

# **BUSINESS PLAN 'Typical Business Plan of science show organization for children aged 5 to 17 years'**

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## **Abstracts**

The report is half ready. The updating and translating process takes 3-5 business days after the order confirmation.

### **Business plan description**

#### **Project idea**

Science show is a new interesting format of performances for children and adults: a symbiosis of learning and entertainment. During performances scientists show incredible experiments, while spectators become active participants of them. Scientific laboratory will develop two lines of business: science shows and regular classes.

Establishments market of extracurricular education for children

Russia has \*\*\* state extracurricular educational establishments, in \*\*\* of which pupils study. But during recent years the tendency for the formation of private establishments has been expressed ever more clearly – about \*\*% of parents pay for additional education services of their children. As a result, about \*\*\* % of pupils among \*\*\* thsd. are involved into additional education.

#### **Competitive advantages of creating science show**

There are more than 100 spectacular physical and chemical experiments in the arsenal of the show.

A new program consisting of more than \*\* experiments will be released every \* months.

Broadcasting of the show on TV.

Active cooperation with research centers. The research staff of universities and experienced screenwriters will be involved in the process of new programs preparation.

It is possible to begin the training between the ages of 5 to 17 years.

The teachers have higher education in physics and chemistry.

The club develops the training program itself taking into account the child's age.

### **Excerpts from the research**

According to the data of Federal Statistical Observation, greatest coverage of additional educational programs is typical for the age group of \*\*–\*\* years and \*\*–\*\* years and makes \*\* and \*\*% accordingly.

A specific feature of children's additional educational establishments (CAEE) is their operating mode. The results of survey showed that the establishments, where classes take place in the afternoon (\*\* %), predominate among CAEE, classes of the third of the establishments take place evenly throughout the day accordingly, a small number of establishments operates mainly in the first half of the day. CAEE implements the programs that last during different time. The programs designed for over 3 years lasting (\*\* %) dominate. Exactly such programs are the most effective in the context of professional and leisure self-determination of pupils. Short term programs, during which the child can try his hand in any kind of activity, are implemented by \*\*% of CAEE.

There is a certain imbalance of demand and supply of children's additional educational services. Competitive selection is used primarily for admission to the program of artistic direction. It is quite common to use selection instruments forming the cultural studies (\*\* %) and sports (\*\* %) groups of pupils. The acceptance of programs of scientific and technical (\*\* %), ecological and biological (\*\* %) and tourist and local historical (\*\* %) directions is practically free.

The target audience for science shows and regular classes are Russian schoolchildren. The number of pupils of secondary schools in Russia is about \*\*\* thsd. The average

number of pupils are \*\*\* schoolchildren per secondary school. The last years it has been observed an increasing number of private structures in providing of relevant services. According to the research, only \*\* % of parents do not pay for additional education of their children. The most appropriate marketing tools in promoting CAEE are creation and optimization of landing pages, contextual advertising, promotion in social networks and advertising with flyers. Monthly marketing budget in cities with a population over 1 mln. people is planned in the amount of \*\* thsd. RUB, in cities with a population of 500 – 1 000 thsd. people – \*\* thsd. RUB and in settlements with a population of 300 – 500 thsd. people – \*\* thsd. RUB. The initial capital investments for each type of settlement vary according to such principle too.

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