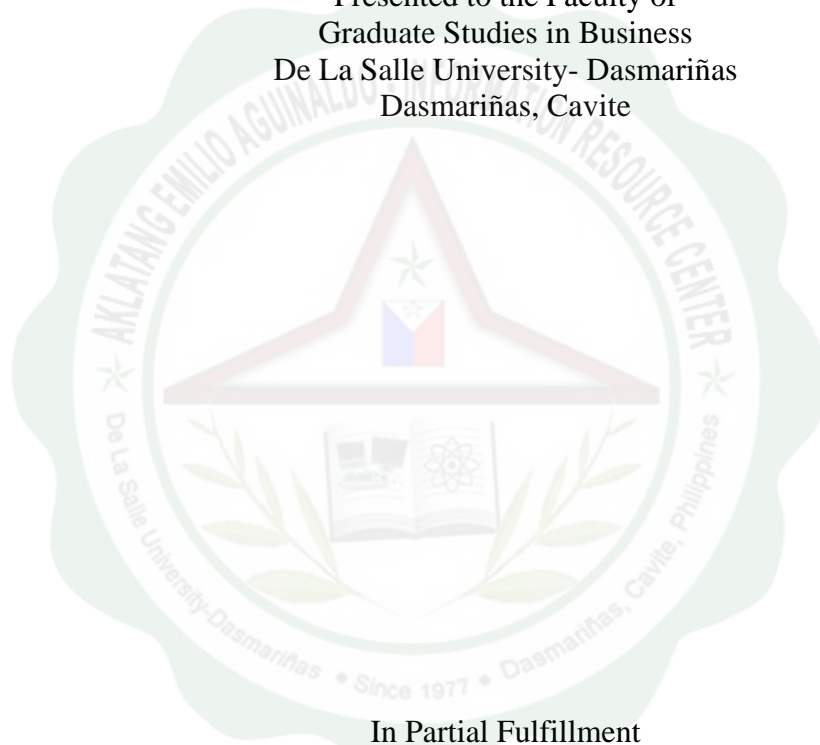


# **STRATEGIC PLAN FOR GOD THE ALMIGHTY ACADEMY**

A Management Research Paper  
Presented to the Faculty of  
Graduate Studies in Business  
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Dasmariñas, Cavite



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of the Requirements for the Degree of  
Master of Business Administration

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## **ABSTRACT**

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This study was an attempt to present strategic management plan for the company as it is experiencing difficulty in the collection of receivables due to economic reasons. However, private education in communities like Windward Hills Subdivision is very much marketable because the target within the community belongs to middle-upper income group and its accessibility to the market.

The management needs to evaluate and review all collection policies and penetrate the market for more potential clients to increase market share and improve their earnings which could lead them to acquire larger ground facilities such as play ground, parking space and other important amenities that could attract prospective students.

A comprehensive action plan for the company can be formulated its sustainability and profitability. It is also recommended that the management and staff should work closely together to achieve their goals.

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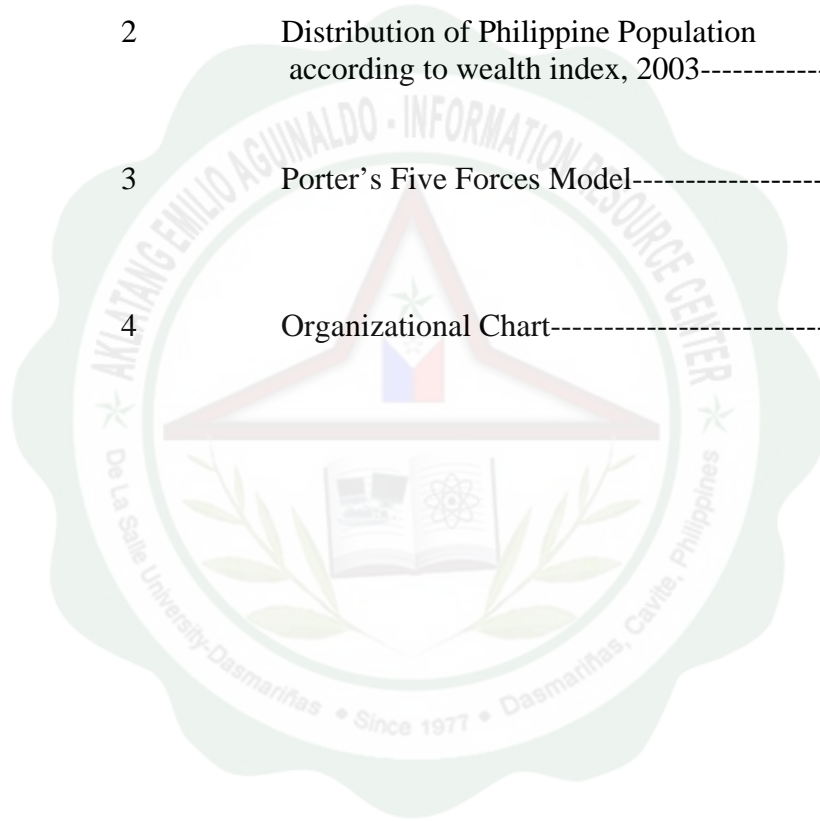
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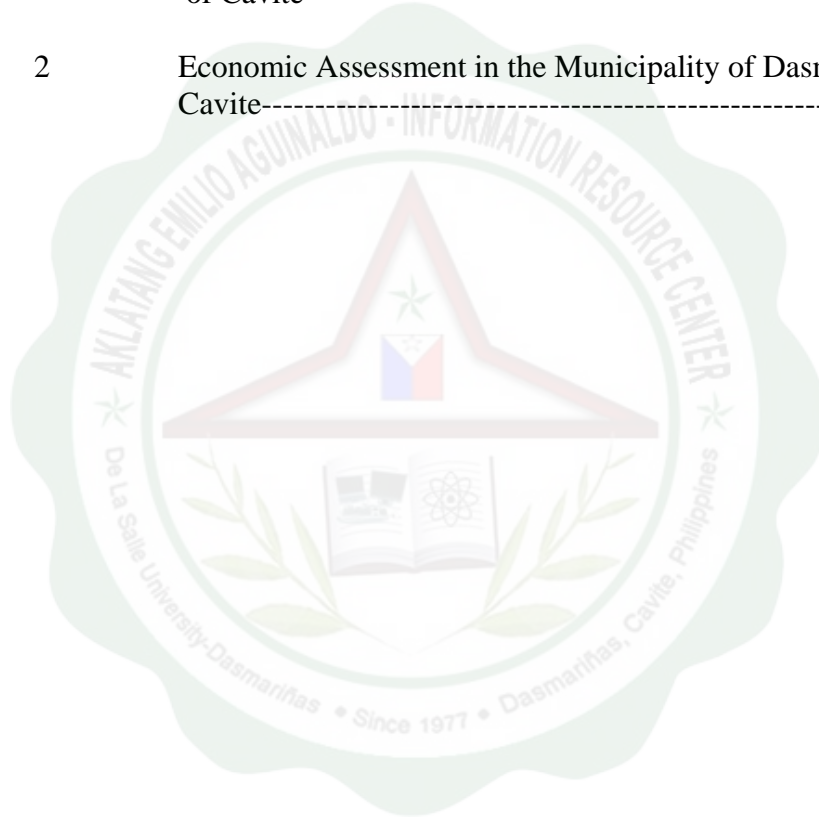


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## EXECUTIVE SUMMARY

“If a man takes no thought about what is distant, he will find sorrow near at hand. He who will not worry about what is far off will soon find something worse than worry”.

Confucius

Today, change in business environment is inevitable, that is why there must be a plan to anticipate and work toward the changing environment of every firm.

God the Almighty Academy (GTAA), located at Windward Hills Subdivision, Dasmariñas, Cavite, has withstood its rivals due to its geographical location, which is secured and safe among primary and secondary private schools within the range of more or less 3 km from area 1 and Barangay Fatima, Dasmariñas, Cavite.

The proponent was able to list down the major players in this particular industry and with the constant meeting point of the School Principal and owner of GTAA, the proponent was able to identify one major competitor, the Corinthian Institute of Cavite and two minor competitors, namely Mary Mediatrix of all Grace School and Jesus Son of Mary Academy.

The matrix can attest evidently that Corinthian Institute of Cavite is the closest rival in business. Through environmental scanning of the external forces that greatly influence the firm, the proponent was able to see the possible threats and opportunities of God the Almighty Academy. The financial statements were thoroughly scrutinized by a Certified Public Accountant in assessing financial statements, the proponent can calculate that there will be more profit for the coming years.

Enjoying the competitiveness of GTAA against its rivals primarily due to its strategic location and reasonable tuition fees, there is a great potential that it will outperform its competitors and, thus, will have bigger market share. The primary strategy that is suggested is market penetration inside and outside the community of Windward Hills Subdivision. They should also start working to review their collection policy on receivables to speed up payment of their liabilities. The primary objective of this research paper is to present bright and innovative ideas in order to gain more market share in sustaining competitiveness in the industry. Should the management consider the above suggestions, a positive result will be felt instantaneously.

GTAA has its positive elements such as customer's loyalty, secured physical facilities, strong valuables assets, preferred ability of local community,

teachers/parents bonding relationship, and good quality education. Every school year, 100 percent of the graduating high school students are able to pass the entrance examination given by the De La Salle University and other known colleges in Cavite and Metro Manila.

It is concluded that Biblical or Christian terms in the name of schools, strikes in the minds of prospects that these names bear the high standard quality of education such as St. John Baptist De La Salle, University of Santo Tomas, San Sebastian College, and others

