

# ZA PARENT-CHILD EDUCATION SERVICE

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## ABSTRACT

"ZA" parent-child education service is a research + service + industry extension service company with parent-child relationship cultivation as its main business content and product outsourcing services. The company focuses on the parent-child education industry, based on the times and market demand, mainly for children aged 6-13 years old, to bring professional, innovative and diversified parent-child education service products. The company adheres to the concept of people-oriented services, and takes the family education with the spirit of the times "parents are the first teachers of their children" as the company's cultural construction content to continue to carry forward, while promoting national traditions and enhancing parent-child relationship. In addition, as part of the social education system, the company will cooperate with the government and educational institutions to further improve the construction of parent-child education and relationship training institutions, contribute to the healthy development of the parent-child business, lay a solid foundation for the cultivation of better integrated talents, and contribute to the realization of the Chinese dream.

The company's speciality is to target individual children as well as parental relationships. In the early stages, we focused on the Beijing market. Although there are many art training institutions in Beijing, they started earlier and focus on training for the sake of training, the company based on the overall marketing arrangements, designed marketing and pricing schemes around parent-child reading, parent-child dancing, parent-child painting, parent-child outdoor development and other activities.

Based on the business development of the company, a management team was formed, consisting mainly of management, legal advisors and departments that work around the parent-child education aspect of the business. This is in line with the company's positioning and practical needs.

Based on our business and main market, the company carries out the design of the relevant operational plan, which includes the preliminary part of the main Beijing market and also the five-year plan.

In the last section, the company's financial costs, profitability and so on are analysed. By analysing the company's finances, it is clear that the project is very viable.

**Keywords:** ZA parent-Child, Education Service

## SECTION 1

### COMPANY DESCRIPTION

The company's full name is to za parent-child education servic For our service users, we propose a new type of parent-child education that focuses on "the way of life, the way of people and the way of learning", with the aim of providing We aim to provide "personalised" services to enhance the relationship between parents and children and to promote the development of parent-child education.

## **SECTION 2**

### **INDUSTRY ANALYSIS**

**Industry Size:** According to the "China Out-of-School Training Industry Market Foresight and Investment Strategic Planning Analysis Report" statistics released by the Foresight Industry Research Institute, the overall market size of China's out-of-school training industry is about 2 trillion yuan, accounting for about 2% of GDP. Of this, the scale of out-of-school training in primary and secondary schools accounts for about 40%. In terms of employment, the country's out-of-school training industry provides 10 million jobs and is growing rapidly.

**Industry characteristics:** The policy releases dividends and helps the industry to develop. Arts education is an important part of China's cultural and education industry, as well as an important - - ring in the country's promotion of quality education. With the country's continued focus on arts education, arts education has opened up a fast-track model under the baton of policy.

## **SECTION 3**

### **MARKET ANALYSIS**

In the first year the company focused on the Beijing market, which has a significant market of 1.6 million primary and secondary school students starting school in 2022, and has since expanded nationally.

### **MARKETING PLAN**

#### 1. Institutional orientation

The most important factors for parents to consider when choosing parent-child education are the quality of education and the form of education. Therefore, the institution will seize these two needs of the main consumer groups, create its own unique advantages, improve the quality of teaching, innovate teaching methods, and meet the various comprehensive needs of parents and students, so as to occupy the market and expand the brand effect.

#### 2. Institutional branding

"With the aim of "giving children an education that will benefit them for a lifetime" and the educational philosophy of "everything for the sake of the child, everything for the sake of the child", To Love Children will devote all its passion and sincerity to each group of parents and children. We will treat each group of parents and children with all our enthusiasm and sincerity, and create activities that are most conducive to developing children's intelligence and improving parent-child relationships.

## **SECTION 4**

The General Manager is responsible for day-to-day business affairs, accountable to the Board of Directors, deciding on the selection of Deputy General Managers and Department Managers, and coordinating relationships between departments. Other departments, including marketing, project planning, human resources, finance, education and legal counsel, have a manager who is responsible for managing the business and staff of the subordinate departments.

#### 1. Marketing department

#### 2. Project Planning Division department

#### 3. Human Resources department

4. Finance department
5. Education department
6. The legal adviser department

**Members of the Board of Directors:** Due to the small initial size of our company, To Aikoi Parent-Child Education Services Limited Liability Company, according to Article 50 of the Company Law, a limited liability company, with a small number of shareholders or a small size, may have an executive director and not a board of directors. The executive director of the company is thus the founder, and the executive director is Li\*, a graduate student in education.

## SECTION 5

### Operational planning, production design and development planning

In the face of the company's specific situation, there are three main aspects that are relevant.

1. The business relationship with parents and children
2. Business relationship with partner organisations
3. Public Relations

#### 2. Sales approach

- 1) Service marketing
- 2) Internet marketing
- 3) Experiential marketing
- (4) Emotional marketing

## PRODUCTION AND DEVELOPMENT PLAN

We work in partnership with primary schools and children's training institutions, with the schools providing the space, students and teaching materials, and To Love Children Education Ltd. providing the parent-child education service. The service is aimed at primary school students (6-13 years old)

## SECTION 6

### FINANCIAL PROJECTIONS

Sales forecast table (five-year table) Unit: yuan

Operating Items	Tariff	Year1	Year2	Year3	Year4	Year5
Main business income.						
Parent-child dance	50, 80, 150yuan per class	495,969.89	516,108.27	1,032,216.30	1,894,827.40	3,410,689.10
Parent-child painting	50, 80, 150yuan per class	414,806.31	431,869.44	777,364.80	1,524,504.50	3,049,009.00
Parent-child games	50, 80, 150yuan per class	449,373.49	467,858.56	842,145.20	1,651,546.50	3,303,093.00
Parent-child library	200yuan/family	267,060.71	477,904.43	555,808.75	1,020,291.70	1,836,524.90

Operating Items	Tariff	Year1	Year2	Year3	Year4	Year5
Urban Outings	800yuan/family	517,428.90	537,979.49	1,006,694.80	1,888,713.90	3,553,012.00
Subtotal		2,144,639.20	6,645,949.90	4,214,230.00	7,979,884.00	15,152,328.00

Income statement (five-year table) Unit: yuan

Item	Year1	Year2	Year3	Year4	Year5
I. Revenue from main operations	2,144,639.20	2,431,719.90	4,214,230.00	7,979,884.00	15,152,328.00
Less: Cost of main business	1,562,000.00	1,562,000.00	2,488,000.00	3,938,000.00	5,938,000.00
Taxes and surcharges on main business	10,372.00	15,923.00	501,717.00	1,816,751.00	3,247,252.00
Selling expenses	48,600.00	48,600.00	243,000.00	615,000.00	615,000.00
Administrative expenses	72,000.00	216,000.00	162,000.00	162,000.00	162,000.00
Finance costs	18,368.00	13,000.00	13,000.00	24,400.00	0.00
Impairment losses on assets					
Add: Gains and losses on changes in fair value					
II. Operating profit	433,300.00	376,197.00	806,513.00	1,423,733.00	5,190,076.00
Add: Non-operating income					
Less: Non-operating expenses					
Total profit	433,300.00	576,197.00	806,513.00	1,423,733.00	5,190,076.00
Less: Income tax expense	108,325.00	144,049.25	201,628.00	355,933.00	1,297,519.00
IV. Net profit	324,975.00	432,148.00	604,885.00	1,067,800.00	3,892,557.00

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