EDUCATION AND CAREER GUIDANCE PLATFORM- A CASE STUDY IN BANGALORE

[1] LYEVRA FERNANDES, [2] BHARAT L GOWDA, [3] NICHHANAMETLA NAVYA SREE [4] SUNDRESWARAR V, [5] J PRAJEETH

MBA batch 2021-23
CMS Business School,
Faculty of Management Studies
JAIN (Deemed-to-be University), Bangalore

[1] DR. SALMA BEGUM*
Assistant Professor
Faculty of Management Studies
CMS Business School,
JAIN (Deemed-to-be University), Bangalore

ABSTRACT

In the quick-changing and modern world, platforms for education and career guidance are essential. These platforms are crucial for Information empowerment, Education and career guidance platforms give people access to thorough and current information about a wide range of educational and employment opportunities. This study focuses on understanding individual interests, skills, and values and thereby helping people to reflect on their competency and prepare them for the future by providing them with the required knowledge and skills. The research is based on secondary data, gathered from published papers. The Elite Education and career guidance aim to bring a platform to each and every individual career seeker and young adult, where they have the opportunity to explore different types of careers and jobs. The website will contain assessment tool preparation, videos highlighting professionals giving their insights about the job, information on universities and colleges, and test material, along with career counselling and a job search boot camp.

Keywords: Education platform, Career, employment, Counselling, Business model

1. INTRODUCTION

In the quick-changing and modern world, platforms for education and career guidance are essential. These platforms are crucial for Information empowerment, Education and career guidance platforms give people access to thorough and current information about a wide range of educational and employment opportunities. Based on their interests, strengths, and aspirations, people can use this i Career Exploration: These platforms offer tools and resources that facilitate career exploration, helping individuals discover their interests, aptitudes, and career options. They provide insights into different professions, job markets, and industry trends, helping individuals make informed decisions about their career choices.

Goal Setting and Planning Education and career guidance platforms assist individuals in setting realistic and achievable goals and creating plans to achieve them. They help individuals identify the educational pathways, certifications, and skills required for their chosen career, and develop strategies to reach their career objectives. Personalized Guidance, these platforms provide personalized guidance based on individual needs, preferences, and aptitudes. They offer assessments, tests, and tools that evaluate an individual's strengths, interests, and values to provide customized recommendations for their educational and career paths.

Skill Development, education and career guidance platforms often offer resources and training to develop the skills necessary for success in the modern workforce. They may provide access to online courses, tutorials, and other learning materials to help individuals acquire the knowledge and skills needed for their chosen careers. Career Transitions, Education and career guidance platforms are particularly valuable during career transitions, such as changing careers, transitioning from education to the workforce, or seeking advancement opportunities. They provide guidance and support to help individuals navigate these transitions successfully.

Networking and Connections, these platforms often offer networking opportunities, connections with industry professionals, and access to job boards and career fairs, helping individuals establish valuable connections and find relevant career opportunities. Flexibility and Accessibility, education and career guidance platforms are often accessible online, making them convenient and available to individuals regardless of their location, background, or circumstances. They can be accessed at any time, providing flexibility for individuals to explore their educational and career options at their own pace.

2. LITERATURE REVIEW AND RESEARCH METHOD OLOGY

2.1 Literature Review

Sorina Chircu (2013), performed a comparative study Career counselling needs for students. This study's research methodology included secondary research through document analysis and survey research with 962 students from the Politehnica University of Bucharest. According to the study, students in Year 1 have a predominate need for identification and information about study-continuation opportunities (master's and Ph.D.); second year, there is a need, increases significantly and continues to be predominate in third year students who have little time left before graduation and are interested in study-continuation. Learning how to find a job (including how to edit a CV, a letter of intent, and conduct an employment interview) is a priority among year I students; this priority increases significantly in year II but doesn't change much in year III. Learning career planning skills is crucial for students in year I, less important for students in year II, and less important for students in year III.

Claudia Crişana, Anişoara Paveleab, Oana Ghimbuluţ (2014), conducted a research on, "A need assessment on students, career guidance". The poll, which included over 130 students from Babes-Bolyai University Cluj-Napoca's College for the data collection. The collected data was in the form of qualitative and quantitative. The study revealed, that the most important findings indicate that: students lack enough information about job options, their expectations for the future are unrelated to their knowledge and skills, they lack a clear career plan, and they face significant obstacles when making a decision about their careers. The findings are crucial for career counsellors because they can be applied to the creation of programmes for career counselling in a university setting.

Zehra Keshf1, and Saeeda Khanum(2021), conducted research on Career Guidance and Counselling Needs in a Developing Country's Context: A Qualitative Study. The survey served as the foundation for the data collection, six colleges that offer career services to their students contributed 18 undergraduates (10 men, 8 women). They employed convenient and snowball sampling techniques. Convenient sampling was used to choose some participants based on their availability, whereas snowball sampling involved contacting individuals who shared connections. The study revealed, two emerging themes, there were ten subthemes in total, with the two main topics being the students' needs for CGC and their possibilities for CGC. Students needed to be self-aware, have direction, be able to make decisions, have information and guidance, control their emotions, be able to look for a job and have practical experience.

Nasrin Akhter, Muhammad Shabbir, Muhammad Siddique Amar (2021), conducted research on, Exploring the Role and Importance of Career Counselling in Developing Awareness of Graduate Students' Career Choices during Corvid 19. Ten Focus group interview data was used to build conversational connections with the students. According to the study, it revealed that, career counselling at the university level gives students a solid career orientation, connects them with industry, boosts their confidence, and prepares them for the future. The vast majority of students who participated in the focus groups indicated that career counselling provides the right incentives and provides guidance on how to avoid unemployment. After receiving a specific degree, the majority of students mentioned their struggles and the absence of professional counselling centres. Due to the current Covid-19 Scenario, career counselling continues to be beneficial in raising students' knowledge of career services and how this may affect their future job decisions.

Jie tian, (2003) conducted research on "the role of education consulting in the internationalization of higher education". The research conducted was purely qualitative in nature. According to the survey, ECCs have expanded their typical services, which are centred on applications and visas, to include a wider range of longer-term services. Greater stratification among education consultants is taking place, and more graduates from prestigious colleges and native English speakers are entering the Chinese market. The post-enrolment experiences of students in American educational institutions are improved by the consultants of ECCs, in line with input from students that education consultants have gathered. This study also makes the case for a larger conceptualization of the role ECCs play in the internationalisation of higher education.

Angela Ulrich, Andreas Frey, Jean-Jacques Ruppert(2018). Conducted research on "The Role of Parents in Young People's Career Choices in Germany". The National Education Panel Survey, which surveyed grade 9 students and their parents, provided the data, was used in this analysis. According to the study, parents have a bigger impact on young people's job decisions than teachers, career counsellors, or online resources with information on particular occupations. Based on their findings, the authors advise parents to increase their competence in order to better support their kids in choosing appropriate careers. Therefore, career counselling services may help to improve decision-making processes indirectly.

Bo GAO,(2017), conducted a research on "On the Role of Career Planning in College Students' Employment Guidance". The study was purely qualitative in nature. According to the study, parents have a bigger impact on young people's job decisions than teachers, career counsellors, or online resources with information on particular occupations. Based on their findings, the authors advise parents to increase their

competence in order to better support their kids in choosing appropriate careers. Therefore, career counselling services may help to improve decision-making processes indirectly.

Saad Ahmed, Suraj Prakash Maurya, Vaibhav Khalane(2018), conducted a research on "Online Career Guidance System". The research was purely qualitative in nature. The survey found that career counsellors are accessible to assist students in choosing their educational paths or to offer advice on choosing a career. They are seldom in rural areas, have personal biases based on their experiences, and can't provide pupils the best advice because of this. We should emphasise the need for a dependable, impartial, and efficient system that can reduce problems and be able to offset the complexity of such issues because the majority of council members have high fees and are not readily available to students.

Partha roy, (2020) conducted research on "Career Guidance: A Way of Life". The study conducted was purely qualitative based, through extensive research on secondary data. The study showed that the goal of career counselling is to become a part of lifelong learning, which is a very broad objective. In this essay, we learn about the requirements for, significance of, and appropriate application of career guidance. And we are aware of how to make C.G. better for both the benefit of children and for all of us. However, this service is currently being offered and modified in several areas of our nation, straying from the conventional paradigm of conducting occupational interviews with kids who are about to graduate from high school.

2.2 OBJECTIVES OF THE STUDY

- To understand individual interests, skills, and values.

- To help people to reflect on their competency and prepare them for the future by providing them the required knowledge and skills

2.3 HYPOTHESIS

H0: the importance of Education and career guidance platform

H1: No relevant importance of Education and career guidance platform

2.4 METHODOLOGY

The current study is based on secondary data analysis derived from different published reports of a company and an extensive literature review to form the market segmentation and financial plan

3. ELITE COMPANY BUSINESS MODEL

The Elite company is founded by 5 members, based in Bangalore. The company provides a service, based on education and career guidance.

3.1 COMPANY SERVICE

The primary offering from our company is a career counselling and education service. The main aim of the company service is to bring a platform to each and every individual career seeker and young adults, where they have the opportunity to explore different types of careers and jobs. The website will contain assessment tool preparation, videos highlighting professionals giving their insights about the job, information on universities and colleges, test material, along with career counselling. Universities and colleges will also use the information obtained on the profile to assist them find students most suited for their particular programmes and offer them relevant program. The company will be established through a subscription model, paid on a yearly basis.

Job Search Boot Camp

Students learn how to look for jobs at the job search boot camp. The course aims to teach students networking skills and how to get jobs in the underground job market. create connections and find opportunities within their chosen field. The class will also help teach these students to develop a personal brand on professional sites and aid in hunting job in the market. We will be having tie-ups with many organizations and companies that will help us to place our students.

4. DATA ANALYSIS AND RESULTS

The current study is based on secondary data analysis derived from different published reports of a company and an extensive literature review to form the market segmentation and financial plan

4.1 MARKET ANALYSIS

The market analysis conducted was based on our target audience and the competitors in the market.

4.2 SWOT ANALYSIS

i. **Strength**

Our main source of strength is our personnel. Our highly competent and top-notch qualified education councillors, along with the competent supporting staff, we will have greater stand against our competitors.

ii. **Weakness**

As we are newly established company in the market, the biggest challenge arises of wining customers and persuading investor's, to invest in our company.

iii. **Opportunities**

our opportunity lies at the large market size and our ongoing innovative services that will aid the company having a stand against the competitors.

iv. **Threat**

The entry of a competitor into our area of operations is one of the threats that we as an education consulting organization operating in India are likely going to encounter

4.3 MARKETING SEGMENTATION

The customer groups of Pro Learning are as follows:
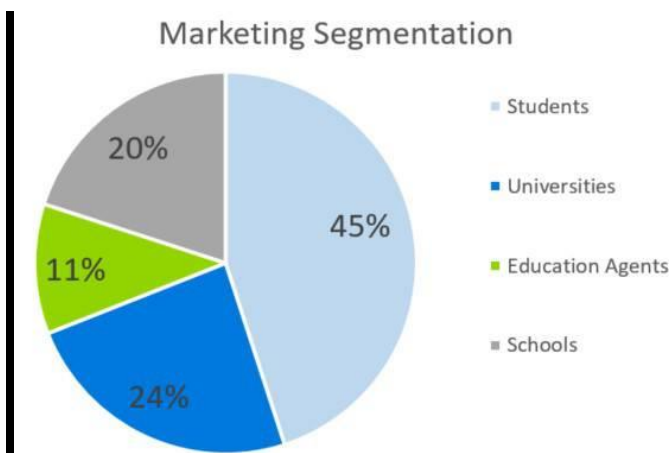
The market segmentation we have developed is based on the extensive research of existing companies in the market and research papers.

i. **Students**

Our main focus will be on supporting and guiding students, that is around 45%, as they pursue their academic goals. They are anticipated to be our primary clients and to use the majority of our

resources. They must use the following services: Academic guidance for future prospects, Advice on selecting a career route; Assistance with selecting and overseeing extracurricular activities

ii.   **Universities**

University systems and other higher education institutions, that is around 24%, will be our second group of target clients. We want to match students with universities that are a good fit. We must therefore collaborate with numerous institutions all year long to give them a strong candidate pool.

iii.   **Education Agents**

Additionally, we will work with foreign educational agencies, around 11% to link them up with US universities. Therefore, we anticipate their using our resources pretty frequently as well.

iv.   **Schools**

Last but not least, we will work with schools, 20% to offer guidance to high school kids as they choose their future professional and academic courses.

4.4 FINANCIAL PLAN

The company has planned to invest around 10, 00, 00 lakhs. The company will be funded by family and friends. It expects its start-up expense to be roughly 3, 89,300 lakhs, along with first-year salaries and operating expense costs, the company expects to incur 5,76,200 lakhs in first-year expenses. The projected cash flow, a projected net income of 1,73,700 lakhs to 2,87,250 lakhs from 1st year to the 5th year. The estimation is based on new and existing customer, and therefore growth of revenue, whereas the projected profit and loss statement estimates the company to make a net profit of 2,03,800 lakhs to 5,52,350 lakhs from year one to year five. According to the Break-even analysis around 640 units need to be sold to incur a profit.

4.4.1   SALARY OF EMPLOYEE`S

TABLE:1 SALARY OF THE EMPLOYEES

DESIGNATION	Year 1	Year 2	Year 3	Year 4	Year 5
Marketing officer	30,000	33,000	36,300	37,000	40,000
HR	40,000	45,000	50,000	55,000	60,000
Co- manager	192,000	209,200	229,320	3,00,000	3,31,000
Counselor	50,000	55,000	57,900	60,000	62,000
Web Developer	25,000	27,500	30,250	32,000	35,000
Sales Executives	15,000	17,900	18,150	20,000	21,000
Accountant	35,000	39,600	45250	47,000	50,000
Receptionist	10,000	11,500	13200	13,200	14,000
Total Salaries	397,000	436,700	480,370	5,64,200	6,13,000

- The salary plans we have developed is based through the research conducted on the existing companies in the market. The expense incurred is calculated for five years, the first year will account to 3, 97,000 lakhs, with the succeeding years, 4,36,700 lakhs the second year, 4,80,370 lakhs the third year, 5,64,200 for the fourth year and 6.13,000 lakh the fifth year

4.4.2. PROJECTED CASH FLOW

TABLE:2 PROJECTED CASH FLOW

FINANCIAL PROJECTION	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Revenue	7,50,000	8,25,000	9,40,000	9,90,000	11,00,000
Operating Expenses					
Payroll	397,000	436,700	480,370	5,64,200	6,13,000
Sales and Marketing and Other Expenses	145,000	148,000	156,000	157,000	159,000
Depreciation	2,300	2,350	2,500	2700	3000
Utilities	2,900	3,000	3,100	3,200	3,300
Insurance	2,100	2,100	2,100	2,100	2,100
Rent	2,900	3,000	3,200	3,200	3,250
Payroll Taxes	24,000	25,000	27,000	27,500	29,000
Total Operating Expenses	576,200	620,150	674,270	759,900	812,650
Variable cost	100	100	100	100	100
PROJECTED NET INCOME	1,73,700	2,04,750	2,65,630	2,39,000	2,87,250

- The projected cash flow, we have developed is based through the research conducted on the existing companies in the market. The estimated project cash flow is calculated for five years. The initial year the net income rounds up to 1,73,700 lakhs, and the final year the net income rounds up to 2,87,250 lakhs.

4.4.3 START- UP EXPENSES   AND FUNDING REQUIREMENT

TABLE: 3 START-UP EXPENSES AND FUNDING

Start-up Expenses	
Legal	15,000
Consultants license	10000
Insurance	2,000
Rent	8,000
Research and Development	35000
Expensed equipment	316,000
Signs	3,400
Total start-up expenses	389,400
Start-up funding	
Start-up Expenses to Fund	389,400
Total funding required	389,400
Planned investment	10,00,000
Capital	5,00,000
Investor 1(family)	3,00,000
Investor 2(friends)	2,00,000
Other	0
Additional investment requirement	0
Total planned investment	10,00,000

- The startup expense, we have developed is based through the research conducted on the existing companies in the market. The total funding required is around 3,89,400 lakhs. The initial investment funding, will be funded by our family and friends. The total investment we have planned, rounds up to 10 lakhs

4.4.4   PROJECTED PROFIT AND LOSS STATEMENT

TABLE 4: PROFIT AND LOSS STATMENT

	Year 1	Year 2	Year 3	Year 4	Year 5
Sales	8,00,000	9,50,000	10,50,000	11,00,000	14,00,000
Expenses					
Payroll	3,97,000	4,36,700	4,80,370	5,64,200	6,13,000
Sales and Marketing expense	145,000	148,000	156,000	157,000	159,000
Depreciation	2,300	2,350	2,500	2700	3000
Utilities	2,900	3,000	3,100	3,200	3,300
Insurance	2,100	2,100	2,100	2,100	2,100
Rent	2,900	3,000	3,200	3,200	3,250
Payroll Taxes	24,000	25,000	27,000	27,500	29,000
Total Operating expense	5,76,200	6,20,150	6,74,270	7,59,900	8,12,650
Variable cost	100	100	100	100	100
Profit Before Interest and Taxes	2,23,700	3,29,750	3,75,630	340,000	5,87,250
EBITDA	2,23,700	3,29,750	3,75,630	340,000	5,87,250
Interest Expense	0	0	0	0	0
Taxes Incurred	20,000	25,000	30,000	30,000	35,000
Net Profit	2,03,700	3,04,750	3,45,630	3,10,000	5,52,250

- We have developed the projected profit and loss statement for 5 years. The net profit incurred in the first year rounds up to 2,03,700 lakhs, and the fifth year we have incurred a raise, a profit of round 5,52,250 lakhs

4.4.5   BREAK EVEN ANALYSIS

TABLE 5: BREAK EVEN ANALYSIS

Per-Unit revenue	1000.00
Average Per-Unit Variable Cost	100
Estimated yearly Fixed Cost	5,76,200
Break even	640

- According to the break-even analysis, the company needs to sell 640 units, in order to meet the break even.

4.5 MANAGEMENT TEAM:

As we are a growing SME, our main aim, would be to hire qualified and competent individuals. The management team will comprise of the following positions:

- Co-Manager

- Education Consultants

- Admin and HR Manager

- Marketing and Sales Executive

- Accountant

- Customer Care Executive / Front Desk Officer

- Web developer

4.6 BUSINESS CANVAS MODEL:

Key Partners
- Universities
- Professors
- Colleges
- High secondary school
- Companies and organisation
- Educational consultancy
- Coaching institutes

Key Activities
- a career counselling and education service.
- Job search boot camp
- Creating and maintainig IT infrastructure
- Managing current patners and acquiring new one
- Managing the learning community

Key Resources
- Online platform
- Partnership with top universtites, colleges and higher secondary school
- Partnership with organisation and companies

Value Propositions
- To explore and plan for future career endeavours based on their individual interests, skills and values
- To promote positive well-being, including recognisin g strengths, a focus on the future, setting achievable goals, and building a social identity through work.
- Wide reach
- Flexible schedule & interactive tools

Customer Relationships
- Community
- Social media (Instgram , pinterest, whatapp, youtube)
- Blog (website)

Channels
- Online plattforms

Customer Segments
- Individuals interest in prestigious education
- Mass market (Teens , young adults , parents)
- Individual with middle and lower income segments

Cost Structure
- Creating of IT infrastrucuture
- Business Operation
- Patnership Management

Revenue Streams
- Subsription
- One time purchase
- Revenue from Job Search Boot Camp
- Investors(family & friends)

5. CONCLUSION

As graduates and young adults seeking for a new job are uncertain about their futures, career counselling is gradually acquiring greater respect. The Elite Education Consultancy is the ideal location for those who require career counselling.

Our company's main service is a career counselling and education program. Our company's mission is to introduce young people and job seekers to a variety of vocations, including less well-known and exotic ones that offer the chance to explore different cultures as well as the more well-known careers in business and the sciences. Our business reaches out to students and markets itself using a company website, banner ads, email, social media marketing, and affiliate marketing. In contrast to conventional television ads, video marketing in the digital age may highlight a brand's personality, convince and influence consumers, encourage organic user evaluations, and propagate word-of-mouth marketing through individual posts on social networking platforms

Competitors for our company

ADEFT CONSULTING, First career counseling, Kg2pg Admissions, Agape Consultancy, Shiksha Education.

The website subscription plan would be a tiered, yearly subscription of 1000/- giving, individuals access to career information, assessment tests, educational magazines, career counselling sessions, and to set up candidates' profile

The company intends to invest roughly Rs. 10,000,000. Family and friends will provide the company with funding. The company anticipates first-year start-up costs of about 3, 89,300 lakhs, combined with first-year operational costs of 5, 76,200 lakhs and first-year salaries. According to the expected cash flow estimations, a projected net income of between 1,73,700 lakhs and 2,87,250 lakhs during the first and fifth years. The predicted profit and loss statement projects the company will make a net profit of between 2,03,800 lakhs and 5,52,350 lakhs from year one to year five, while the assumptions are based on keeping all current customers and boosting ad income from year 3 to year 5.

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