

ABX CENTURY MANAGEMENT CONSULTING

Han Guo¹, Chairit Thongrawd²

^{1,2}Graduate School, Southeast Asia University, Bangkok, Thailand
E-mail: ChairitT@sau.ac.th

ABSTRACT

The sea sail - undergraduate background enhance workplace customization platform, will integrate the existing information, giving vast amounts of information cluster, diffusion, magnification, and according to the different needs of individuals, positive and effective help for personalized university career planning, and give the optimal project schedule, create conditions for students enriched the contents of the college experience and resume. It provides a convenient path for promoting postgraduate insurance, postgraduate entrance examination, employment and overseas bonus. The result shows that the NPV is 1,170,500 yuan, IRR is 74%, and Payback period (C is =1.4 years.

Keywords: Management Consulting, Information platform, University students, Background Enhancement

Section 1 Introduction

In recent years, with the gradually increase of the college student base, the competition pressure among college students has intensified and increasingly formed severe employment situation. More and more college students are willing to choose to enrich their background and life experience by attending undergraduate school and studying abroad as a basis for their future sustainable development. If college students want to stand out from the peer competitors, they need to equip with the experience of participating in various projects and the honors they have received. However, there are few and fragmented ways for college students to obtain information about such programs, which leads to many students who want to pursue undergraduate school or study abroad and have clear plans for their future missing out on information about important competitions and training due to lack of information, and the process of finding information is time-consuming and

e questioner). After a certain period of time, there will be some high quality and productive responders, and the platform will reward them with corresponding experience value and award them with honorary titles, and a certain amount of experience value can be exchanged for money, so as to motivate them and maintain the update speed of high quality answers, forming a triple-win approach for questioners, responders and the platform. The official platform will also collect some experience posts and Q&A with high universality, and the responders will also receive bounties, while the questioners only need to pay a small fee to view.

Provide consultation channels for professional institutions

With the continuous development of the platform, it will have a relatively large scale of users. On this basis, the platform will actively contact relevant institutions to reach an agreement and open institutional consultation channels to provide users with more professional information services and enable them to choose whether to conduct relevant training according to their own needs, so that they can obtain better results in using the platform.

SECTION 2 Company Profile

Established in 2015, ABX Century Management Consulting is committed to allowing newcomers to the job market who have been working for about 3 years to achieve precise employment through refined and customized counseling services. There are three parts of core competence of "HFUN team": information integration; user customization ;community forum.

SECTION 3 Industry Analysis

PEST analysis

1. policy environment (Politics)

With the rapid development of China's economy, the country's requirements for the comprehensive quality of talents are also increasing. The improvement of education quality is an inevitable trend and a hard requirement of the state. On the whole, the current policy environment is suitable for the development of "HFUN" information integration platform.

2. Economic environment (economic)

The general trend of knowledge payment: China's knowledge payment industry is developing rapidly, which arose a variety of knowledge payment products. These products have gained explosive reputation communication and economic returns, providing new profit growth points for enterprises, not only promoting the formation of specialized knowledge trading platforms, but also cultivating more knowledge consumers.

3. Social environment (Society)

The employment situation is becoming increasingly severe: in the latest statistics on the number of postgraduate applicants since 2015, the number of applicants has increased from 1.65 million in 2015 to 2.9 million in 2021. Due to the pressure of college students' employment and the integration of part-time postgraduate examinations into the unified examination, the total number of postgraduate candidates is increasing year by year.

4. Technological environment (Technology)

The advent of the era of big data: The concept of big data was first put forward in 2001 by Garther, the authoritative organization of IT. It was not until 2009 that the term big data was gradually popularized in the Internet industry. In the past 20 years, the big data technology has gradually matured. McKinsey Global Institute pointed out in its report "Big Data:

Five forces model

(1) the threat from potential competitors - HFUN has advantages in market, technology and other aspects.

Potential competitors include the postgraduate help, postgraduate school, China postgraduate forum, practical monks, BOSS direct employment, etc.

(2) The threat of substitutes-the threat of question-and-answer community is small, but that of training institutions is big.

Substitutes are: Zhihu, watercress; Future New Oriental overseas consulting, job consulting, Yi Bao research, Haiwen postgraduate entrance examination and other training institutions.

ABX focuses on college students (undergraduates) in the workplace, and its main business is organizing competitions, customizing users' self, and communicating with the community. It not only avoids the positive competition with New Oriental, but also forms a cooperative relationship with such industry giants. Compared with vocational training institutions, such as Yi Bao Institute, it has considerable competitive strength.

(3) The bargaining power of suppliers is weak.

As a product of information technology company, HFUN has a single upstream supply service, and its suppliers are mainly server operators, providing hardware operation services for Haitou. Telecom operators charge uniformly for the whole country, and will not raise prices because of the development and growth of the workplace in HFUN; On the other hand, server operation and maintenance accounts for only a tiny part of the whole workplace operation circle in HFUN, so the bargaining power of suppliers is weak.

(4) The bargaining power of customers-the student group has changed from strong to weak, and the employer is strong.

(5) Competitors in the industry-medium

At present, the market competition of information integration customization is moderate. According to the company scale and main business, the competitors of HFUN mainly include: comprehensive information websites such as Saikryon, Baoyantong and EEban;

SECTION 4 Marketing Strategy

Market segmentation

Market segmentation, that is, value proposition and consumer target group division. First of all, according to the age and occupation, the market subject of this platform is college students. Furthermore, according to their needs and psychological state, they are subdivided into college students with information integration needs, college students with information planning needs and college students with information exchange needs. Finally, in the field of information integration, according to the behavior preference, it can be subdivided into the intention to go abroad, the intention to study for insurance, the intention to obtain employment, the intention to take the postgraduate entrance examination, and the college students who have no intention of going abroad for the time being

Selection of target market

Main service groups: college students who have information integration and planning needs for going abroad and exempt exam; College students with background to improve information exchange needs

Secondary service group: college students who need information integration and planning for postgraduate entrance examination and employment.

Potential service group: college students who have no clear goals for the time being.

Market positioning

Day and night--The customized platform of college students' information integration planning provides soft background information in addition to standardized results, such as integrated information of various subject competitions, internship experiences, overseas exchanges, summer camps of summer schools and prestigious schools, scientific research experiences, etc., for students who are willing to go abroad, take the postgraduate entrance examination, guarantee research, etc. Solve the "pain point" of students' missing unpopular competitions or internship information with high gold content.

SECTION 5 Financial Forecast

Operating Revenue Budget

By analyzing the operating advantages and characteristics of HFUN college students' background promotion platform and the data statistics of current market competitors, we estimate the income from advertising affiliate fees, information packaging service fees, consulting services, reward question and answer commissions and advanced planning in the next three years,

Financial Analysis and Evaluation

1. Net Present Value of investment (net present value)

Compared with the average rate of return in the same industry, and taking into account the opportunity cost of capital and the risk of investment, we set the company's capital cost, that is, the discount rate, at 15%, and the calculated net present value reached 1,170,500 yuan, far greater than zero. From the NPV value, it can be seen that the profitability is good during the calculation period, and the company's projects are worth investing in.

2. Internal Rate of Return (IRR)

According to the IRR, the IRR of this project reaches 74%, which is much higher than the discount rate of 15% when calculating NPV, so this project is feasible.

3. Payback period of investment (C)

According to the payback period, the company expects to fully recover the initial investment of 300,000 yuan in 1.4 years, and the payback period is relatively short and acceptable. Moreover, according to the changes of graduate enrollment and other situations, and with vigorous promotion, the payback period of HFUN college students' background promotion platform may be shorter, which shows the company's strong profit management.

4. Analysis of financial indicators

For the analysis of the company's important financial indicators, we analyze them from four aspects: operating ability, profitability, short-term solvency and growth. For details, see 2.3.1 Financial Status Analysis in 2.3 Internal Environment Analysis of the Company.

References

- Mo Jingling. (2017). Review of Business plan writing skills training for college students. *Modern Economic Information* (13), 2.
- Qin Yifang, Deng Lizhi, & Deng Zhangsheng. (2018). Module design and Key Links Research of Business Plan Presentation Course for College Students. *University education* (7), 3.
- Ma Jiangshan, Zheng Bingqing, Wei Houxuan, Xu Tianyi, & Hu Zhaoli. (2021). Research on business plan of college students' entrepreneurial project based on marketing strategy. *Review of Science and Technology Innovation*, 018(026), 182-185,198.
- Lu Maozhong. (2021). Preliminary Study on business plan preparation based on equity financing - A case study of z Company. *China Business Situation Theoretical Research*, 000(010), 85-87.
- Ying white. (2020). Meaning parkyan China business plan. (Doctoral dissertation, south China university of technology).

- Dai Feiming, & Shu Liangrong. (2020). Construction of integrated practice teaching system for Higher vocational mechanical innovation based on business plan module. *Scientific and technological innovation and Productivity* (6), 6.
- Xiao-ying pan. (2020). Hong xin company ball screw project business plan. (Doctoral dissertation, south China university of technology).
- Zhao Jing, & Li Bin. (2018). Research on the business model of Micro, Small and medium-sized enterprises - A practical discussion based on helping enterprises to finance and write business plans. *Chinese Theory of Business* (1), 3.
- Li Na. (2019). Summary of development planning of business plan. *New Business Weekly*.