Business Model: Online Coding Course.
(Software as a Service)

Introduction
- **Description:** The Online Coding Course business model sells coding courses through a web-based platform. Students can purchase individual courses or subscribe to gain access to a library of courses. The platform provides comprehensive coding lessons, tutorials, and exercises, allowing learners to acquire programming skills remotely. The business model aims to cater to a wide range of learners, from beginners to experienced programmers, and offers flexible pricing options to accommodate different needs.
- **Revenue:** The revenue primarily comes from the sales of coding courses and subscriptions. The subscription revenue model provides a consistent stream of income over time as students continue their learning journey and renew their subscriptions.

Stage 1: Situation Analysis
SWOT:
Strengths:
- Access to a larger customer base
- Flexibility and Convinience
- Develop your capacity for self-study and self-research.
- Improved and quicker contact with students

Weaknesses:
- Limited physical interation.
- Requires students to be self-disciplined and self-motivated
- As the user base grows, there may be difficulties expanding operations and maintaining quality control.

Opportunities:
- Increasing Demand for Coding Skills
- Technological Advancements

Threats:
- High competitive, necessitating constant innovation and differentiation
- Adaptations due to changes in education laws and legislation.

How are we performing?
- 18 online courses available, ranging from beginner to expert. 3 different level of classes for each course.
- 1000+ students
- Numerous students successfully completed the course and passed the test.
- One of the top brand-new learning coding platform
- The affordable costs for all courses.

What are our distinctive competitive (marketing) advantages? SO in SWOT
- Offering a wide range of coding courses covering various programming languages, frameworks, and software development concepts.
- Interactive and Engaging Learning Experience
- Using advanced technology tools to improve the learning process
- Convenient and Flexible Online Platform
- Providing exceptional customer support and assistance

How effective is our Marketing Mix

Our business model excels with a highly effective marketing mix. We offer a comprehensive range of coding courses at competitive prices, resulting in positive testimonials and high student success rates. With convenient online accessibility, learners can access our courses from anywhere at any time. By continuously monitoring market trends, customer feedback, and competition, we ensure that our marketing mix remains relevant and meets the evolving needs and expectations of our students.

Are we focusing on the best segments with the right type of customer?

We target individuals of all ages and backgrounds who are interested in learning coding and acquiring programming skills. Whether you are a beginner looking to start your coding journey or an experienced programmer.

Are we using the most appropriate channels for communication and distribution? (kênh truyền thông phù hợp & lý do)
- Facebook: large amount of traffic, where the target customer is activating.
- Tiktok: biggest platform for any businesses, allowing to more easily and affordably target potential customers.

What uncontrollable event(s) or trend(s) can impact my business? (risks management)
- Technological Advancements and Innovations
- Economic fluctuations and recessions
- Change in education policies and regulations
- The online coding education industry is highly competitive
- Data Privacy Concerns

Stage 2: Set Objectives
Business Mission:
The mission of our business is to empower individuals with the knowledge and skills to thrive in the digital age by providing accessible and comprehensive coding education. Inspiring a passion for coding, unlock career opportunities, and contribute to the advancement of technological innovation
Business Objectives:
- Achieve a 20% year-over-year increase in student enrollment.

- Increase sales revenue by 15-20% compared to the previous 6 months.

- Enhance Course Quality and Content.
- Aim to have at least 40 courses available to cater to diverse student interests and needs.
- Achieve a student retention rate of 70% or higher.

Marketing Objectives
- Boost SEO to improve website traffic by 20% within three months by optimizing keywords and content.
- Raise brand recognition by holding events and running social media campaigns
- Target individualized message, marketing, and offers to enhance customer acquisition by 25%–30% within three months.

Marketing Communication Objectives
- Develop become a top platform for online tutoring.
- Boost brand recognition to encourage more users, teachers, and students to sign up for the platform
- Boost social media presence and involvement on Facebook and TikTok, with a goal of 8,000 followers and 500 post engagements on the latter platform.

Stage 3: Strategy
Segmentation:
- High School/ College Students
- Working professtionals
- Learners interested in technology, programming, and coding
- Individuals looking to enhance their career prospects in the tech industry through acquiring coding skills.
- Leaners who view coding as a means of personal development and expanding their skill set.

Targeting:
- Students
- Working Professionals

Positioning:
- A leading provider of specialized coding education
- An easy-to-use interface
- Highlight the qualifications and experience of your instructors
- Availability of dedicated support channels
- Self-paced learning options, interactive resources

Stage 4: Tactical Plan
Which Communication Tools are we going to use?
- Website: the primary platform to showcase our courses, provide information about your business, and allow potential students to enroll.

- Utilize Facebook's interactive features, relevant information, and tailored postings to engage a wide range of users
- TikTok: Use aesthetically engaging investing videos and advice to attract new customers.
- Email Marketing: Use email campaigns to communicate with potential and existing clients, sharing newsletters and personalized recommendations.
- Online advertising: focus on advertisements on websites and apps like Google Ads and social media.

How are we going to use them?
- Facebook and TikTok: to distribute informative material and promote audience participation on social media.
- Website: Maintain an informative website with blog articles on investment strategies.
- Online Advertising: Use eye-catching imagery and messaging to target adverts to particular audiences.

What message(s) do we wish to communicate?
- Practical and Applicable Skills
- Convenient and flexible online learning.
- A trusted and reliable education.
- Academic advancement and success.

Are we being consistent across different tools and messages?
Every platform should be consistent with the campaign's overall goal of " empower individuals with the knowledge and skills to thrive in the digital age by providing accessible and comprehensive coding education."

Do we have the necessary resources/budgets?
Resource/Budget Assessment: Evaluate availability of resources and budgets to support marketing objectives and activities.

Stage 5: Action plan
Who is going to do what?
- Marketing Team: Create and enhance comprehensive marketing strategies.
- Content Creation: produces interesting and educational stuff relating to coding and programming. Post a video with a hashtag on the Facebook and tiktok sites.
- Social Media Manager: Manage social media content calendars and schedules posts.
- Advertising Manager: controls the management of digital advertising efforts, including display, social media, and Google Ads.
- Event Coordinator: planning and organizing various events, both online and offline,
- Customer Support Team: Offers guidance and support throughout the student's learning journey.

- Analytics and Reporting: Collects, analyzes, and interprets data to gain insights into the performance.

When are they going to do it?
- Marketing Team: lasting the entire year.
- Content Creation: perpetual creation and publication.
- Social Media Manager: daily administration and involvement.
- Advertising Manager: starting a paid campaign.
- Event Coordinator: hold exhibitions every 3 months.
- Customer Support Team: continue assisting people and gathering comments.
- Analytics and Reporting: Regular monitoring and analysis.

What is the resource allocation for the action?
- Marketing Team: 6 individuals who are in charge of carrying out strategy and initiatives.
- Content Creators: 2 content creators responsible for producing engaging content.
- Social Media Manager: Spends 18 hours each week managing social media platforms and engagement.
- Advertising Manager: gives $2000 for focused advertising initiatives..
- Event Coordinator: Plans and manages 3 exhibitions and events annually..
- Customer Support Team: Consists of 3 members providing ongoing client support.

300.000.000 has been allotted for marketing, content development, events, and analytics tools.
Averaging 40 hours per week for each team member, time and effort are allocated according to work specifications and deadlines.

What are the key performance measurements?
Key Performance Measurements:
- Website Traffic Increase
- Conversion Rate
- Social Media Engagement
- Customer Satisfaction
- Return on Investment (ROI)
- Cost per Acquisition (CPA)
- Campaign-specific Metrics

These measurements help evaluate marketing effectiveness, customer satisfaction, and financial performance.

How is the performance going to be recorded?
- Google Analytics 4
- Tiktok for Business
- Business Department of Company