

# COACHING CLASS

## 1. INTRODUCTION

Establishing a coaching class in Uttarakhand holds a great promise due to the substantial student population of over 11.5 lakh students across 16,500 schools. Among this population there is growing demand for coaching. Besides that, with a literacy rate of 78.82%, the state shows a growing awareness and aspiration for education. Coaching classes can address gender disparities in literacy and contribute to educational excellence by offering specialized courses, exam preparation, and skill development programs.

## 2. SERVICE & ITS APPLICATION

The coaching class must provide comprehensive educational support and supplementary learning opportunities to students following CBSE, CISCE, or the Uttarakhand State Government syllabus. Services include subject-specific tutoring, exam preparation, skill development, and personalized guidance. The focus has to be laid on strengthening foundational concepts, equipping students with effective exam strategies, and fostering holistic development of primary and secondary school students.

## 3. DESIRED QUALIFICATION FOR PROMOTER

The promoter should ideally possess a strong educational background with expertise in the subjects or exams the coaching class will cover. Qualifications must include a bachelor's or master's degree in education, relevant subject areas, or a teaching certification with adequate management skill.

## 4. BUSINESS OUTLOOK AND TRENDS

In Uttarakhand, where the population is sparsely distributed and certain schools face challenges with very few students and teacher absenteeism, the establishment of a coaching class becomes a focused attempt to provide quality education. This scenario, where schools have just a single student, highlights potential issues in maintaining consistent educational standards. In such cases, a coaching class can step in to address the specific learning needs of students and mitigate the impact of teacher absenteeism. The positive business outlook for coaching classes in Uttarakhand is driven by the priority placed on academic excellence by parents. The demand for coaching classes stems from the need for quality education, personalized attention, and exam-oriented preparation. Given the challenges faced by some schools in the region, coaching classes can play a crucial role in ensuring that students receive the necessary support for their academic growth.

## 5. KEY BUSINESS ELEMENTS

- **Quality Faculty:** Experienced and qualified faculty members who can effectively communicate concepts and motivate students will be the greatest asset for the success of coaching center.
- **Comprehensive Curriculum:** Well-structured courses of the coaching institute that cover the relevant syllabus and prepare students for competitive exams will be preferred by students and parents.
- **Technology Integration:** Utilization of educational technology for interactive learning, online assessments, and virtual classrooms must be prioritized.
- **Personalized Approach:** Teaching methods must be tailored to cater to individual learning styles addressing specific needs of students.

## **6. MARKET POTENTIAL AND MARKETING ISSUES; IF ANY**

With approximately 16,500 educational institutions and an enrollment of over 11.5 lakh students, the coaching class sector emerges as a robust and dynamic industry, demonstrating considerable market potential. Besides, Uttarakhand's literacy rates underscore the readiness of the population to invest in supplementary education. The prevalent aspirations for competitive exams create a fertile ground for coaching classes, reflecting a keen interest in achieving academic excellence and pursuing advanced studies. Addressing the affordability factor is a critical marketing issue. Ensuring that the coaching class remains accessible to all sections of the population is crucial for widespread impact. This will involve developing flexible pricing structures, scholarship programs, or collaborating with educational initiatives to reach underprivileged students.

## **7. SUPPLY OF RAW MATERIAL**

A coaching class consists mainly of subject experts, educational resources, study materials, and technology tools. This includes textbooks, reference materials, online learning platforms, teaching aids, and software applications. Establishing partnerships with educational publishers and technology providers is crucial to ensure a steady supply of these materials.

## **8. BUSINESS MODEL**

A well-designed coaching center should prioritize creating a conducive and inspiring learning environment for students. The entrance should be inviting, with a reception area where students can receive information and assistance. The instructional space, comprising classrooms, should be arranged strategically to ensure optimal visibility for all students, and comfortable seating arrangements should be in place. Emphasizing a student-centric design, the layout should be accessible and flexible, accommodating diverse teaching methodologies. The overall design aims to inspire motivation and a positive learning experience, creating an environment where students can thrive academically.

## **9. BUSINESS PROCESS**

- **Student Enrollment:** To attract students effectively, the coaching center must develop and implement robust marketing strategies. In order to simplify and enhance the enrollment process, the coaching center must focus on ensuring clarity and ease for both students and parents.
- **Course Delivery:** The coaching center must design a comprehensive curriculum that aligns with academic standards and exam syllabi. They must ensure that students receive relevant and high-quality education that prepares them for their examinations.
- **Faculty Management:** The coaching center must be committed to recruiting qualified and experienced faculty members through a transparent hiring process. This ensures that the teaching staff is well-equipped to deliver high-quality education.
- **Student Feedback and Improvement:** Regular feedback from students regarding courses and teaching methodologies must be actively collected. This two-way communication channel allows the coaching center to understand students' perspectives and experiences.

**10. MANPOWER REQUIREMENT**

Sr. No.	Particulars	No.	No of month in year	Wages/Salaries per month (Rs. In Lakhs)	Annual Expense (Rs. In Lakhs)
1	Self-employed	1	-	-	-
2	Subject Expert	4	12	0.35	16.8
3	Helper/Teaching Assistants	3	12	0.25	9
	<b>Total</b>				<b>25.80</b>

**11. IMPLEMENTATION SCHEDULE**

Sr. No.	Activity	Time Required (in months)
1	Acquisition of premises	1
2	Construction (if applicable)	1.5
3	Procurement & installation of Plant & Machinery	2.5
4	Arrangement of Finance	1
5	Recruitment of required manpower	1
6	Total time required (some activities shall run concurrently)	3

**12. COST OF PROJECT**

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
1	Pre-operative and preliminary Exp.	0.25
2	Equipment and Furniture Exp.	6.65
3	Working Capital	12.03
	<b>Total Project Cost</b>	<b>18.93</b>

**13. MEANS OF FINANCE**

Bank-term loans are assumed @ 60%

Sr. No.	Particulars	Annual Expenses (Rs. in lakhs)
1	Promoter's contribution	7.57
2	Bank Finance	11.36
	<b>Total</b>	<b>18.93</b>

**14. FURNITURES AND FIXTURES**

Sr. No	Particulars	Unit	Price per Unit (Rs. in lakhs)	Total Amount (Rs. in lakhs)
1	Projectors and Smart Boards	2	1.00	2.00
2	Printers and Scanners	3	0.25	0.75
3	Audio-Visual Equipment	2	0.15	0.30
4	White board and Markers	-	0.60	0.60
5	Classroom Furniture	-	2.00	2.00
6	Teacher's Desk and Chair	2	0.15	0.30
7	Storage Cabinets and Shelves	2	0.10	0.20
8	Parent-Teacher Meeting Room	1	0.50	0.50
	<b>Total</b>			<b>6.65</b>

Local suppliers in India offer a wide range of furniture and fixtures. The entrepreneur can avail office furniture after thorough research and analysis. Below are the tentative suppliers in India. Besides these, online platforms such as India Mart, Trade Mart, etc. can also be explored for ordering online.

1. Shree Balaji Traders  
73-74, Shree Plaza, Begum Bridge Road,  
Near Boundary Road, Lalkurti,  
Jawahar Nagar, Meerut-250001,  
Uttar Pradesh, India
2. Leja Racks and Interior  
Near Maharshi School, Dewalchour Kham,  
Haldwani, Haldwani-263139,  
Uttarakhand, India
3. A-one Creations  
B-21, Amar colony,  
Lajpat Nagar-IV- 110024,  
New Delhi, India

## 15. SALES REALISATION

Sr. No	Product	Sales in Percentage
1	Core & Foundational Subjects Tutoring	100.0%

## 16. PROFITABILITY CALCULATIONS

The basis of profit calculation is;

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
A.	Sales realization	55.13
B.	Cost of production	
i)	Raw materials	1.00
ii)	Utilities	2.00
iii)	Manpower Cost (Salaries/wages)	25.80
iv)	Administrative expenses	6.00
vii)	Selling & distribution expenses	2.40
ix)	Rent	0.45
x)	Interest	1.29
	Total (B)	38.94
	Gross profit/loss (A – B)	16.19
	Less: Depreciation	1.02
C.	PBIT	15.17
D.	Income-tax	3.03
E.	Net profit/loss	12.14
F.	Repayment (Annual)	1.09
G.	Retained surplus (E-F)	11.05

## 17. BREAKEVEN ANALYSIS

<b>Fixed cost</b>	
Land & Building Rent	0.45
Depreciation	1.02
Interest	1.29
Manpower	7.74
<b>Total Fixed cost</b>	<b>10.50</b>
<b>Variable cost</b>	
Raw materials	1.00
Utilities	2.00
Manpower	18.06
Administrative expenses	6.00
Selling & distribution expenses	2.40
<b>Total Variable cost</b>	<b>29.46</b>
<b>Contribution margin</b>	<b>20%</b>
Break-Even Point in Value	52.48

## 18. STATUTORY/GOVERNMENT APPROVALS

For operating a coaching centre business in Uttarakhand, India, promoter needs to adhere to the regulatory framework set by the government.

1. Professional Tax Registration: The promoter must register for professional tax, a state-level tax imposed on professionals and businesses. This is done with the Commercial Tax Department in Uttarakhand.

## 19. TRAINING CENTERS AND COURSES

Training centers that offer professional training and certification in entrepreneurship and business management are as follows:

1. National Institute for Entrepreneurship and Small Business Development (NIESBUD)  
Regional Centre, Dehradun  
NSTI Campus, Green Park, Dehradun-248001,  
Uttarakhand, India
2. Indian Institute of Entrepreneurship (IIE)  
NH-37 Bypass, Near Game Village,  
Lalmati Guwahati- 781029,  
Assam, India
3. Institute of Entrepreneurship Development (IEDUP)  
A - 1 & 2, Industrial Area, Sarojini Nagar,  
Kanpur Road, Lucknow-226008,  
Uttar Pradesh, India

### Disclaimer

Only few machine manufacturers are mentioned in the profile, although many machine manufacturers are available in the market. The addresses given for machinery manufacturers have been taken from reliable sources, to the best of knowledge and contacts. However, no responsibility is admitted, in case any inadvertent error or incorrectness is noticed therein. Further the same have been given by way of information only and do not carry any recommendation.