**GROUP MEMBERS\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**PROBLEM STATEMENT:** Considering the prevailing deficit in soft skills among engineers and computer science graduates in Pakistan, compounded by the evolving demands of the job market, there is a compelling need for accessible and targeted soft skills training. To address this gap, we propose the establishment of a pre-recorded course platform offering specialized soft skills training for engineers and computer science graduates. The objective of our marketing research is to assess the feasibility of this platform by examining the current demand for such courses, identifying specific soft skills gaps, gauging the perceived value of pre-recorded courses, and exploring potential pricing models. Additionally, we seek to understand the willingness of engineers and computer science graduates, as well as potential sponsoring entities, to invest in these courses.

**RESEARCH PLAN**

**Target Market**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Age** | **Gender** | **Education Level** | **Household Income** | **Location** | **Interests** | **Attitude** |
|  |  |  |  | SMME Campus |  |  |

**Research Method**

|  |  |
| --- | --- |
| **Primary** | **Secondry** |
| Yes / No | Yes / No |
| Interviews – Yes / No  Questionnaires – Yes / No | Internet Sources – Yes / No  Reports – Yes / No  Publications – Yes / No |

**COLLECT DATA: Questionnaire and Interview**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Respondent Details**  Name  CMS ID  Batch | **What is your current occupation?**  a) Student  b) Employed  c) Unemployed | **Which soft skills do you believe are most lacking among engineers and computer science graduates in Pakistan?**  a) Communication skills  b) Teamwork and collaboration  c) Problem-solving  d) Time management  e) Leadership skills | **How likely are you to enroll in a pre-recorded soft skills training course for engineers and computer science graduates?**  a) Very likely  b) Likely  c) Neutral  d) Unlikely  e) Very unlikely | **What benefits do you expect from a pre-recorded soft skills training platform? (Select all that apply)**  a) Flexibility in scheduling  b) Access to diverse content  c) Cost-effectiveness  d) Personalized learning pace  e) Interaction with instructors or mentors | **How much would you be willing to pay for a comprehensive pre-recorded soft skills training course?**  a) Less than 2000  b) 2k-3k  c) 3k-4k  d) 4k -5k  e) 5k+  f) Not willing to pay | **Can you share specific instances where you felt a lack of soft skills impacted your professional or academic life?** | **If you were to design an ideal pre-recorded soft skills training course, what topics, features, or delivery methods would you prioritize?** |
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**FINDINGS:**

**ACTION:**

**GROUP MEMBERS\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**PROBLEM STATEMENT:** In light of the escalating financial barriers hindering students from completing their degrees and the consequential adverse impact on career prospects and societal advancement, there arises an imperative need to establish a company providing low-interest loans tailored specifically for students pursuing higher education. The objective of our market research is to evaluate the feasibility of this initiative by assessing the current financial challenges faced by students, identifying prevalent barriers to degree completion, gauging the perceived value of low-interest loans, and exploring viable repayment models. Furthermore, we aim to understand the willingness of students to avail such financial assistance and the potential interest of educational institutions or governmental bodies in supporting this endeavor.

**RESEARCH PLAN**

**Target Market**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Age** | **Gender** | **Education Level** | **Household Income** | **Location** | **Interests** | **Attitude** |
|  |  |  |  | SEECS |  |  |

**Research Method**

|  |  |
| --- | --- |
| **Primary** | **Secondry** |
| Yes / No | Yes / No |
| Interviews – Yes / No  Questionnaires – Yes / No | Internet Sources – Yes / No  Reports – Yes / No  Publications – Yes / No |

**COLLECT DATA: Questionnaire and Interview**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Respondent Details**  Name  CMS ID  Batch | **What is your current occupation?**  a) Student  b) Employed  c) Unemployed | **What is the primary financial challenge you face while pursuing your degree?**  A) Tuition fees and related expenses  B) Accommodation and living costs  C) Repayment of existing student loans  D) Lack of access to affordable financing options | **Would you be interested in availing a low-interest loan specifically designed to support your degree completion?**  A) Yes, definitely  B) Maybe, depending on the terms and conditions  C) No, I prefer not to take on additional debt  D) Other | **How would you prefer to repay a low-interest loan for completing your degree?**  A) Monthly installments after graduation  B) Income-based repayment plan  C) Lump-sum repayment upon securing employment  D) Combination of the above options | **What factors would influence your decision to choose a low-interest loan for degree completion?**  A) Interest rate and repayment terms  B) Availability of grace period after graduation  C) Reputation and reliability of the loan provider  D) Additional benefits or support services offered with the loan | **Can you elaborate on any specific financial challenges or obstacles you have encountered while pursuing your degree?** | **In your opinion, what features or characteristics would make a low-interest loan particularly attractive or beneficial for students aiming to complete their degrees?** |
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**FINDINGS:**

**ACTION:**