

VRINDAWAN COACHING CENTER



About Us



Established in 2018 it offers coaching for entrance examination of MHT-CET, JEE (Main+Advanced), JEE (Main), NEET/AIIMS.

This campus is a venture by the Director Dr P. Padmanabhan (M.Sc PhD in Nuclear Science) , Er.Mukesh Singh(B.E(E.&TC,MBA, PGD(IIT,Bombay),Six Sigma Black belt,LA(IRCA,UK)) and Dr. Suresh Menon to cater to the demands and expectations of the students aspiring for competitive exams and focuses to be the best coaching centre in India .

Vrindawan Coaching center has two divisions:

Crack Competitive Entrance for IIT JEE Advanced | JEE Mains | NEET (Medical) | MHT-CET | Olympiad | NTSE, KVPY | Scholarship.

School Academy Exam Preparation like all Subjects (5-10) and XI - XII (Phy , Chem , Math , Bio)

In this pursuit Vrindawan Coaching center has to give credit to its team, teaching methodology and student centric approach. We are now catering to the need of a student throughout its academic cycle till he stepped into the professional life. We are here to shape the career of the student through Vrindawan Coaching center.

Vision & Mission

Company Vision

VRINDAWAN COACHING CENTER envisions becoming a leading provider of Total Quality Certification, Inspections, and Verification services in India and beyond. The company aims to play a vital role in safeguarding life, property, and the environment by promoting excellence in quality and continual improvement across various industries, including manufacturing, software, film, finance, education, healthcare, and more.

Company Mission

VRINDAWAN COACHING CENTER is on a mission to provide value-added services to its clients by offering independent consultancy, training, and certification services. The company is dedicated to assisting organizations in achieving and maintaining various management systems, including Quality Management Systems and Environmental Management Systems. VRINDAWAN COACHING CENTER aims to collaborate with its clients, guiding them through the process of adopting international standards for quality, environmental responsibility, and safety.

Problems



Quality of Education:

Maintaining consistently high-quality teaching and learning experiences can be challenging. The effectiveness of coaching centers largely depends on the competence and commitment of the teaching staff.



Competition:

The coaching industry is highly competitive, with many centers offering similar courses and services. Standing out and attracting students can be difficult, especially for newer or smaller coaching centers.



High Operational Costs:

Running a coaching center involves various expenses, including rent, salaries, utilities, materials, and marketing. Managing these costs while keeping fees affordable for students can be a balancing act.



Student Retention:

Keeping students engaged and motivated throughout their course can be a challenge. Retaining students for the entire duration of the course is crucial for the success and profitability of coaching centers.



Solutions



Quality of Education:

Recruit experienced and well-qualified teachers who are knowledgeable in their subjects and effective in teaching. Provide regular training and professional development opportunities to teachers to update their knowledge and teaching skills.



Competition:

Offer unique courses, teaching methods, or supplementary services that differentiate the coaching center from competitors. Focus on building a strong reputation through excellent teaching, student success stories, and positive reviews or testimonials.



High Operational Costs:

Regularly review and optimize operational expenses without compromising on quality. Explore additional revenue streams like online courses, workshops, or consulting services to supplement tuition fees.



Student Retention:

Implement student engagement programs, mentorship, or counseling services to keep students motivated and involved. Establish a feedback mechanism to understand students' needs, concerns, and suggestions for improvement.

U.S.P

Expert Faculty:

Highlighting highly qualified and experienced teachers who are experts in their respective subjects can be a strong USP. Students and parents often value quality teaching and personalized attention.



Customized Curriculum:

Offering a tailored curriculum that caters to the individual learning needs and pace of each student can be a unique advantage.

Proven Track Record:

Emphasizing a history of successful student outcomes, such as high exam pass rates, top scores, or college admissions, can build trust and credibility.



Small Class Sizes:

Promoting smaller class sizes to ensure personalized attention, interactive learning, and better student-teacher engagement can be an appealing USP.



Flexible Learning Options:

Providing flexible learning options, including online courses, weekend classes, or modular courses, to accommodate students' schedules and preferences can attract a wider range of students.



Service

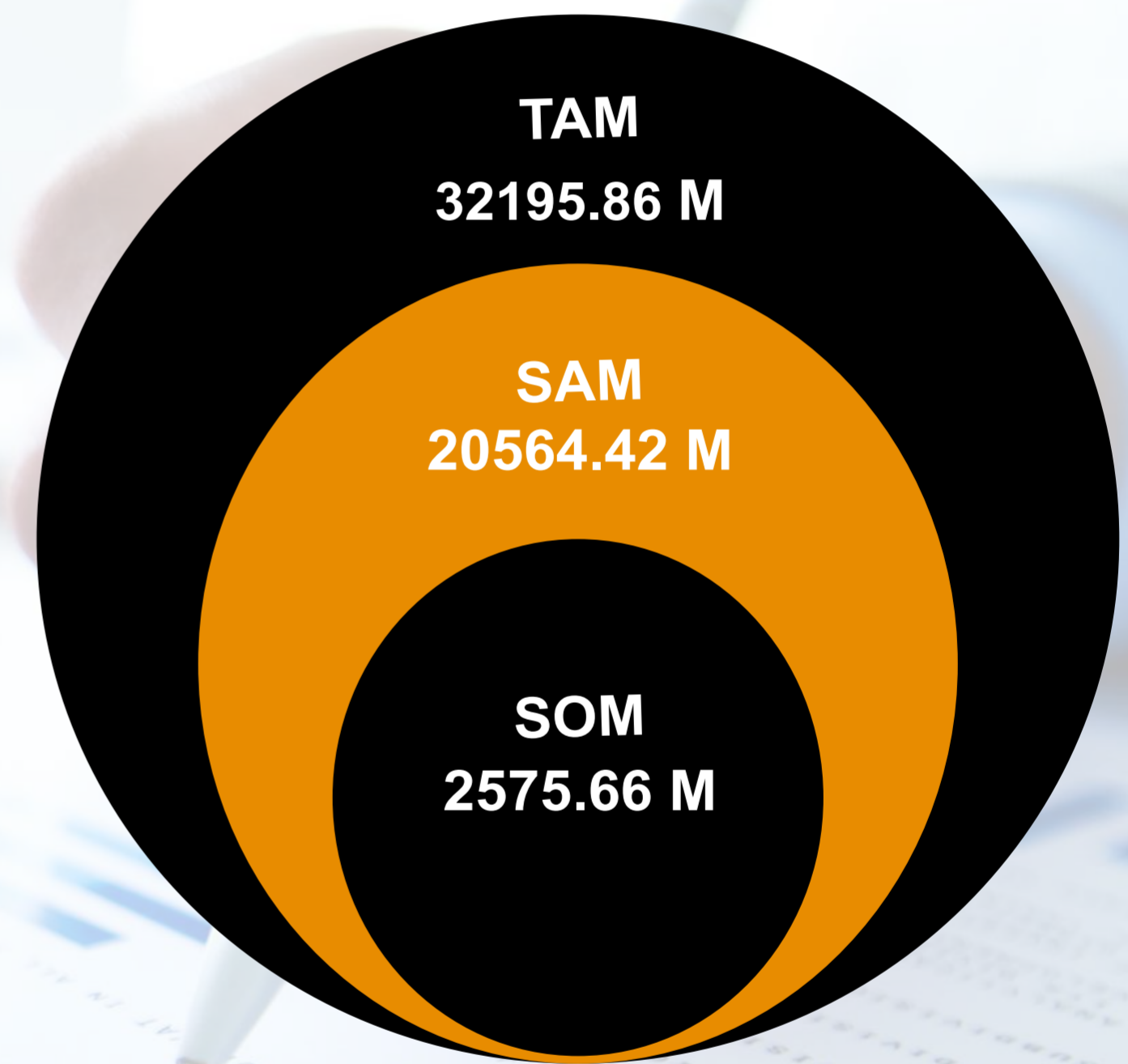


All type of Coaching



Market Size

The global coaching center market size was valued at USD 20564.42 million in 2022 and is expected to expand at a CAGR of 8% during the forecast period, reaching USD 32195.86 million by 2028.



Amount in USD

Target Customers

- School Students
- College Students
- Job Aspirants
- Professional Certification
- Specialized Courses
- Adult Learners



Market Validation

Identify Target Audience:

Define the target customers based on the type of coaching center (e.g., school exam preparation, college entrance exams, professional certifications). Conduct surveys, interviews, or focus groups with potential customers to understand their needs, preferences, and pain points related to coaching services.



Competitive Analysis:

Identify existing coaching centers, their offerings, strengths, weaknesses, and market positioning. Evaluate competitors' pricing strategies, marketing efforts, and customer reviews to identify gaps and opportunities.

Assess Market Size:

Estimate the total number of potential customers in the target market or location. Analyze market research reports, government data, and industry publications to understand the market size, growth trends, and competition.



Validate Demand:

Offer pilot courses, workshops, or free introductory sessions to gauge interest and demand. Collect feedback, track attendance, and measure the conversion rate to assess the potential success of the coaching center's offerings.



Financial Feasibility:

Prepare a detailed business plan with projected revenue, expenses, and profitability. Conduct a break-even analysis to determine the minimum number of students or revenue needed to cover costs and achieve profitability.

Scale-up Strategy

Assess Current Operations:

Review the coaching center's current performance, strengths, weaknesses, opportunities, and threats (SWOT analysis). Assess the center's capacity to accommodate more students, staff, and resources without compromising quality.

Define Scaling Goals:

Define specific, measurable, achievable, relevant, and time-bound (SMART) goals for scaling up, such as increasing student enrollment, expanding to new locations, or launching new courses. Identify new target markets, demographics, or customer segments to expand the coaching center's reach.



Optimize Curriculum and Offerings:

Update and diversify the curriculum to meet the evolving needs of students and industries. Introduce new courses, programs, or certifications based on market demand, industry trends, and student interests.

Staffing and Talent Management:

Hire qualified, experienced, and passionate teachers, instructors, and staff to meet the increased demand. Provide regular training, professional development, and mentorship programs to equip staff with necessary skills and knowledge.

Competitors



Revenue Model

- **Tuition Fees:** Charging students for specific courses or subjects they enroll in. Offering discounts for group enrollments or charging differently based on batch timings (e.g., morning, evening, weekend batches).
- **Material and Resource Sales:** Selling study materials, textbooks, workbooks, or online access to resources related to the courses. Offering mock tests, sample papers, or practice sets for competitive exams.
- **Online Courses:** Offering online courses or webinars which can attract students from different locations and time zones. This can be a one-time payment or a subscription-based model.
- **Franchising:** Expanding the business by franchising the coaching center model to other locations. Franchisees usually pay an initial fee and ongoing royalties or a percentage of revenue.
- **Summer/Winter Camps:** Organizing short-term camps during vacations focusing on skill development or extracurricular activities and charging fees for participation.



Promoters



Er. Mukesh Kumar Singh

50% of shareholding

Director of School Of Engineering and Technology
PGD(IIT Bombay), LA (IRCA, UK),

Ex-IT Expert, TCS, Ex Lead Auditor-ICS, Mumbai

He is an IITian, Electronics & Telecom Engineer and
MBA in TQM with more than 22 years wide experience
in Education sector



Sima Mukesh Singh

50% of shareholding

She is under graduate and internal auditor.
He look operation of admin and HR with
more than 10 years of experience

Team



Rajeev Joshi

Lead Auditor

K.Senthil Kumar

Lead Auditor

Dr. Poddar

Lead Auditor

Ashok Kumar Dey

Lead Auditor

Pralhad Moreshvar Pai

Lead Auditor

P.H.Bhave

Lead Auditor

Ramesh Gera

Lead Auditor

Mrs. Krishna Dutta

Lead Auditor

B.Bhattacharia

Lead Auditor

Ajaya Kumar K

Lead Auditor

Bijan Singha

Lead Auditor

JavedBadshah

Lead Auditor

Contact Us



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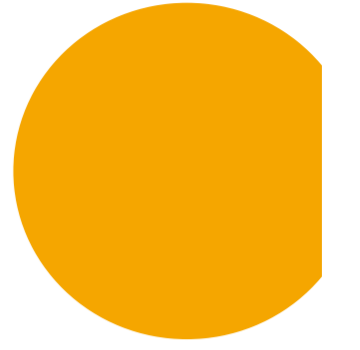


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THANK YOU

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