



Mathews Academy of Design & Consultancy Pvt Ltd

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Education is  
our future.  
Let's work  
together.



**Mathew's Academy of Design & Consultancy (MAC) is a Kerala based company that offer's multiple services like Career consultancy & getting into Entrance coaching for NATA & Design schools, .**

**Mathew's Academy is private limited company founded by Mr Mathew Chiramel . Mathew was a Senior Manager in Education industry . He carries with him nearly 15 years of experience with exposure in Marketing, sales , Operations & HR . Mathew with his experience has understood the potential of coaching business .Looking at huge demand for Architecture & Design as a career . This creates an opportunity to create entrance coaching for Architecture & Design . This plan is being used as a document to assist the development of business.**

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## **Our Mission**

**Our mission is to serve society through excellence in education. We always aim to define the absolute standard of excellence in the area of academics through :**

- The quality of education we provide**
- The efficiency of our methodologies and system.**
- Truthfulness towards students and parents**

**We aspire to instil the right attitudes, values and vision in our students that will prepare them for a life time continued learning and leadership in their chosen careers.**

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## Objectives

**Mathew's Academy objectives for the first Five years of operation include:**

- The creation of a unique, upscale, innovative environment that will differentiate Mathew's Academy from other Entrance coaching or professional development businesses.**
- To open centre's in Ernakulum in year 1**
- Achieve sales revenues of approximately 1 Crore by year 3.**
- To have 5 centres in south by 2023 . Bangalore , Calicut , Chennai , Trivandrum**

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# Keys to Success

- Developing methods of approaching subjects that helps students get their minds around challenging concepts.
- Creating excellent word of mouth promotion of services - clients sell services to other students.
- Truly listening to clients' needs and diagnosing where their understanding of concepts is breaking down.

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## Our Services

Mac offers multiple education services like

- Entrance coaching for NID, NIFT & Top Design colleges.
- Entrance Coaching for NATA
- Consultancy Services to Top Colleges in India & Abroad

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## Company summary

Company is registered as Private limited named as Mathew's Academy of Design & consultancy Private Limited . It will be branded as Mathew's Academy . It has three directors of which two are stake holders and other is executive director . This directors have huge experience in education sector together they share more than thirty years in education sector . Our MD is from education Sector with experience in Marketing , Sales , Hr & Operations . Company has 10,000 shares shared between two directors. Mr Mathew C M hold 90% of the share value and Ms Seena K X hold 10% of the share value .

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## Opportunity

In India, every second parents want their child to become an engineer or doctor. And for that, they want them to get admission in best engineering & Medical colleges . But the new trend is look at design & fashion as career option like NID , NIFT & other top design colleges .

Course	Number of students	Growth every year	Competitors
NID	15- 20 k	8-12 %	5
NIFT	50 – 70 K	8-10 %	4
NATA	1.2 lakh	5- 7 %	16

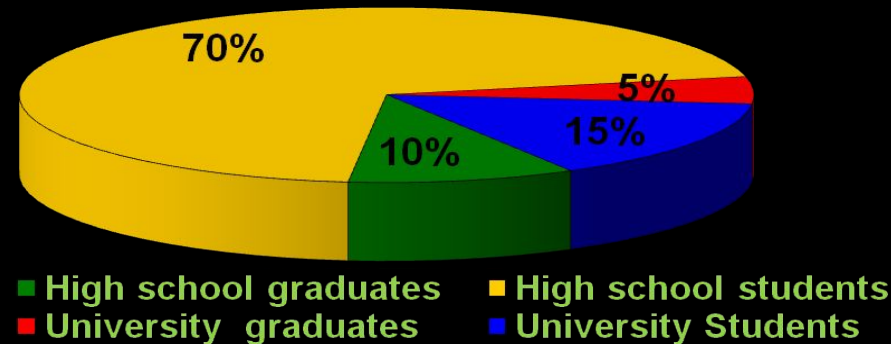


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## Market Analysis Summary

Mathew's Academy targets students from Higher secondary , Junior colleges & Colleges . These are the student who aspire to be Architects , Designers & Education abroad.

The following chart and table summarize the total market potential for Mathew's Academy Products



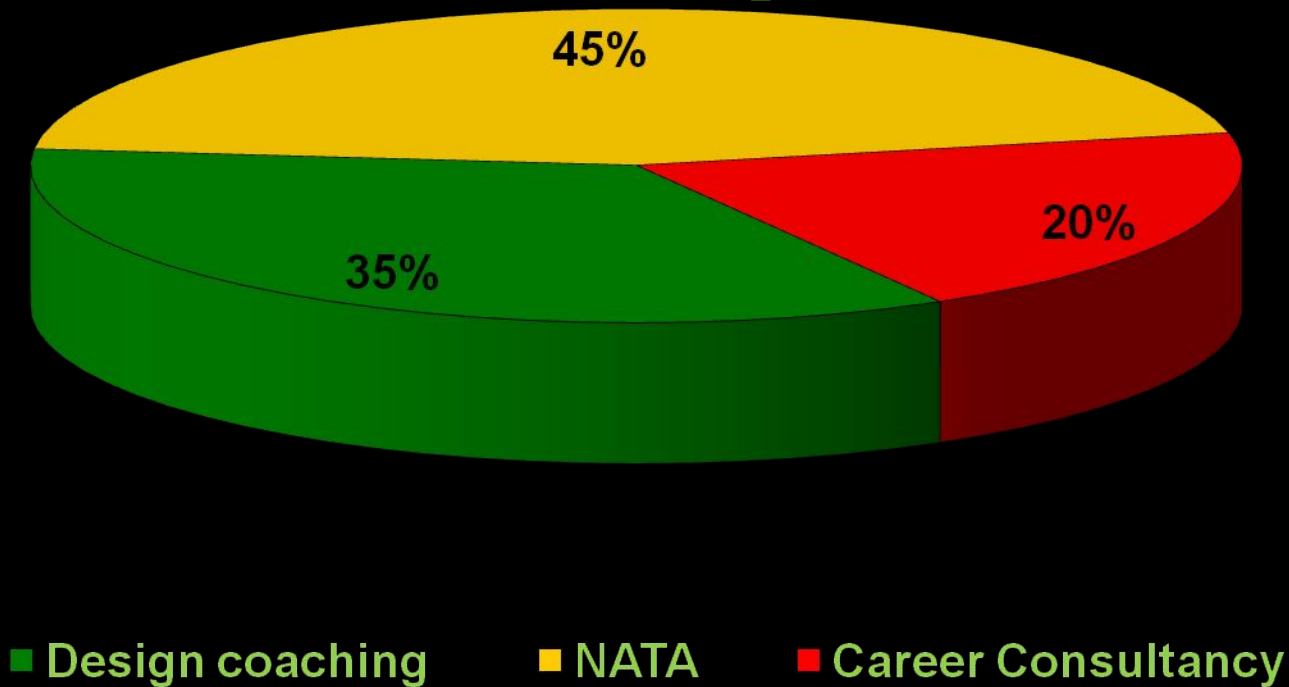
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## Marketing Strategy

The key to our market strategy is Digital & Direct Marketing . We plan to getting user in this manner because we know they are actively looking for information & tips . Mr Mathew is expert in this arena and we have identified few key words that people use when looking for information & tips . We are building our website with these keywords built into it the tittles and site copy to get good placement in the search engine .

We will use pay per click search engine to bid on terms for the types of products that are recommend to bring user looking for these products . Our last and potentially most important strategy is word of mouth or Viral marketing .

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**Business  
Analysis**



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## Advertisement

- Advertising in Various Newspapers such as Malayalam Manoramma , Times of India, The Hindu & The Indian Express.
- Advertising in both Design & commercial magazine .
- Advertising in Radio and TV at the end of the first year.
- Banner adds in top educational portal & Facebook



Sr No	Particulars	Expenses
1	Advertisement ( News paper ads , Hoardings, Banners )	10 lakh
2	Remodelling & Interior	<b>10 laks</b>
3	Laptop & Computers & furnitures	5 lakh
4	Materials ( marketing & study materials )	5 lakhs
5	Digital Marketing	8 lakh
6	Direct Marketing	3 Lakh
8	Printing & Stationery	50,000
9	Professional /consultancy charges	1 lakhs
12	Staff Salary	25 lakhs
<b>13</b>	<b>App development</b>	<b>2 Lakhs</b>
14	Website	1.5 lakhs
<b>15</b>	<b>Commercial shooting</b>	<b>2 lakhs</b>
16	Cash reserve	5 lakhs
	Total	80 lakhs

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Thank you

For more details contact

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