



SERVICE MARKETING

# **FINAL REPORT**

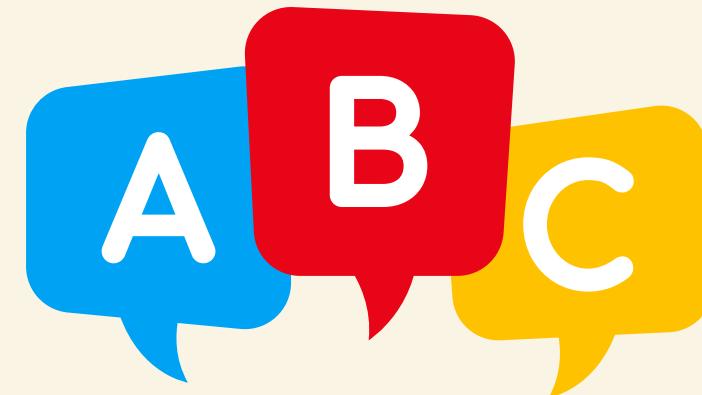
**Group 6**  
*Ms. Kseniia*





Learning English online 1-1

# Learning from Home



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# I. Introduction



## 1.1 Vision

- Become Asia's largest technology-based online (English) teaching and learning community.
- Where individual support becomes the most complete.

# I. Introduction



## 1.2 Mission

"Cause we love to help each other learn and grow together"  
We are trying every hour to improve the product better and better. With the hope that everyone can learn English with a tutor and learning will be personalized and maximized.

# I. Introduction



## 1.3 Core value:

- The English teaching program for Vietnamese focuses on developing communication skills for learners
- Personalization: One-on-one tutoring, tailored curriculum and timetable.
- Service: Support to change teachers when the results are not received within the specified time.
- Flexible class schedule.
- Teacher: The teacher is from the Philippines.

# I. Introduction



## 1.4 Offers:

- **Proactive and personalized.**
  - Class 1 teacher with 1 student throughout.
  - Curriculum, learning route for each individual.
  - Flexible study time and location.
- **Affordability.**
  - Documentation, free level test.
  - Reasonable tuition fees for each group of teachers and students' qualifications.
- **Dedicated care.**
  - Regular classroom management support.
  - Change the schedule and reserve the class when eligible.
  - Change teachers if it doesn't work.

# ≡ II. Situation Analysis



## 5 Forces:

- **Bargaining power of suppliers:**
  - Syllabus was provide from any a supplier to exclusively provide that material to you.
  - Teacher - Programs contribute to the trend of "commoditization of instruction".
- **Bargaining power of buyers:**
  - The bargaining power of learners.
- **Threats of new entrants:**
  - Some companies offer an integrated e-learning service.
- **Threat of Substitute**
  - The buzzword for in-house training by companies is "corporate university".
- **Competitive rivalry in the industry sector**
  - The Vietnam E-Learning market was observed to be highly fragmented. Vietnam has a few renowned companies which were able to establish their brand in the market.

# ≡ II. Situation Analysis

## Conclusion microenvironment



### Politics

- Vietnam allows **comfortable use of the Internet**.
- The trend of **international integration** is increasingly open, so learning English is very beneficial, especially through the online form

### Economics

- One-on-one classes with teachers, the **cost is less than 2 million** a month.
- The price to be able to join an online English class is lower than studying at a center.
- Online learning has many instructors **do not take too much time**.
- Online learning requires a home computer, so customers need this additional source of costs. (You can buy it for less than 8,000,000 VND.)

Therefore, it can be said that the economy in Vietnam can afford to learn English online perfectly and without much difficulty.

# ≡ II. Situation Analysis

## Conclusion microenvironment



### Social

- Increase in Internet Penetration in the Country.
- Changing Preferences of the People

### Technology

- Easy to use and get used to.
- Students have sufficiently powerful electronic able to access those materials on the web, devices to consume digital educational materials.
- Applications help connect teachers with students easily wherever they are.

# ≡ II. Situation Analysis

## Conclusion microenvironment



### Legal

- Vietnam also has legal provisions for the online training model, which are governed and supplemented in 2009; Law on Vocational Education 2014; Law on Higher Education 2012.
- Websites or websites providing online training content and services must comply with the Government's Decree 72/2013 on the management of Internet services and information on the Internet.

### Environment

- Minimize energy, gas and move time.
- Reduce costs and optimize disadvantages with paper consumption.

# III. Company analysis:

# 7Ps



	<b>Product</b>	<ul style="list-style-type: none"> <li>Offer a variety of teachers from all over the world (Vietnamese, Filipino, American, Nigerian,...)</li> <li>One-on-one online English course with a <u>personalized route</u></li> <li>Foreign and domestic instructors with high qualifications.</li> <li>Periodic review after every 12 lessons</li> </ul>
	<b>Place</b>	<ul style="list-style-type: none"> <li>B2C: Each student has an Antoree Customer Success to take care of the class and update information</li> <li>B2B: no different than B2C but will be operated by a team of ACS, including 1 representative ACS</li> </ul> <p>Places where potential customers find, contact, and evaluate Antoree's services are often on the online platform.</p>

# III. Company analysis: 7Ps

## Price & other user outlays

**HỌC PHÍ GIÁO VIÊN VIỆT NAM DẠY GIAO TIẾP**

CƠ BẢN	TỰ TIN	LƯU LOÁT
30 GIỜ	60 GIỜ	120 GIỜ
222.640 đ/h	200.383 đ/h	180.895 đ/h
<ul style="list-style-type: none"> <li>☛ Trải nghiệm học 1 kèm 1</li> <li>☛ Tạo phản xạ giao tiếp</li> <li>☛ Được đổi giáo viên</li> </ul>	<ul style="list-style-type: none"> <li>☛ Phát âm tốt, có ngữ điệu</li> <li>☛ Phản xạ giao tiếp nhạy bén</li> <li>☛ Đa dạng chủ đề từ vựng</li> <li>☛ Được đổi giáo viên</li> <li>☛ Bảo lưu khóa học</li> </ul>	<ul style="list-style-type: none"> <li>☛ Phát âm tốt, có ngữ điệu</li> <li>☛ Phản xạ giao tiếp nhạy bén</li> <li>☛ Đa dạng chủ đề từ vựng</li> <li>☛ Được đổi giáo viên</li> <li>☛ Bảo lưu khóa học</li> <li>☛ Chuyển nhượng khóa học</li> <li>☛ Cam kết đầu ra</li> </ul>
8.349.000 đ	15.028.200 đ	27.134.280 đ
<b>6.679.200 đ</b>	<b>12.022.980 đ</b>	<b>21.707.400 đ</b>

**Giáo viên Việt Nam:** chuyên đào tạo giao tiếp và ngữ pháp lưu loát, làm quen để học với giáo viên nước ngoài

## Promotion & Education



**Nguyen Duc Binh**

Director of Vietnam – Russia Joint Venture Bank.  
Leaning Communication Skills with Quỳnh Anh

*My job rarely has many time to study English, so I chose Antoree because I can learn whenever I want. Absolutely, I need to speak English more fluency, because I have to meet with my foreign partners regularly. My teacher is very enthusiastic. Her voice is very good, and she has a large knowledge about grammar. So, I can improve both pronunciation and grammar, and especially she is a psychological teacher.*



**Nguyen Le Bich Thuy - Nhat Minh's mother.**

English teachers at Dang Cong Bin Secondary School  
Learning English with Pearl

*Today is the last lesson of my son with Ms. Pearl. Although my son doesn't express anything, I'm so grateful to Ms. Pearl for everything. All fun comes to an end. I wish Ms. Pearl always be happy in your life. If just talking about grammar, I think I can teach him. But communication skills need to learn from native teacher, I always say same thing to my students.*

# III. Company analysis: 7Ps

Process	People
<p><b>CONSULTING AND SELLING COURSES PROCEDURES</b></p> <p>Step 1: Check entry-level.</p> <p>Step 2: Tryout-Experience the learning method.</p> <p>Step 3: Arrange your classes.</p> <p>Step 4: Periodic level check.</p> <p>Step 5: Final test</p> <p><b>COMPLAINTS HANDLING PROCEDURES</b></p> <p>Step 1: Record feedback</p> <p>Step 2: Verify</p> <p>Step 3: Feedback</p> <p>Step 4: Follow up after the complaint:</p>	<p><b>ANTOREE STAFFS</b></p> <ul style="list-style-type: none"><li>• Classroom Management &amp; Development - Antoree Customer Success (ACS).</li><li>• Teacher Training &amp; Management - Teacher Success (TS)</li><li>• Employee Training &amp; Management - Human Resource (HR)</li><li>• Product &amp; Technology Development - IT</li><li>• Finance &amp; Accounting</li><li>• Admissions Consulting - Sales</li><li>• Marketing</li></ul>

# III. Company analysis: 7P's

## Physical Environment



Ho Chi Minh office - Flemington Tower second floor, 187/7 Điện  
Biên Phủ street, Đa Kao Ward, District 1, HCM City.

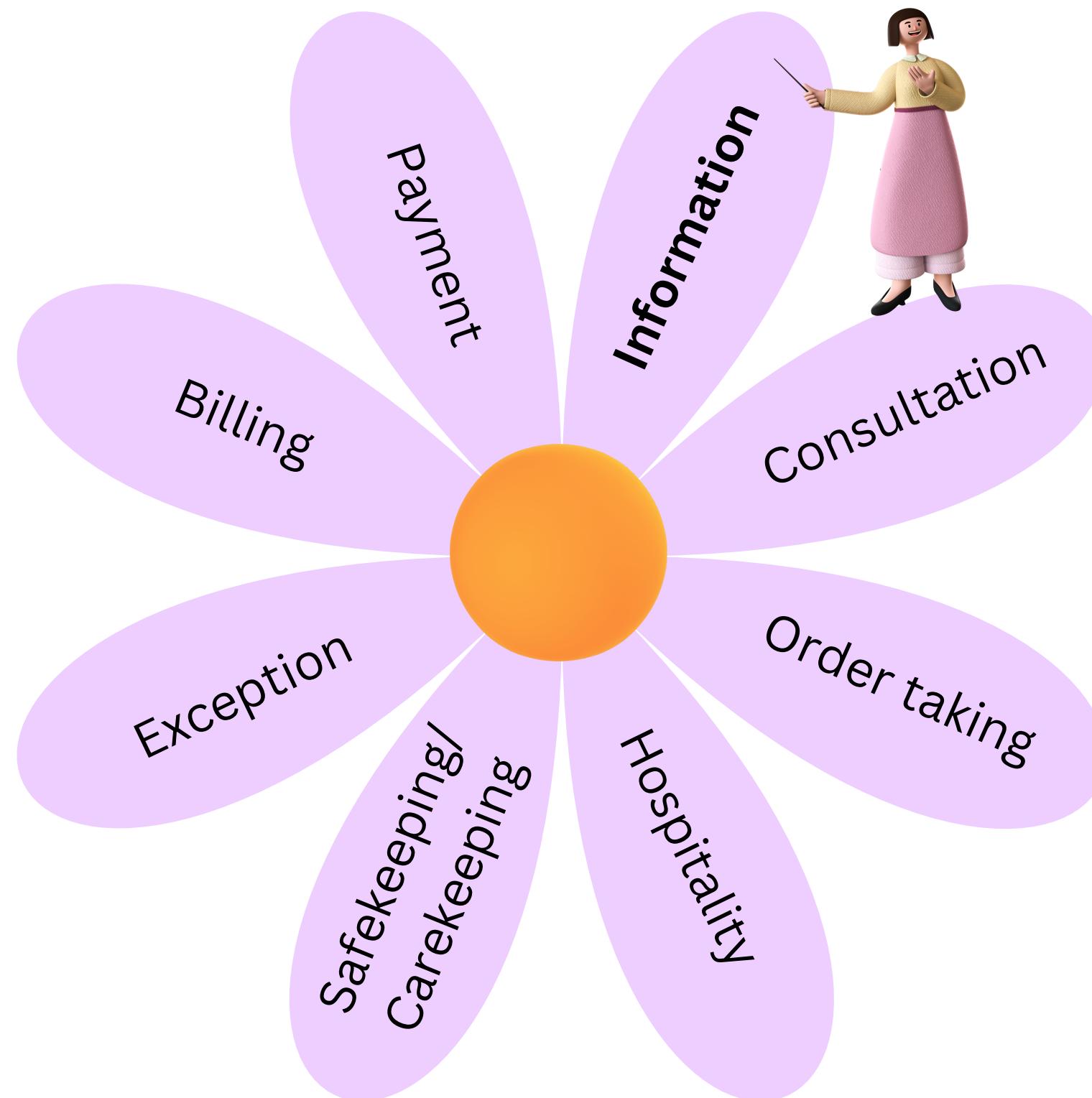


Hanoi office - 6th floor, 171 Vuong Thua Vu, Khương Trung ward,  
Thanh Xuân district, HN City.

Nguyễn Thị Hải Yến

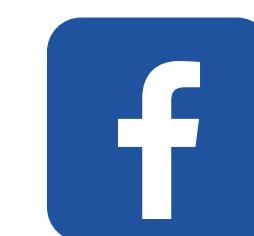
# III. Company analysis:

## FLOWER OF SERVICE



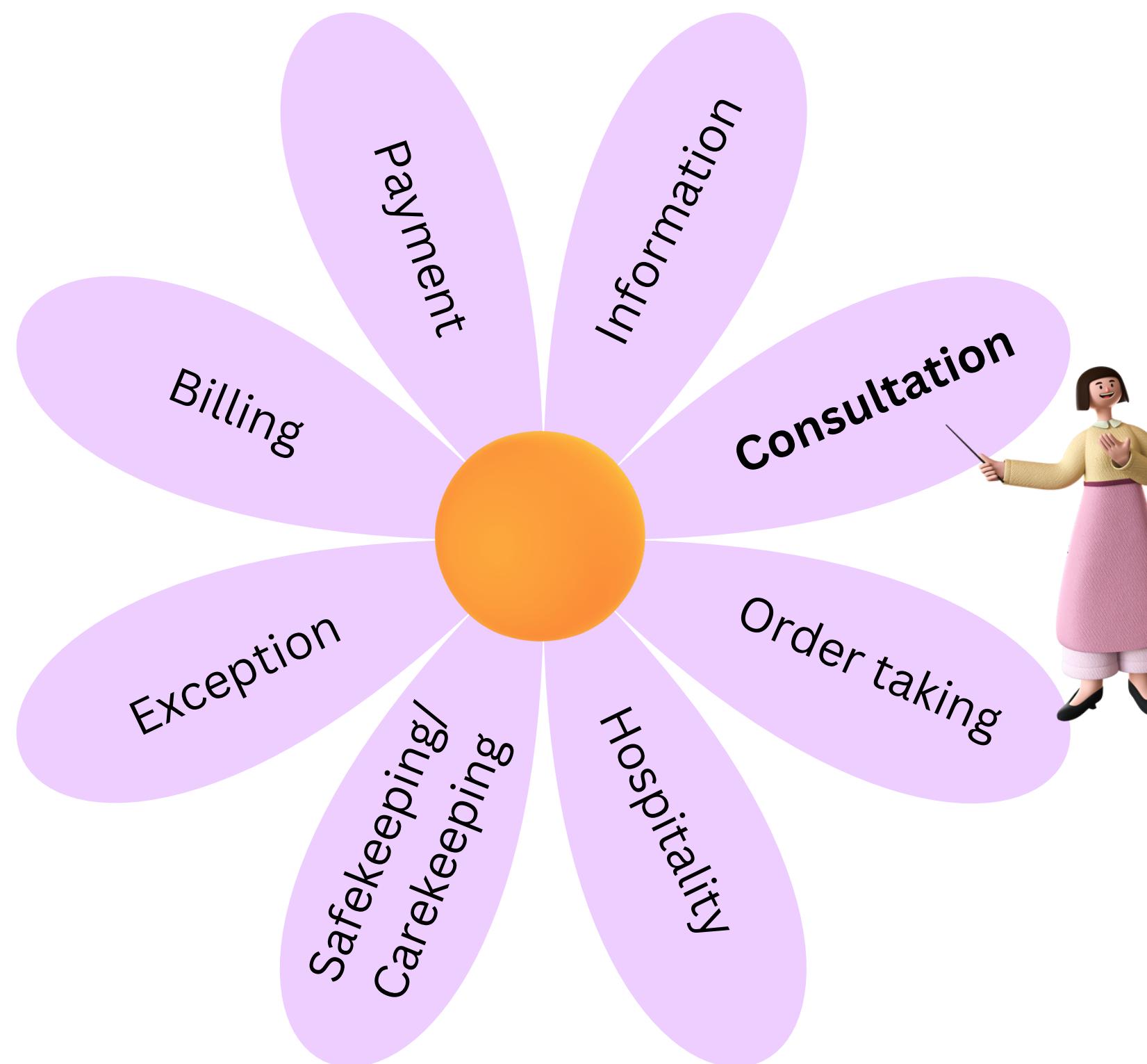
Antoree provides the following information:

- Types of courses
- Antoree software
- Payment methods
- About Antoree company
- Office system and navigation, directions to get to the office
- Learner's testimonials
- Antoree's customers and partners

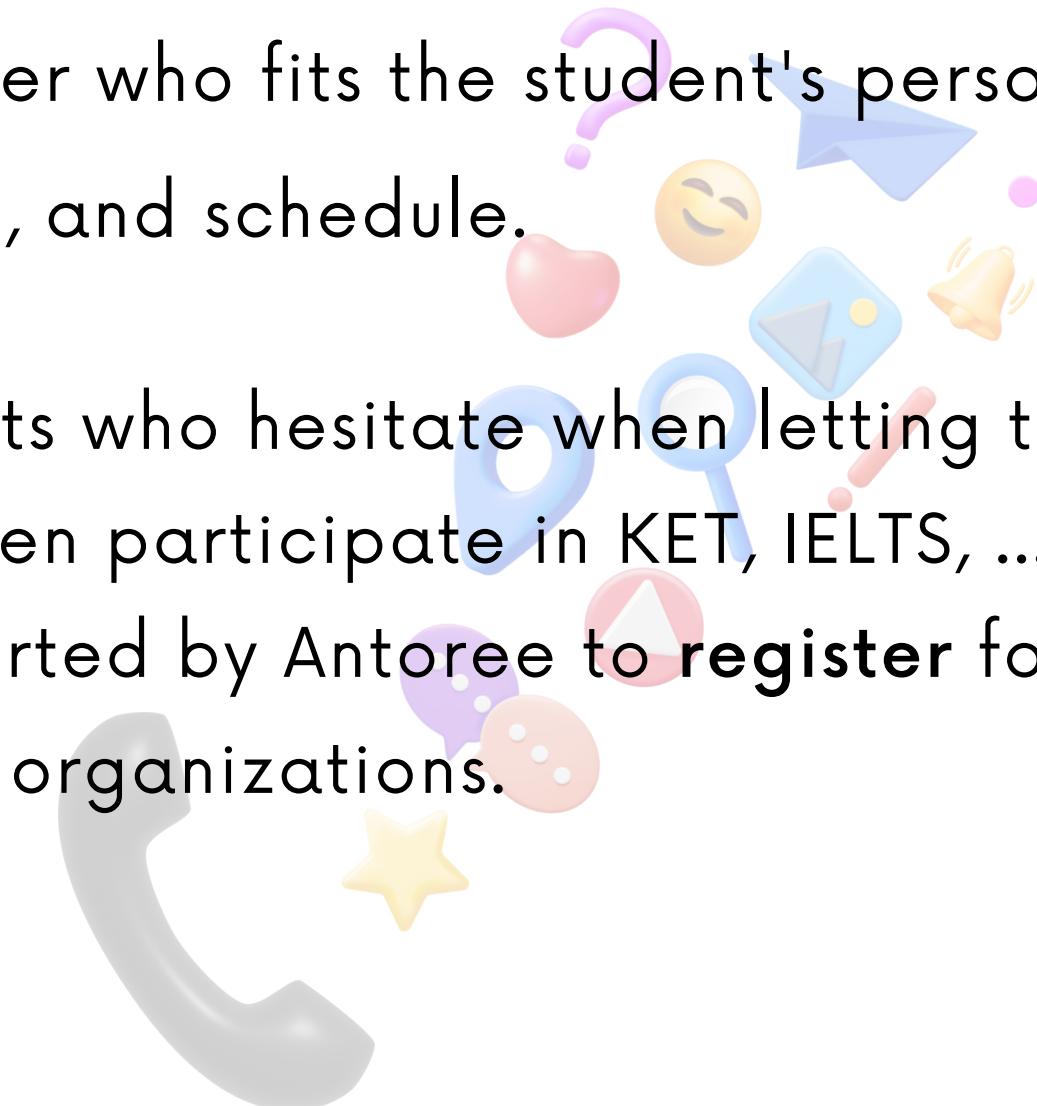


# III. Company analysis:

## FLOWER OF SERVICE

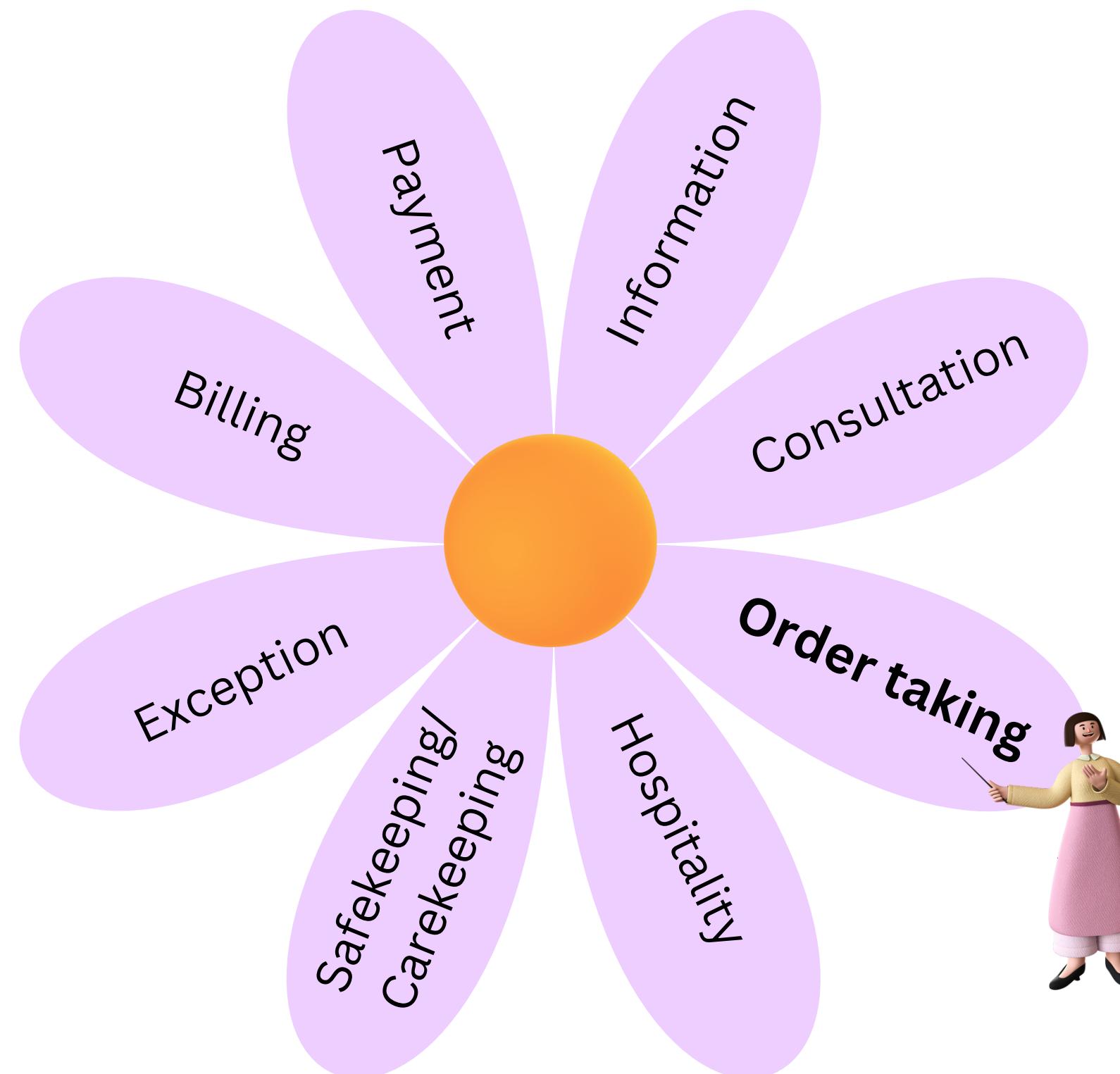


- Students or parents can contact ACS to have advice on searching for and choosing a teacher who fits the student's personality, needs, and schedule.
- Parents who hesitate when letting their children participate in KET, IELTS, ... are also supported by Antoree to register for exams at exam organizations.



# III. Company analysis:

## FLOWER OF SERVICE



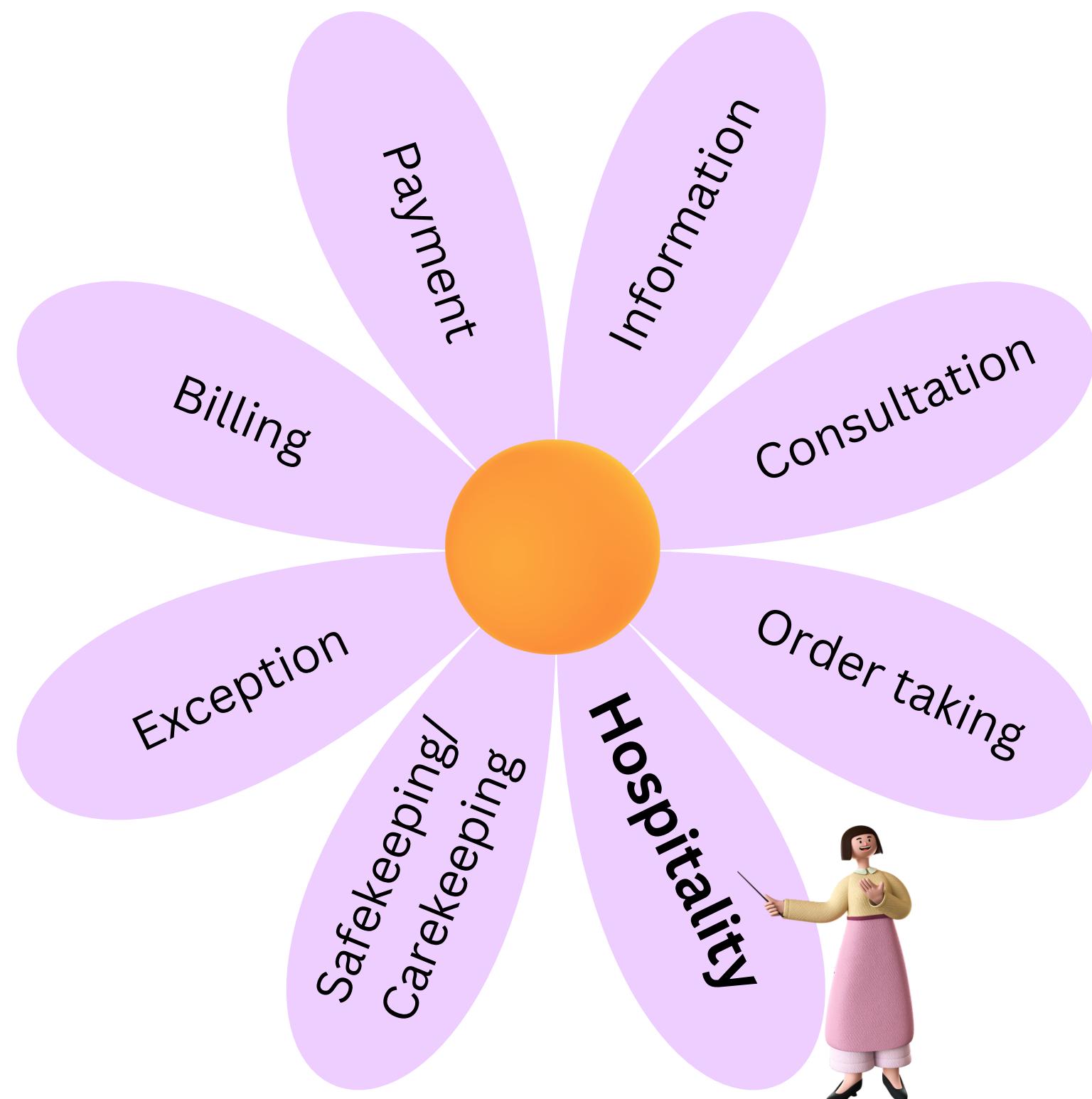
Customers need to place an order to purchase a product or service. Customers register for a free trial lesson through:

- Their own Antoree Sales, ACS
- Antoree website
- Antoree Facebook page
- Register directly at Antoree offices



# III. Company analysis:

## FLOWER OF SERVICE



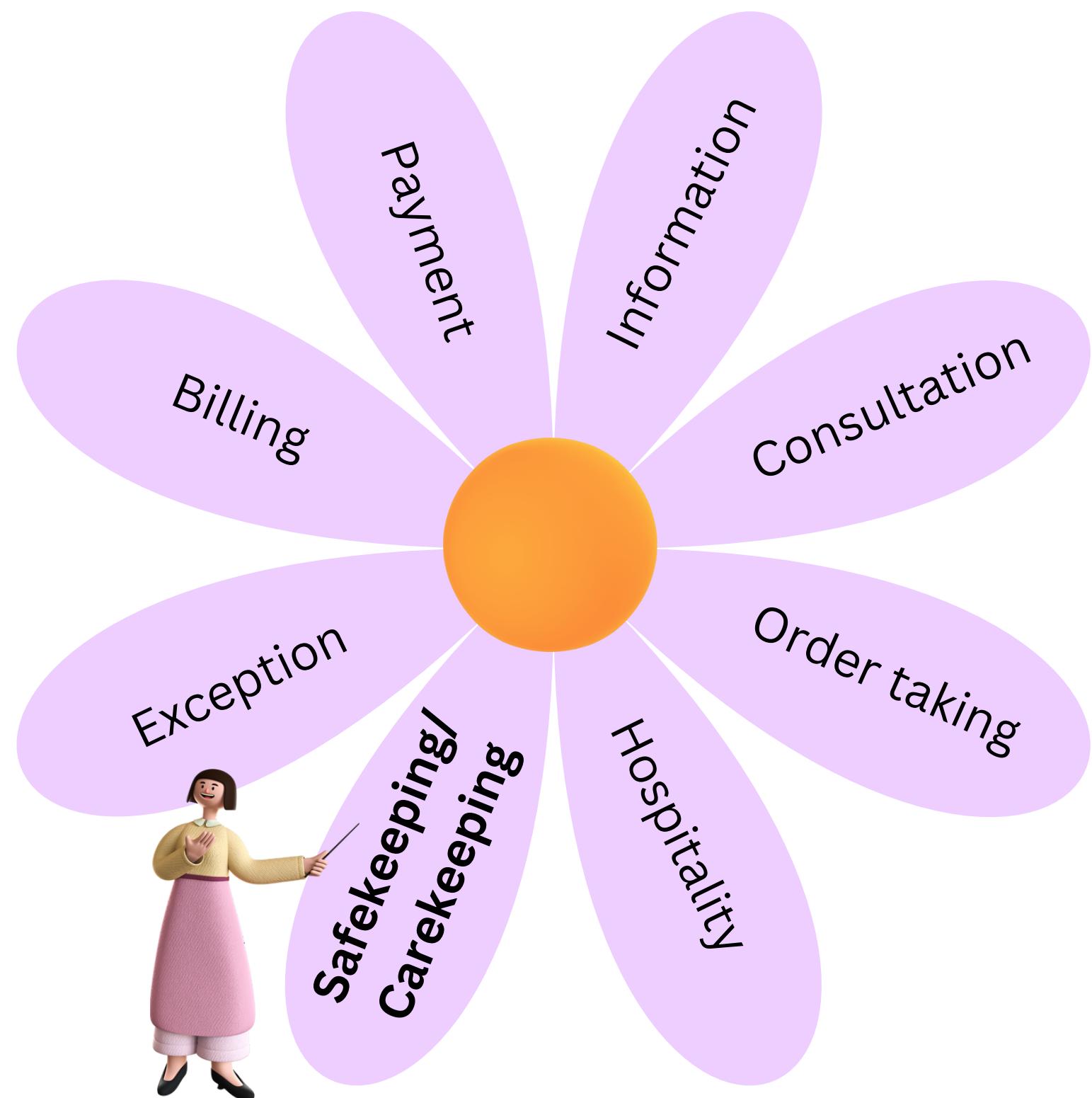
The hospitality that every student expects from any institution.

- HR focuses on the attitude of employees during applications in all positions.
- Employees will be penalized according to company policy for having a negative attitude.
- Promotional articles always have a friendly and approachable tone to reach relevant customers.



# III. Company analysis:

## FLOWER OF SERVICE

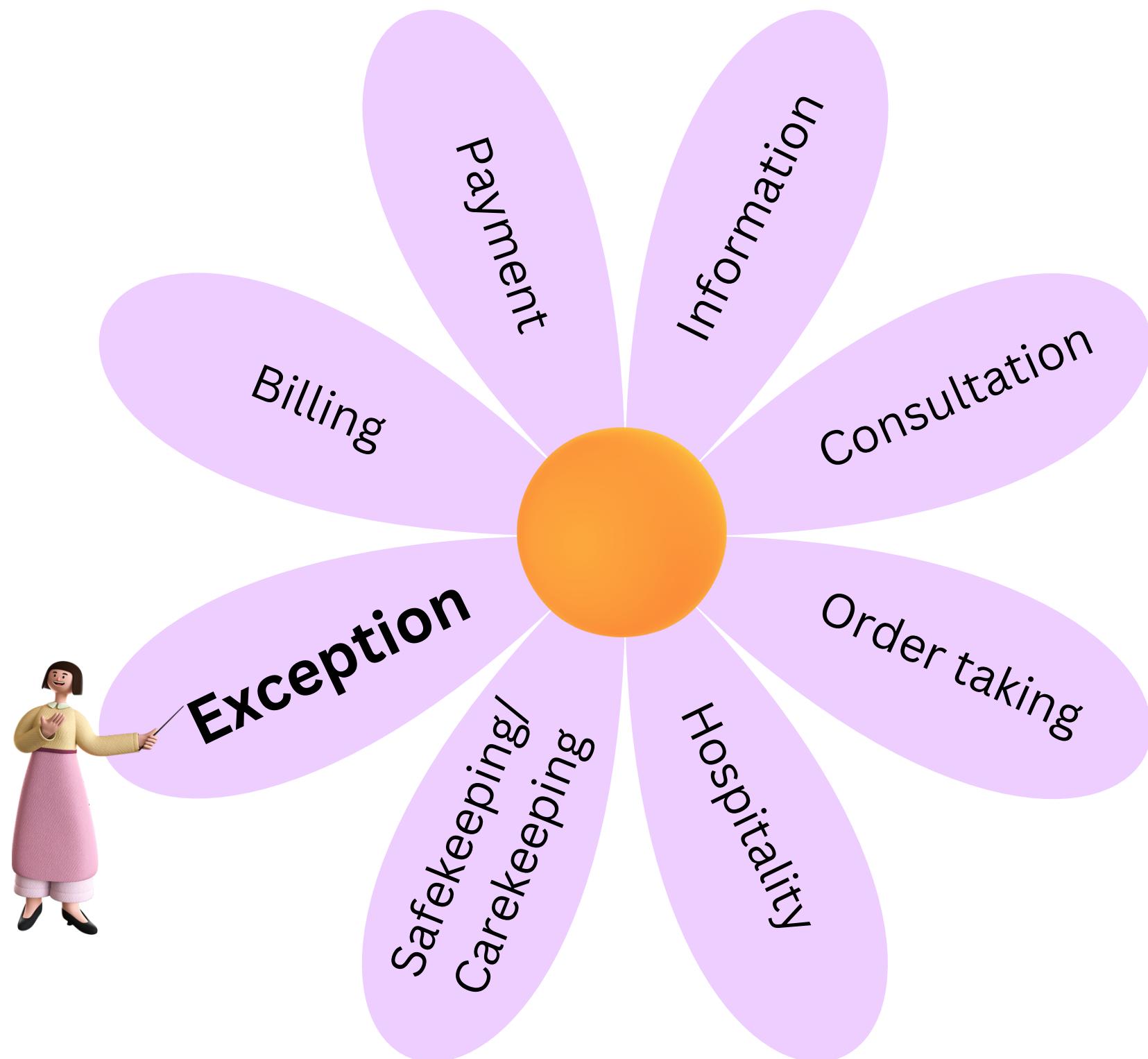


- Antoree guarantees the privacy of customers after signing the contract. And will compensate properly if that happens.
- Ensure the commitment to providing the online learning platform, the IT department always checks and maintains the platform periodic.



# III. Company analysis:

## FLOWER OF SERVICE



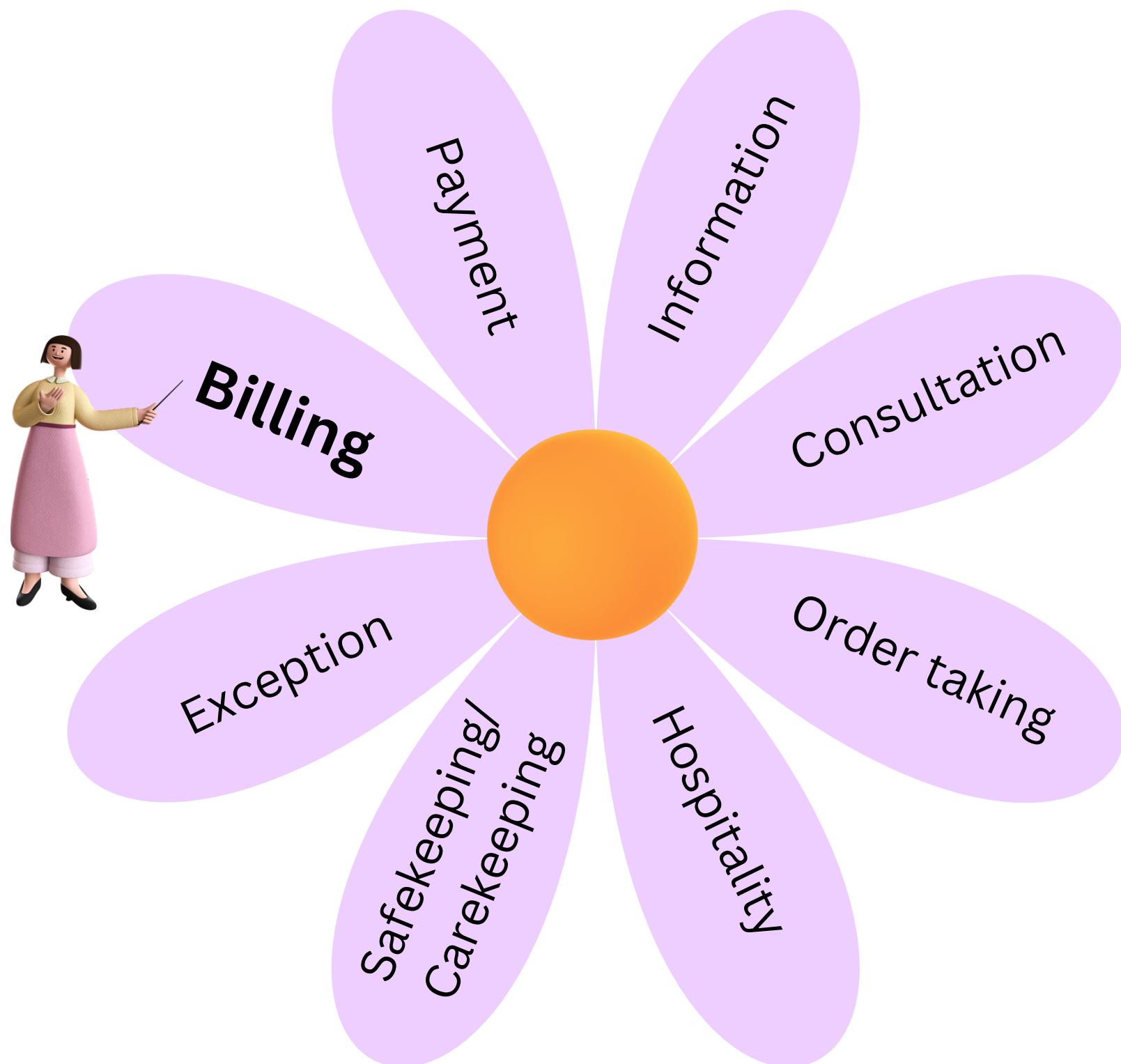
Antoree can support when something is not going according to the customers' plans:

- Customers do not have financial conditions.  
Antoree can support **installment payment**.
- Antoree will support customers to **create accounts** through the IT department by UltraView software.
- Customers who want to study with friends or relatives will be supported to study 1vs 2, 1 teacher - 2 students.



# III. Company analysis:

## FLOWER OF SERVICE

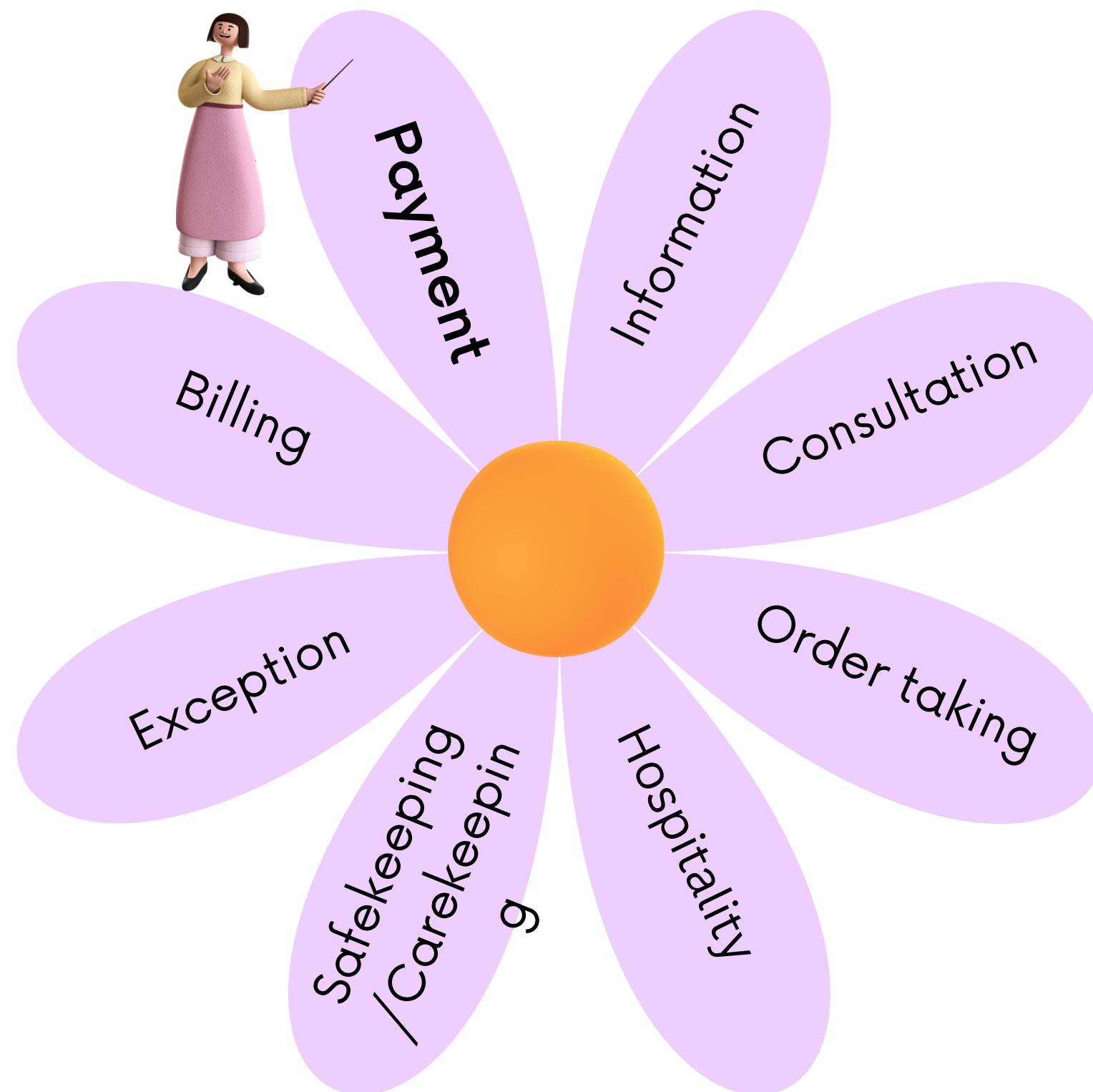


- Antoree always reports the course fees after consulting and satisfying the needs of customers through price lists or e-contracts.
- After paying, **paper contracts** will be sent to the customer's address.



# III. Company analysis:

## FLOWER OF SERVICE



Customers can pay by many different methods such as:

- Pay directly at Antoree's offices in Hanoi and Ho Chi Minh City
- Bank transfer (Transfer fees vary from bank)
- International payment cards
- Pay with Alipay (Support instant payment or installment)



# III. Company analysis:

## Pricing Strategy Stands On Three Foundations



Types of expenses: Website, advertising, CRM, teachers, sales, staff, technology (App), and Textbooks.

- Focuses costs on the course sales staff and the quality of the instructors.
- Antoree focuses its online learning application, so it needs a large cost to increase the quality of the application.
- Antoree focuses a large cost to increase the quality of the application online learning application.

# III. Company analysis:

## Pricing Strategy Stands On Three Foundations



### Competitors

#### Direct Competitor

Direct Competitors: E-talk, Kyna for Kid.

#### POP

- Teaching English online 1 on 1 for students.
- Flexible class hours, put service quality first.
- Use technology to put convenience first.

# III. Company analysis:

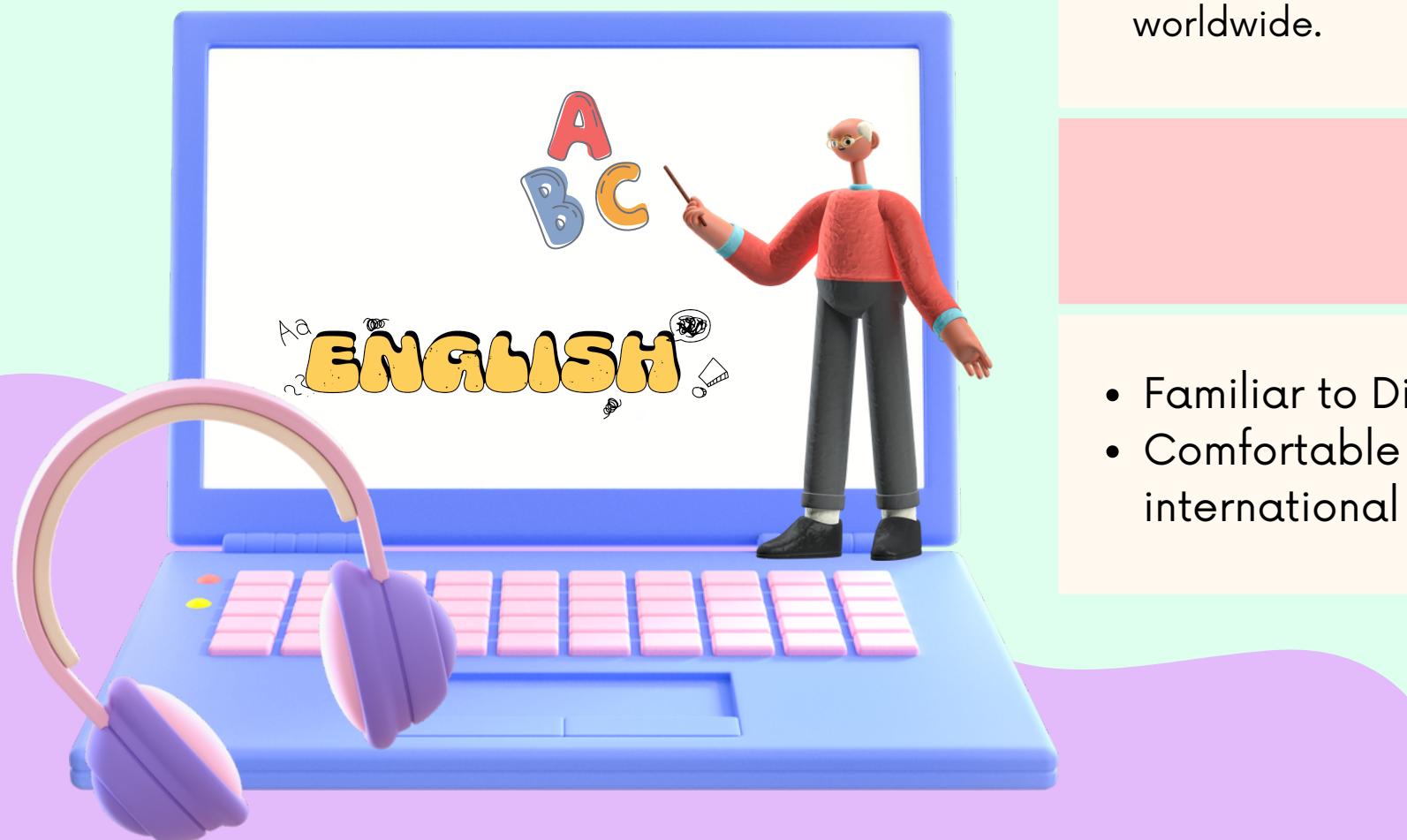


## Pricing Strategy Stands On Three Foundations

### Competitors

	Antoree	E-Talk	Kyna for Kids
Lecturers	Vietnam and abroad	Philippines	Vietnamese and foreign lecturers
Teacher quality	From countries around the world. Possess international qualifications: TESOL, CELTA,...Each teacher will have their own individualized teaching methods, suitable and flexible. The teacher will have 1 week training	Rigorous selection. 3 weeks interview. Training one more week on teaching.	Trained how to teach children. Change teachers when not satisfied
Quality verification	Teachers and students self-feedback.	Quality control team.	
Other services	Training for employees of enterprises.	The English document editing	
Class	The class is reserved and transferred. Diverse class hours (30, 45, 60, 120 minutes)		Study time is at least 25-45 minutes. The class is reserved and transferred.
Price (Cheapest course price)	680.000/Month	1.000.000/Month	510.000/Month

# III. Company analysis: **SWOT**



<b>Strength</b>	<b>Weakness</b>
<p>The trend of "commoditization of instruction". Customers' mindset:</p> <ul style="list-style-type: none"> <li>Lifelong learning is the new philosophy of the knowledge workers in the information age.</li> <li>Time flexible learning to suit their mobile career &amp; life.</li> <li>Distance education institutions and e-learning programs provide learners with the option to enroll at any university worldwide.</li> </ul>	<ul style="list-style-type: none"> <li>Share the Syllabus with many English Centre</li> <li>Competition stage within the Vietnam E-Learning</li> </ul>
<b>Opportunities</b>	<b>Threatens</b>
<ul style="list-style-type: none"> <li>Familiar to Digital platform</li> <li>Comfortable use of the Internet and the trend of international integration</li> </ul>	<ul style="list-style-type: none"> <li>The Threat of Substitute Products or Services "Corporate university".</li> <li>Threat of New Entrants</li> </ul>

# IV. Customer Problem



## Weak Connection to Customers

- Too much focus on online.
- Communication is still weak.
- Information about Antoree's courses.

## Low Consistency Content on Social Networking

The content between social networking platforms is not really effective.

- Attract people's attention with Youtube, the content on the Website and Fanpage only focuses on the course of former students.
- The website has an interface that is not optimized for the new customer experience.

# V. Marketing Strategy

- Marketplace.

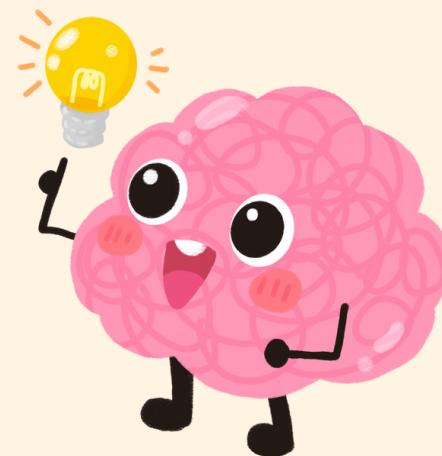


	Marketplace	Effectively
1	Facebook	30%
2	Mail	10%
3	Website	50%
4	Youtube	10%



# V. Marketing Strategy

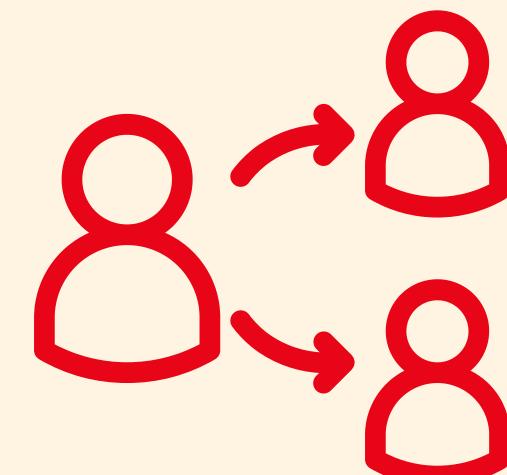
- Customer insight



Develop thinking  
and wisdom



Class is not too  
crowded



Achieve English learning

Pay attention to your  
daily learning progress

Convenient

# V. Marketing Strategy

- BCG Growth Share Matrix



Market share is still low



Great growth potential

# V. Marketing Strategy

- **Segmentation - Targeting**

## Demographic

Age: 30-60 years old

Gender: All genders

Income: From 15 million/month

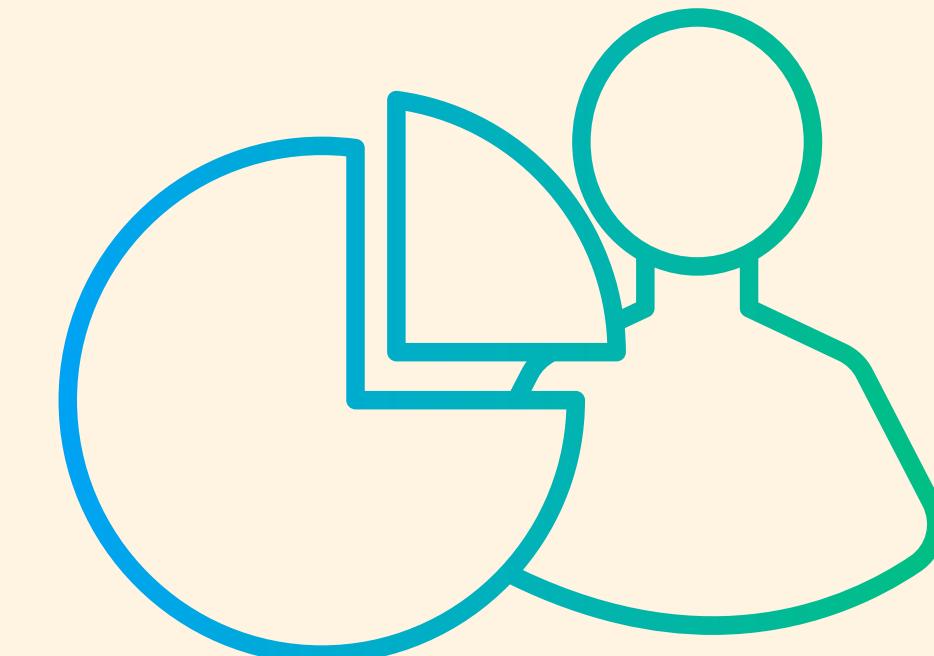
Occupation: Students, office workers, businesses,...

## Geographic

Vietnam.

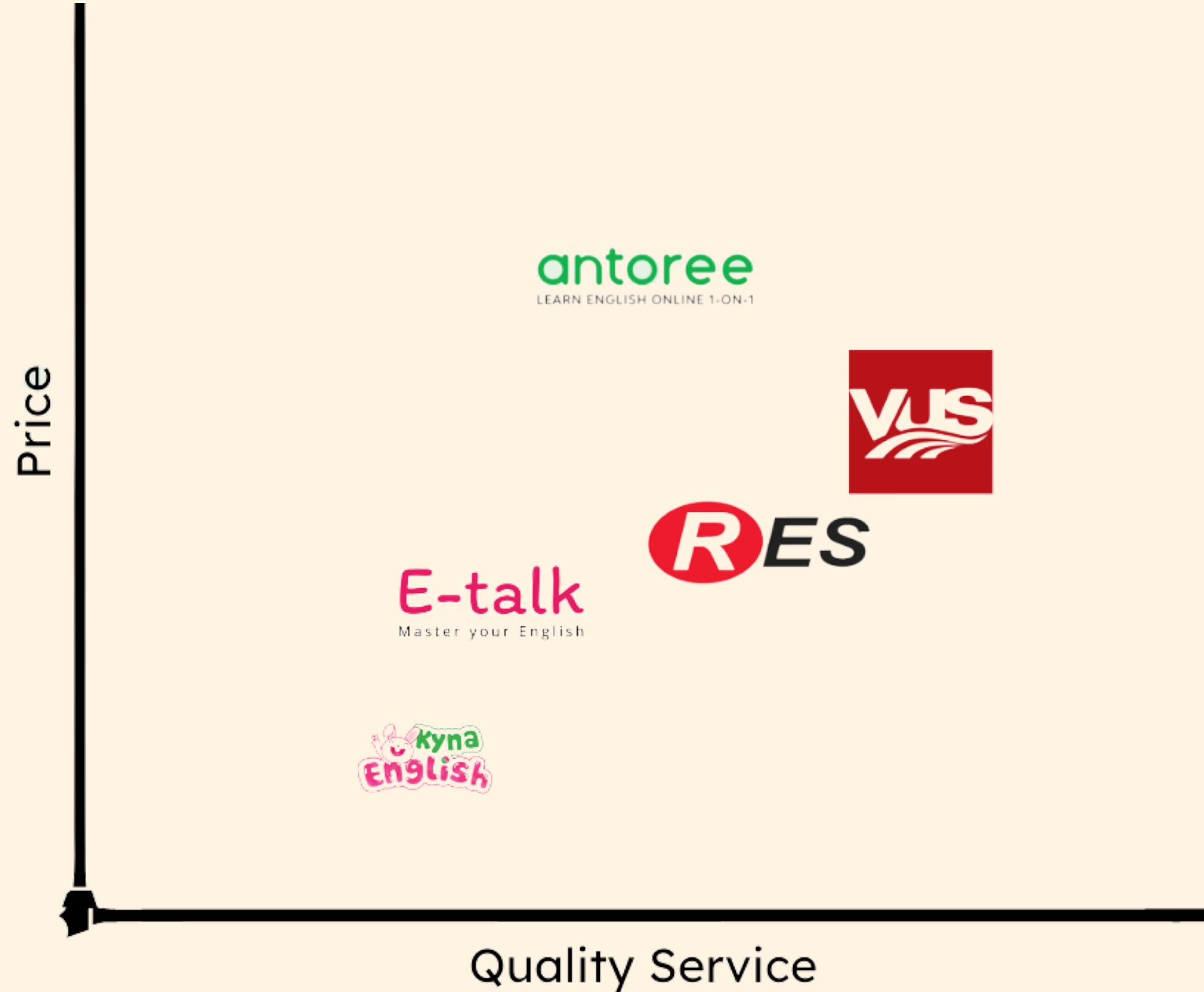
## People who want to study English:

- Online learning.
- Flexible timetable.
- 1-on-1 tutoring.
- With a personalized route.
- Foreign teacher



# V. Marketing Strategy

## • Positioning



# VI. Marketing Plan

- **Objective**



		Marketing Objective	Business Objective
Long-term		Social interaction increased by 40% within 3 months	Increase <b>revenue</b> by 20% of which 60% come from existing customers and 30% come from new customers.
Short-term	Marketing Objective	<ul style="list-style-type: none"> <li>• Increase traffic of youtube channel within 1 month achieve: The suggested view is in the Top 10 when searching for keywords related to English.</li> <li>• Increase engagement on Facebook: • 500 reactions/5 posts/week</li> <li>• <b>Build a Learning Community</b> to share knowledge to reach 150,000 likes in 3 months.</li> </ul>	<ul style="list-style-type: none"> <li>• Customer satisfaction rate after each course, evaluation, and course upgrade reaches 20%.</li> <li>• The rate of new customers' awareness of Antoree based on friends' referrals increases by 5%/per month.</li> </ul>
	Business Objective		

# Process - Blueprint.

## Optimized blueprint

	Tearing				Engaging			Maintaining			
Evidence	Website	Social Media	Office	Staff	Website	Staff	Social Media	Website	Office	Staff	Social Media
Customer Action	Visit website, Searching information	View information and feedback from other customers	Office tour	Inquire about the course and lecturer information	Try the test, Registration the website	Select instructors and connect with instructors, Dealing price	Like fanpage, join the community, react the post	Use the exclusive functionality of the website	Come to the office to interact directly with the lecturer	Get advice and reviews,	Follow up useful information, Active participation and community
Contstage	Welcome to the website, Provide the information and achievement	<ul style="list-style-type: none"> <li>Facebook page</li> <li>Facebook community</li> <li>Google &amp; Youtube</li> <li>Skype</li> </ul>	Welcome to branch	<ul style="list-style-type: none"> <li>Design an online English test.</li> <li>Interface for students</li> </ul>	<ul style="list-style-type: none"> <li>Counseling courses in accordance with the test results</li> <li>Collect personal information</li> </ul>	<ul style="list-style-type: none"> <li>Facebook page</li> <li>Facebook community</li> <li>Google banner</li> <li>Youtube optimized content</li> <li>Skype</li> </ul>					<ul style="list-style-type: none"> <li>Facebook page</li> <li>Facebook community</li> <li>Positive WOM on Social</li> <li>PR</li> </ul>
Backstage	Website back-end design			Instructor management system		CRM, payment method		Website back-end design		CRM, Create content marketing	



Green: Place



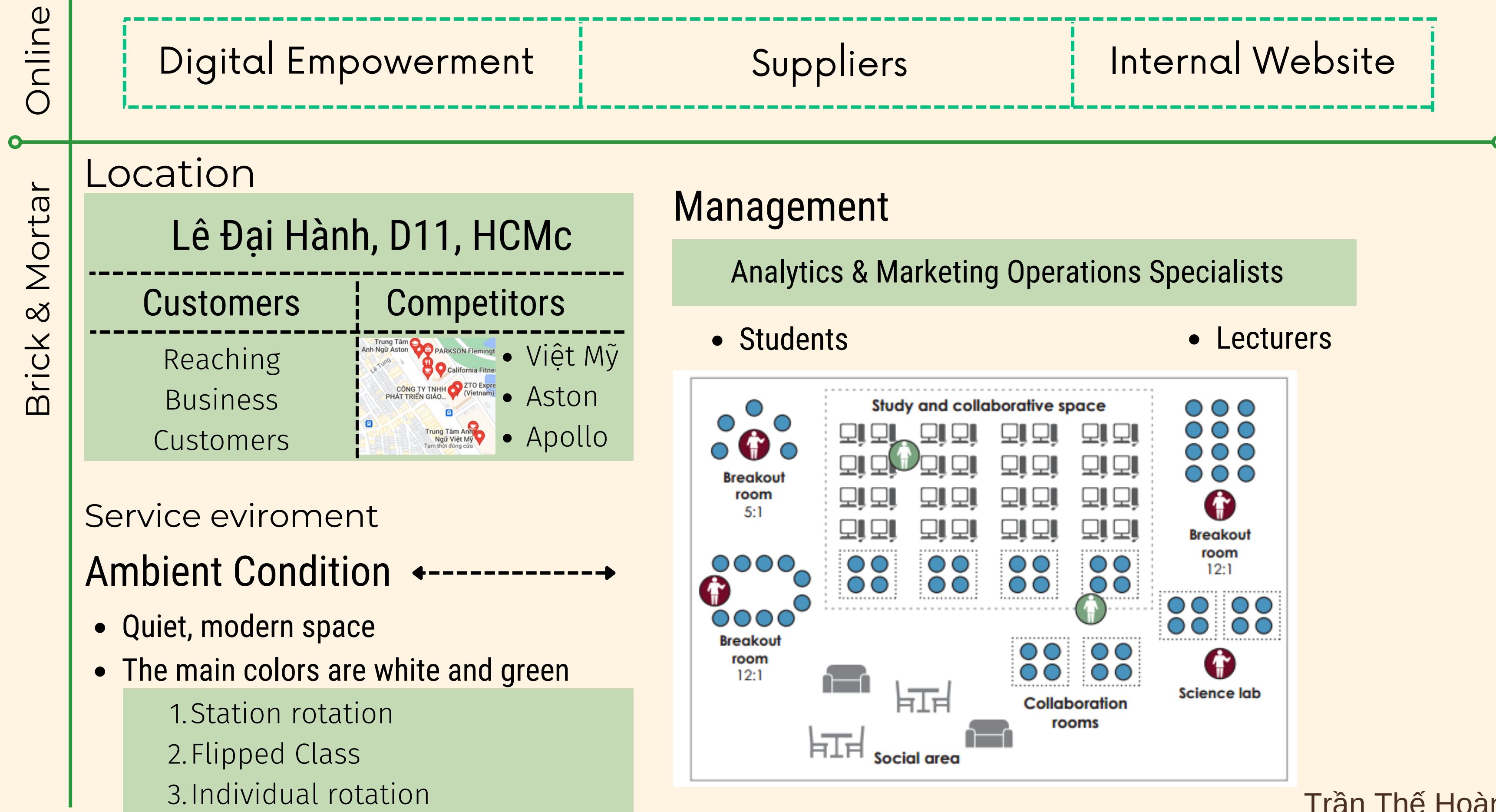
Blue : Promotion



Yellow : People

Trần Thế Hoàng

# Place



# VI. Marketing Plan

- People

Phase	1	2	3
Timeline	25/1 - 5/2/2023	6/2-5/3/2023	15/3-30/5/2023
Objective	Select 10 teachers for Hybrid courses	Demo Hybrid class	Publish 20 Hybrid courses
Main Activities	<ul style="list-style-type: none"> <li>Offer teachers who are living in Ho Chi Minh city, and currently teaching online to switch to offline</li> <li>Recruit new teachers</li> <li>Discuss and train teachers</li> </ul>	<ul style="list-style-type: none"> <li>Deploy demo classes every Monday</li> <li>Evaluate and give suggestions to improve and enhance the methods</li> </ul>	<ul style="list-style-type: none"> <li>Run Hybrid class</li> <li>Each teacher teach 2 classes/4 students</li> <li>Rate after every classes</li> </ul>
Responsible departments	Teacher Management	Class Management Developer Teacher Management	Antoree Customer success Teacher Management

# • Promotion

## TACTICS

Key Message

**Antoree - Feel free to learn English**

----- 1/3 - 31/3/2023 -----

1/4 - 30 /4/2023 -----

1/5-30/5/2023 -----

Objective

**Create curiosity and attract**

Hybrid Learning:

Your English - Your Way

**Increase customer engagement**

Build brand trust.  
Spread the message  
**"Feel free to learn"**  
Call to action

Activities

Video series: Your English - Your Way

- Building Hybrid community
- Bumper ads

Minigame: Fun quizzes around the new office in Ho Chi Minh City

- PR
- Alway on Content on fanpage

**Sale promotion: Hybrid Learning: New Course - New Connection**

- Ads

channels



Lê Thị Huỳnh Gấm

# • Promotion

Key Message

## DESCRIPTION

### Antoree - Feel free to learn English

-----1/3 - 31/3/2023-----

1/4 - 30 /4/2023

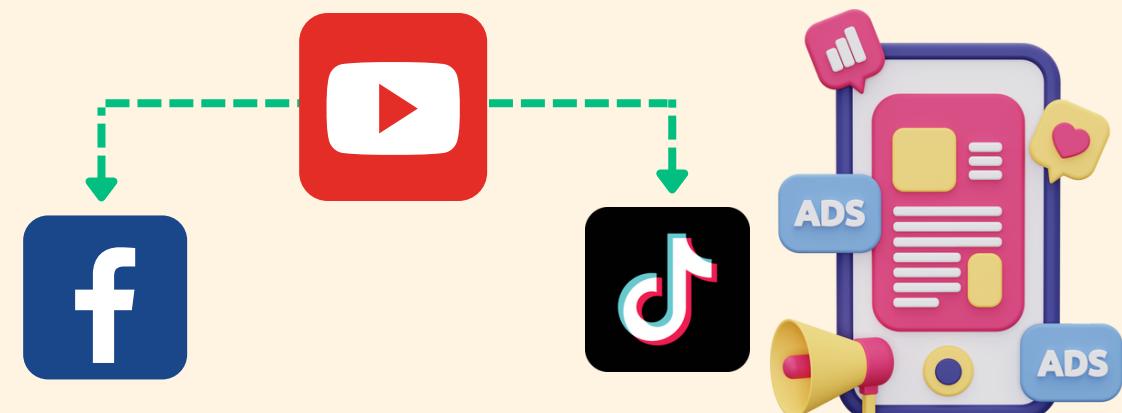
1/5-30/5/2023-----→

Video series: Your English -  
Your Way

Minigame: Fun quizzes  
around the new office in  
Ho Chi Minh City

**Sale promotion:** Hybrid  
Learning: New Course -  
New Connection

**Focus content:**  
Introducing the **Hybrid learning**  
method and its convenience.



Hybrid community

Bumper ads

antoree

Office tour

**Minigame**  
30% off 1.5-month Hybrid Course

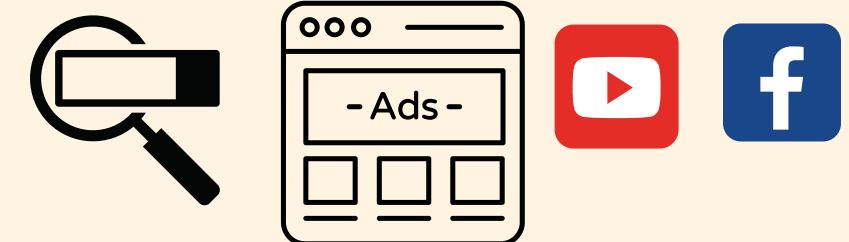


antoree

Hybrid Course

Current

New



# • Promotion

# DEMO

## Antoree - Feel free to learn English

-----1/3 - 31/3/2023-----

1/4 - 30 /4/2023-----

1/5-30/5/2023-----→

Total Budget  
**238.360.000 VND**

# antoree



Video series

**OFFICES ~ Văn phòng**

police station	/pa'li:s stεɪʃn/	sở cảnh sát
hospital	/ha:sptl/	bệnh viện
clinic	/klinɪk/	phòng khám
fire station	/faɪər sterʃn/	trạm cứu hỏa
bank	/ba:nk/	ngân hàng
post office	/poʊst ɔ:fɪs/	bưu điện
factory	/fæktri/	nhà máy
court	/kɔ:t/	tòa án
health center	/helθ sentər/	trung tâm sức khỏe

**STORES ~ Các cửa hàng**

book store	/'bʊksto:r/	hiệu sách
bakery	/'beɪkəri/	tiệm bánh
butcher's	/'butʃəz/	lò mổ
antique shop	/æn'tɪkʃə:p/	cửa hàng đồ cổ
pharmacy	/'fɑ:rməsi/	hiệu thuốc
barber shop	/'ba:bər ʃə:p/	tiệm cắt tóc nam
car showroom	/ka:r 'ʃə:ru:m/	trưng bày xe ô tô
book shop	/'bʊkʃə:p/	cửa hàng sách

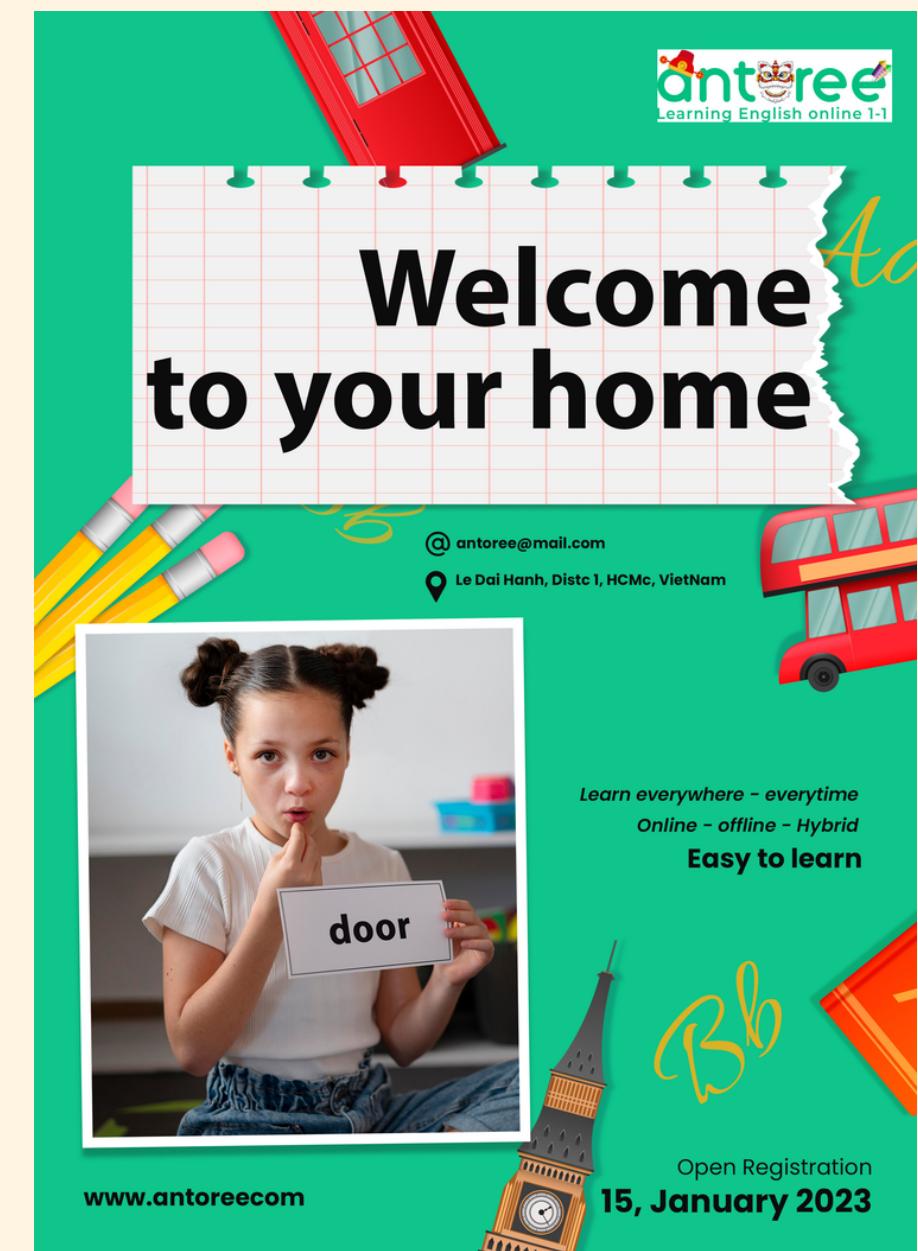
**AMUSEMENT ~ Giải trí**

cinema	/'sɪnamə/	rạp chiếu phim
café	/kæ'fē/	quán cafe
restaurant	/'restə:rənt/	nhà hàng
mall	/mɔ:l/	trung tâm mua sắm
theater	/'θi:ə:tər/	nhà hát
gallery	/'gæləri/	triển lãm
museum	/'mu:zi:əm/	bảo tàng
zoo	/zu:/	safari
park	/pa:k/	công viên
playground	/'pleɪgra:nd/	sân chơi

**STREET ~ Đường phố**

bus station	/'bʊs sterʃn/	bến xe buýt
telephone booth	/'telɪfo:n buθ/	bốt điện thoại
train station	/'treɪn sterʃn/	ga tàu hỏa
parking lot	/'pɑ:kɪŋ lə:t/	bãi đỗ xe
sidewalk	/'sa:dwa:k/	vỉa hè
car park	/'ka:r pa:k/	chỗ đỗ xe
city hall	/'sɪti 'hɔ:l/	tòa thị chính
bridge	/brɪdʒ/	cầu

Content on Facebook



# VI. Marketing Plan

March  
84.235.000  
VND

## Service Marketing Calendar

SUN	MON	TUE	WED	THUR	FRI	SAT
				1	2	3
					On-Air videos on Youtube	
5	6	7	8	9	10	11
Post on Facebook			Post on Facebook		On-Air videos on Youtube	Post on Facebook
12	13	14	15	16	17	18
Post on Facebook			Opening of the Hybrid course		On-Air videos on Youtube	Post on Facebook
19	20	21	22	23	24	25
Post on Facebook					On-Air videos on Youtube	Post on Facebook
26	27	28	29	30	31	
					On-Air videos on Youtube	

# VI. Marketing Plan

## Service Marketing Calendar



49.425.000

VND

SUN	MON	TUE	WED	THUR	FRI	SAT
						1
2	3	4	5	6	7	8
Office tour					On-Air videos on Youtube	MiniGame - Start
9	10	11	12	13	14	15
Post on Facebook			Post on Facebook		On-Air videos on Youtube	
16	17	18	19	20	21	22
Post on Facebook			Booking PR		On-Air videos on Youtube	
23	24	25	26	27	28	29
Post on Facebook					On-Air videos on Youtube	MiniGame - End

# VI. Marketing Plan

## Service Marketing Calendar



104.700.000

VND

SUN	MON	TUE	WED	THUR	FRI	SAT
		1	2	3	4	5
					On-Air videos on Youtube	6
7	8	9	10	11	12	13
Direct Mail to Customers	Sale promotion Start					
14	15	16	17	18	19	20
	Sale promotion End					
21	22	23	24	25	26	27
28	29	30	31			

# VI. Marketing Plan

**PLACE**

Preparation and Cost



**Evaluation - Risk Assessment**

**PROMOTION**

Promotion costs



**PEOPLE**

Ensure uniformity in education quality.



# VI. Marketing Plan

- Evaluation - Backup Plan**

CRITICALITY	Backup testing frequency				
	1	2	3	4	5
Applications	Monthly	Bimonthly	Weekly	Daily	Daily
Virtual machines	Bimonthly	Bimonthly	Weekly	Daily	Daily
Data files	Monthly	Bimonthly	Weekly	Daily	Twice daily
Databases	Bimonthly	Bimonthly	Weekly	Daily	Twice daily
Archival Data	Twice a year	Quarterly	Monthly	Weekly	Weekly
Legacy Assets	Twice a year	Quarterly	Monthly	Weekly	Weekly
System & Network files	Monthly	Bimonthly	Weekly	Weekly	Weekly
Non-electronic Asset	Quarterly	Bimonthly	Monthly	Weekly	Weekly

