



EXECUTIVE SUMMARY

The education industry comprises of schools, colleges, universities, and various private institutions. The education sector can be broadly classified into three categories namely K to12, higher education and vocational institution. K to12 includes the education offered from kinder to the twelfth grade by various public, private and religious schools. In most countries, primary education has twelve years of basic education. In the Philippines, education is still comprised of ten (10) years basic education. Br. Armin Luistro, the secretary of Department of Education in the Philippine, the major proponent of the K-12 Basic Education Program in the Philippines. The program seeks to add two years to the current ten (10) year basic education curriculum.

Private basic education industry in the Philippines is a mushrooming business because of its fast increased population for school- aged children. Public schools have difficulty handling a vast number of students. This is why DepEd is entertaining registration of various private schools that offer basic education programs. These private schools are still regulated under DepEd and there are standards that need to be maintained. Most of the private schools in the Philippines are members of accreditation body that normally assess the school's effectiveness to all its stakeholders.

External factors were listed that have direct effect to private schools such as economic, socio-cultural, government-legal, technological, and environmental factors. From those factors, opportunities and threats were listed. Based on the External Factor



De La Salle University - Dasmariñas

GRADUATE PROGRAM

Evaluation (EFE), Liceo got a total weighted score of 2.95 which is above average (midpoint is 2.5). It means that the school business is good, taking advantage of the external opportunities and avoiding threats that may come to the firm. Internal factors of the school were also analyzed based on the success factors from PACUCOA and the McKinsey Framework. The weighted score of Liceo de Dasmariñas based on the Internal Factor Evaluation is 2.74, which is higher than the average of 2.5. It characterizes that the company has a slightly above average internal position. The IFE matrix shows that the administration of Liceo de Dasmariñas is strongly dedicated on their job. It also means that Liceo achieved internal strength but is not enough to reach competitive advantage over other competitors. The strength of the school can overcome its mentioned weaknesses. The weaknesses cited must be addressed and improved.

The three to five years objective of the school is ***“To be the leader in providing a quality Licean education and to increase our influence in the whole Paliparan area by 2018”***.

Specific objectives were also listed such as; “To increase the school’s enrollment of kinder and elementary students by twenty (25) percent every school year starting SY 2013-2014”, “To introduce secondary education at Liceo de Dasmariñas by the school year 2015-2016” and “To develop a process for identifying opportunities for improving workforce preparation including quality teachers and non-teaching staff and establishment of processes for students as the primary customer”. Based on the matrices used such as TOWS, SPACE, IE, GSM, and QSPM, the following strategies came up:



Market Penetration

- Place big banners and signage of Liceo's school name and logo in it along tricycle terminals to attract future students.
- Intensify marketing campaign like giving more flyers and leaflets to whole Paliparan area and nearby barangays.

This strategy can be done thru extensive marketing campaigns like house to house distribution of fliers. The tarpaulin can be placed in strategic location and stickers can be put into jeepneys.

Market Development

- Initiate summer class activities for school children of all ages in Paliparan and nearby barangays.
- Invest in a long term technological way of school teaching approach to enhance the interest of the students.

A summer class is a best way to attract students. This class can be given free in a first come first served basis. Additional fees can be collected if the child cannot learn in a fastest way. Through this, Liceo will earn prospective students. Investing in technology is a best way to gain competitive advantage. Students will be more interesting in finding new ways of learning, thus it could attract more students to enroll in the school.



Product Development

- Offer more prevailing scholarships and grants to deserving students.
- Pursue with introducing secondary curriculum to attract more students.
- Adopt a needs assessment to be used across the school system.

Since there is K-112 policy, Liceo must introduce secondary education, and the school must find better ways to gain investors and donations like partnering with the City of Dasmariñas and having more scholars from the Office of the Governor.

Based on these strategies, action plan was generated with corresponding projection financials. A time frame was also made to set the schedule and target date of implementation.

Basic education industry is a challenging business to enter not because the market is strong. This business is difficult especially when projections are not right. The job in the school especially to those teachers is a challenging job because it involves transforming one's life. The students who are entering a school, specifically in private schools, expect more compared to any other schools. Quality holistic education is the key to promote better potentials for students enrolled in a school and will promote a better economy and society in the near future.