shifted their policy from easily providing loans to new entrepreneurs

"Thales G.P"
Education for All

Technological factors

Technologically we are under a continuing fast running evolution

We are in a 1st time in history state where the majority of the population have adopted computer technology due to social networks popularity and mobile technology favors

Computers hardware have become really affordable and majority of people either have or can afford to buy computers

Internet speed is running effectively enough to cover online multimedia

The country is at a state where internet technology is anticipated to increase speed rates due to "vdsl" network implementation

Parallel to mobile technologies upstream, the mobile internet constantly increases demand

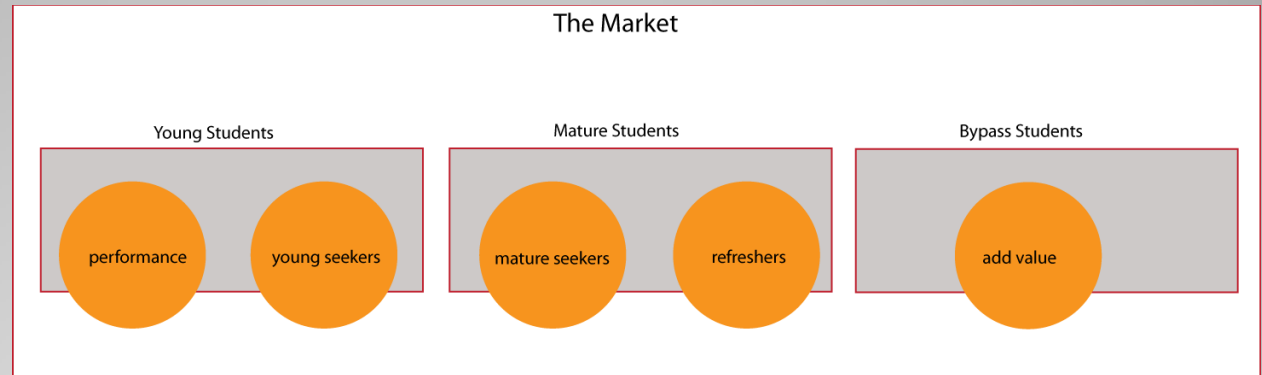
Mobile internet has reached to effective speed rates but is considered an expensive solution yet

"Thales G.P"
Education for All

Macro Environment

“Thales G.P.”

Customers



Young Students

- “Performance” Group
- “Young Seekers” Group.

Mature Students

- “Refreshers” Group
- “Mature Seekers” Group

“Bypass” Students

- “Add Value” Group

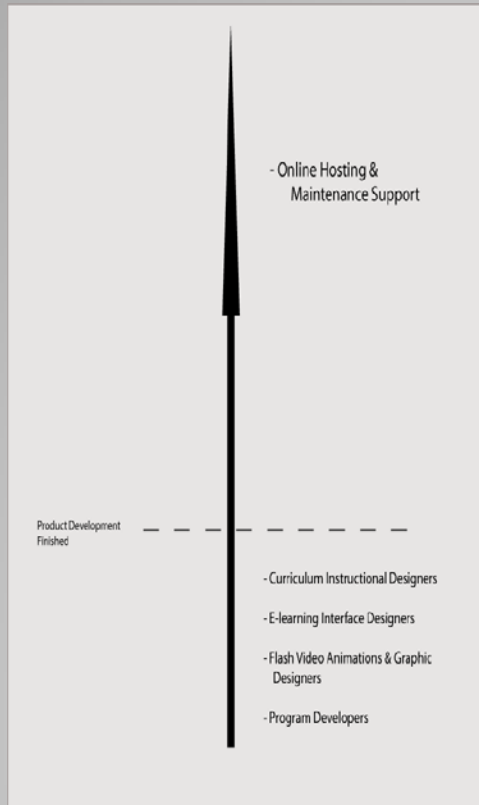
**“Thales G.P”
Education for All**

Competitors

- Physical Tutorial schools that have developed online e-learning services
- Companies providing online educational e-learning services already positioned in the market
- The national educational online e-learning training

"Thales G.P"
Education for All

Suppliers



Service Development

- Curriculum Instructional Designers
- E-learning Interface Designers
- Flash Video Animations & Graphic Designers
- Program Developers

Service on Market

- Online Hosting and Maintenance Provider

Premises

- Computer Hardware Suppliers
- Furniture Suppliers
- Local Reserve Stores

**“Thales G.P”
Education for All**

Substitutes

- Physical tutorial schools
- Computer based educational training
- Educative Books

New Entries

E-learning is the Cutting Edge Solution in Education

"Thales G.P"
Education for All

Micro Environment

"Thales G.P."

The video contents of the application are totally streamed from the server and this reduces the probability for being stolen and distributed illegally. The opposite could potentially issue a distracter to the endeavor as the curriculum would result spreading across torrent file shares.

The endorsement of "one-day password" with low charge of mobile telecommunication accounts for the customers will deliver:

The ability to easily and inexpensively utilize the system and have a first look

Board of the company is qualified in technological domain. This will help:

To monitor and assess the expenses in diverse phases of development

S

The system is missing online instructor support for handling the queries of the student in time

All the Adobe's Flash technology that the service is using will consume an extra portion of the financial resources and increase the investment in total

The need for recruiting proficient partners in diverse stages of the service development will increase the initial investment

The Board of the company cannot contribute during the initial development of the service since it is grounded on a proprietary technology (Adobe Flash)

W

O

The project runs in a time-era where the educational system is questioned globally and domestically about its efficiency to inherit the educational objectives effectively

The market in the country is relatively barren and still there is no leading company that dominates the customers minds

The financial crisis that the country is hit by, will lead parents to seek those alternative paths for providing educational training to their children

The financial crisis is enabling entrepreneurs to bargain extensively the expenses at all stages of construction

T

The financial crisis that runs the country might prevent many families to place their incomes on educational training at all

The corrupted system of laws that prevails at the moment is about to experience a radical transformation due to the following elections and might bring conflicts to surface with the way the service was planned initially

Within the 2 years time that limit that the company settles to deploy its system there is a chance that some companies might already obtain a distinction in the market

"Thales G.P"
Education for All

SWOT Analysis

Marketing Mix

“Thales G.P.”

Product

- Curriculum Based On Video Tutorials
 - Students Collaboration (Forums - Instant Messaging)
 - Students Assessment Graphs
- Flash Animated Videos
 - Intuitive – Enhance Comprehension
- Streamed Directly from Flash Media Server (FMS)
 - Media Will not End-Up distributing on file sharing applications
- Installation of the Service
 - Auto-Installer
- Customer Training
 - Training Videos (included)
- Compenstation Means
 - Cash deposit / Financial Installments
 - Credit cards charge
 - Mobile account charges (limited time usage)

**“Thales G.P”
Education for All**

Product

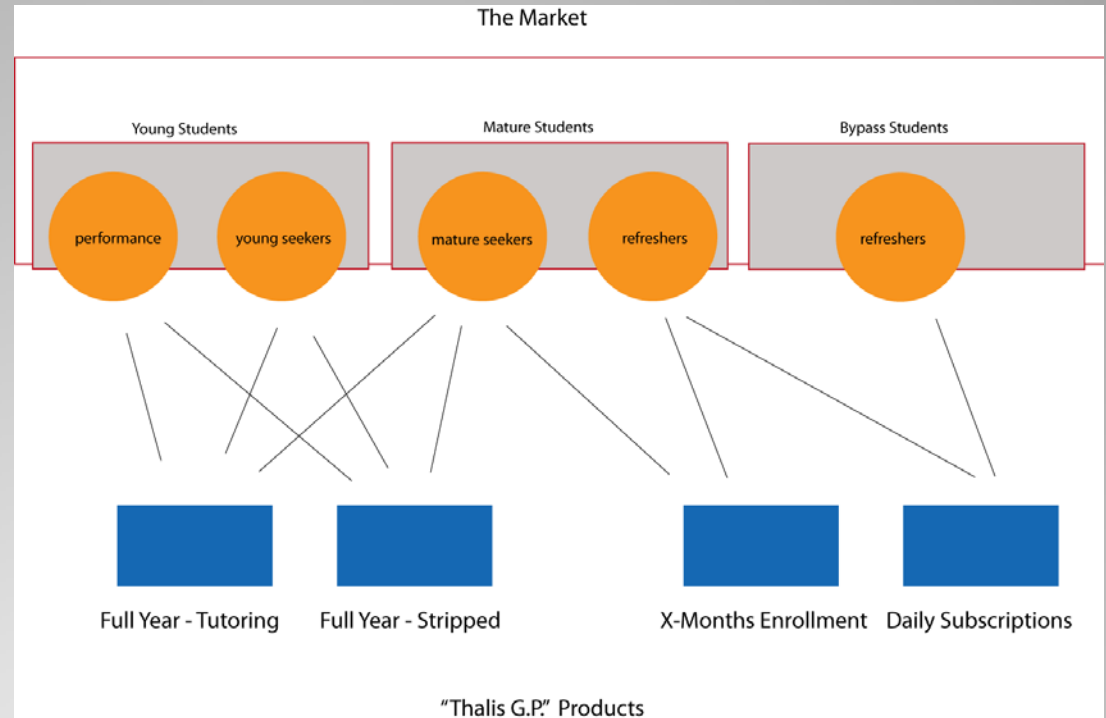
Enrollment Modes

Full Year Enrollments

- “Full Year - Tutoring” Mode
- “Full Year - Stripped” Mode

Partial Enrollments

- “X-Months” Subscriptions
- “Daily” Subscription



**“Thales G.P.”
Education for All**

Marketing Mix - 4 P's

Penetration Pricing

- Target for a wider **Market Share**

Concentrated Pricing

Full Year Registration -> Tutoring Features Charged

Full Year to "Seekers" Groups -> Motivate Groups with Reduced Costs

Spare Enrollments -> Wider time space -> Less the cost

Financial Problems & Low Income Families -> Motivate with Reduce Costs

Price for Distributors

- Activity-Based Cost Accounting -> The more quantity the lower the cost

"Thales G.P"
Education for All

Sales Strategy

Web Internet -> Web Page

Premises -> Grant the service directly

Sales Team -> Basically telephone

Intermediaries

- a. “Pull” Strategy (intermediaries ask the product first)**
- b. “Push” Strategy (after to 2 waiting intermediaries to respond)**

**“Thales G.P”
Education for All**

Marketing Objectives

How do we plan to reach out the company's message to potential customers ?

Performance Group

- Position a commercial message at prime time where family gathered watches television
- Radio broadcasting spread passwords to audience
- Provide 1-30 days use passwords to technology magazines, outside schools

Seekers Groups

- Free pass in technology and relevant content magazines
- "Google" and "Facebook" ads
- Search Engine Optimization and Keywords

Colleges & Tutorial Schools Students

- Alliances with reduced pricing while the organization is referenced.

"Thales G.P"
Education for All

Marketing budget

Promotion

- On launch of the product the budget of the marketing is planned to consume a **5%-10% financial resource** of the initial investment.
- **Percentage-of-Sales** method will be recruited at this time-era.
(Intermediaries alliances type will be regarded)
- The association with intrmediaries will generate a more aggressive promotion strategy (2 year max after inception)

"Thales G.P"
Education for All

High School population in numbers

A' grade of high school : 240.000 students

B' grade of high school : 225.000 students

C' grade of high school : 215.000 students

Total : 680.000 students

Average extracurricular assistance in Greece

A' grade of high school : 96.000 students

B' grade of high school : 123.750 students

C' grade of high school : 161.250 students

Average extracurricular fees per course annually

Extracurriculaire Tutorial Classes : 1.000 €

Private Lessons : 1.250 €

"Thales" fees per course annually

Online Private Tutorials : 500€

Annual Special subscription

A' grade of high school

3 courses : 1.500 €

B' grade of high school

6 courses : 2.500 €

C' grade of high school

7 courses : 3.000 €

Annual Simple subscription

A' grade of high school

3 courses : 1.000 €

B' grade of high school

6 courses : 1.700 €

C' grade of high school

7 courses : 2.100 €

Lesson subscription

1 course : 400 €

Day Pass

ALL available courses : 5 €

1st Year the service is online

- Our initial goal is 1 student per 1000 students
- Students who get extracurricular assistance and attend daily high schools (p & p)

A' grade of daily high school : 0,01% of 35.000 = 35 students

B' grade of daily high school : 0,01% of 43.000 = 43 students

C' grade of daily high school : 0,01% of 59.000 = 59 students

Total : 137 students

Financial Planning

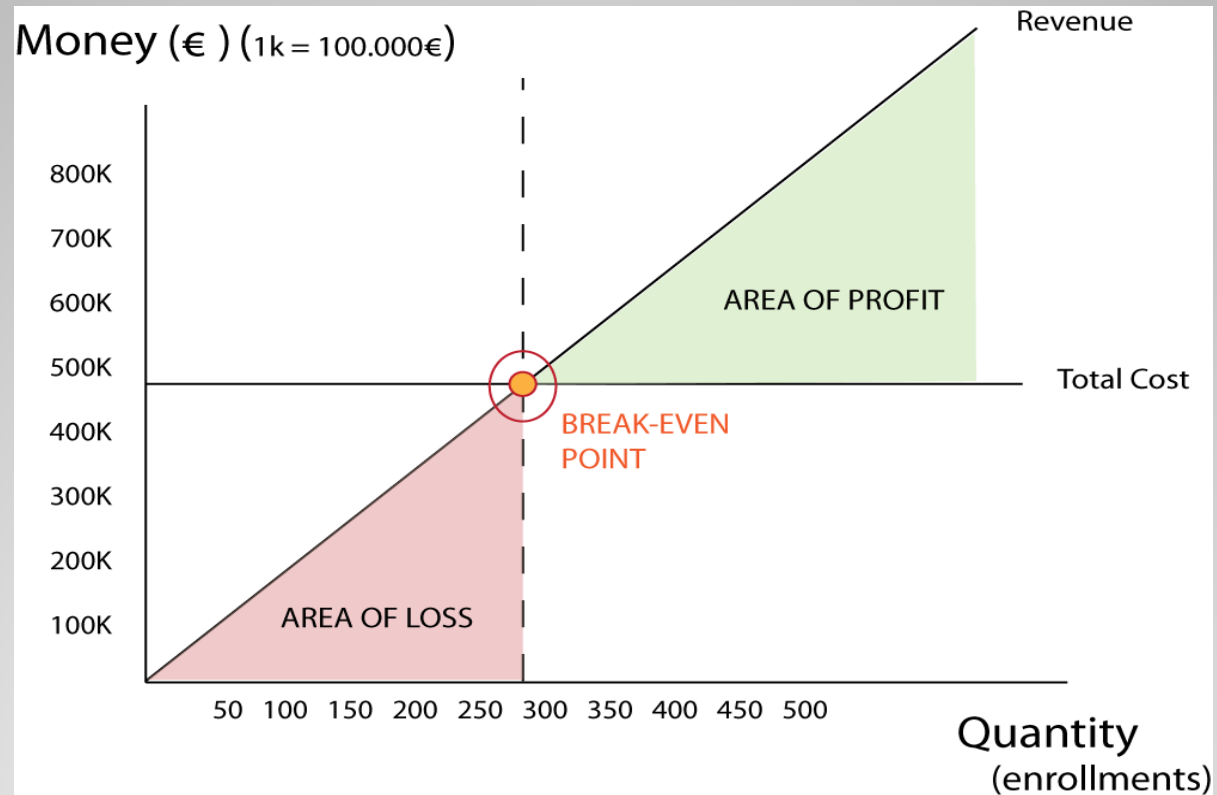
- We estimate that students who would buy new subscriptions will increase by 50% annually
- The syllabus of the courses will remain stable over the next five years
- The rental prices of servers will remain stable for the next 5 years

Sales Forecast

Sales Forecast

| | 2012 | 2013 | 2014 | 2015 | 2016 |
|-----------------------|----------|------------------|------------------|-----------------|------------------|
| Special subscription | — | 101.100 € | 151.650 € | 227.475 € | 341.212 € |
| Simple subscription | — | 116.000 € | 174.000 € | 261.000 € | 391.500 € |
| Lesson subscription | — | 11.200 € | 16.800 € | 25.200 € | 37.800 € |
| Day pass subscription | — | — | 500 € | 750 € | 1.125 € |
| Total | — | 228.300 € | 342.950 € | 514.425€ | 771.637 € |

Break Even analysis



Payback

| | 2012 | 2013 | 2014 | 2015 | 2016 |
|---------------------------|-------------|-------------|-------------|-------------|-------------|
| Project Investment | 582.000 € | - 582.000 € | - 495.720 € | - 317.720 € | - 2.540 € |
| Profit | — | + 86. 280 € | + 178.000 € | + 315.180 € | + 520.950 € |
| Balance | - 582.000 € | - 495.720 € | - 317.720 € | - 2.540 € | + 518.410 € |

Present Net Value

1.276.826 €