

Marketing mix report samples

[Business](#), [Marketing](#)



Introduction

We wish to start an English Language school in Halifax, Canada. There are extremely many universities and colleges in Canada. The focus of the idea is the number of international students in Canada. For example, there are Chinese, Indians, Egyptians, Latinos, Turkish, Russians, and Arabs. The school aims at achieving \$ 1 million target of the first year. The goal will be achieved through ensuring that the customers enroll for lessons on the crucial English skills like reading, speaking, writing, as well as listening. The main challenge in educating individuals on English language is a lack of familiarity with the language. The school will interest the customers as will undertake various activities every week. In addition, the school will offer tutoring to the people, who may have a challenge in English skills.

The success of the project will depend on the identification of the major elements that are useful in making the business a reality. In this cases, the report must emphasize on the 4Ps for marketing; Product, Price, Promotion, and Place. Each of the elements has concrete significance in extending the success to the project.

Product

The demand for English as a language in the world continues to increase day by day. There are many international students in Canada seeking to study English language. Their high demand for the language makes them a favorite target for our product. In addition, there are individuals who would wish to improve their English language skills (BureauForInternationalEducation, 2014).

The design of our product is unique in a way that makes it attractive to the clients. The school introduces individuals to the basics of English language. There are many elements that define English language as a major communication tool in different occupations. The basics form the most critical part of the language as it forms the base of the course. The basics part take enough time since the background of the student has to be strong at an early stage.

In addition, the course will contain an intermediate English level where various skills will be tested in a complex manner. There will be a proper combination of the English basics to form an excellent element of the English study. The stage is the most interesting since the customers get a chance to prove their prowess in the language. Improvement will be evident in them following their ability to undertake the simple tasks that the language provides. The stage is paramount since it exposes the customer to the oral use of the language. However, we do not expect the student to be exemplary at this stage since there must be some difficulties in combining the writing skills to the vocal skills.

The third stage of our product is the final stage. It is a highly useful stage in the use of English. At the stage, the client must be fully aware of the relevant English skills. He or she must be aware of the components of English and their use. For example, the client should show proper use of verbs, adjectives, pronouns, and nouns. The stage is crucial since it extend final touches on the client. He or she must show proper knowledge of the elements and must be ready to use them to ensure that he remains fluent in the language. To follow up on improvements or success in the stage, there is

a test for the student, which the school offers as an extension for customer loyalty. The school carries out tests for the finalists from the introduction for the basics to the final stage. Professionals in the language from other institutions are invited to examine the students and offer them the relevant scale of their performance. Knowledge on the existence of such a test at the end of the course would motivate many students to join the school.

Each of the stages takes three weeks raising our notch higher than our competitors do since in most schools the course takes only 2 weeks. Also, the demand for English in the world becomes a motivation for English teaching schools (Bureau for International Education, 2014).

Price

The exclusive description of the product is significant in defining the quality of the school. Therefore, there are massive benefits that the client is likely to enjoy from the school. However, the price has to be fair enough to ensure that it retains and attracts customers every day. Therefore, proper pricing strategies must be employed.

The fee for the course will mainly depend on the number of units that an individual will undertake. As a student rises in levels in the school, he or she will pay lesser fees with time. The initial stages are the most expensive as they involve a lot of work. The tutor must consume a lot of time with one student, and it becomes difficult to sustain the trend thus the high prices for the products.

Extra payment is unavoidable for students who want to seek personal attention by the tutor. There will be chances for private sessions, and the student will have to pay separate from the main fees. The fee for the private

sessions is slightly high since the students pay at an hourly rate. The pricing of the plan lies in the hands of the management, and it depends with the unit on the basis of its level.

The target price for our school is \$900, which is 20% lesser than the average price for competitors. The lower price will help us attract more clients and it will be easy to reach our goal of becoming the leading English school in the region.

Promotion

Promotion forms an extremely significant part of the marketing mix. The products of the company become famous within a certain region by the procedure. It, usually, considers all the avenues that would be useful in making the product famous. Our product may not be the first one in the market, but it has chances of becoming the most outstanding in the industry.

The first step of promotion would be to use the Halifax name. There are many high performing schools under the name such as the Halifax West High School. It could be extremely easy to convince someone who has heard of the high school of the chances in the new school of English language. The name would be an extremely effective tool to make the school famous around the world and make favorite in Canada.

The school will also hold English competitions that will be relevant in defining the significance of English knowledge. There will be tests for amateurs in the language of how well they can identify with some English words and define their use. There will be rewards for the best competitors. One of the promotions in this case will be full scholarships, where the student studies

the entire course. In addition, some of the clients who will enroll in the first month of initiation will get a scholarship for the intermediate level.

We will also be required to carry out massive advertisements in the media to capture more people. The company will have to use foreign TVs and Newspapers to reach clients in their languages. The company will benefit since some of the foreign students will be aware of the new school immediately they report in Canada for other activities.

Place

The location or the place is another major consideration in the execution of the project. Canada is a highly favorable site for investment in education. The country is the 7th most popular international students' destination. As per survey in 2012, the country had approximately 265000 international students (StatisticsCanada, 2014). Students from China, Korea, India, and Saudi Arabia are the most common international students in the country. They form 60% of the total international enrollment in the country (BureauforInternationalEducation, 2014). There has been a 296% increase in the number of Chinese students in Canada since 2001 to 2012, which is an increase from 20371 students to 80, 627 (BureauforInternationalEducation, 2014). Therefore, there is a wide market for the school since new students will continue to flow in the country.

Canada has approximately 22 registered language schools. Having in mind the number of international students that flow in the country every year it would be easy to approximate the number of students that the school in Halifax would fetch. However, it is agreeable that the number would be high following the benefits that the product extends to the

clients(BureauforInternationalEducation, 2014).

In addition, Canada allows education exchange programs with non-English speaking nations such as China and Korea. Therefore, the country remains favorable for the foreigners and non-English speakers. Therefore, the level of non-English speakers continues to rise. Therefore, our company will enjoy a wide market for the English language lessons (LanguageCourse. net, 2014).

Canada has people with mixed languages. They may speak in only one language while English remains hard for them as they can only use it in one form like speaking, and writing, but they cannot listen and explain something said in English. Therefore, it is a market for the company on the customers who may have difficulties in communicating through English language (LanguageCourse. net, 2014).

Following the above analysis of the product and the market for our product, it would be easy to achieve the \$ 1 million since the path is clear. The prices will be fair but will attract many customers thus, high returns. We will do massive promotion and sales will escalate attracting more profit for the business. Lastly, the location is reliable since it provides necessary factors to make the plan successful.

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