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How to successfully start and administer a tutoring center in a fiercely competitive environment.



Abstract

This study aims to research and investigate how to run a tutoring center successfully within the fiercely competitive environment of Lampang province, Thailand, by finding answers to the three following questions:

- The major factors that affect the success of the business and the implications of the economic downturn.
- How to stay competitive in this fiercely competitive industry.
- How to offer the most attractive programs to parents while effectively teaching students to achieve the best results.

Data was collected by questionnaire from a sample size of 77 interviewees, with 4 different questionnaire designs to collect data from 26 students, 23 parents, 21 teachers, and 7 education specialists. The data was analyzed using the descriptive statistics of frequency, percentage, and arithmetic mean. The results showed the project to be worthy of the research, because the topic under consideration affects the future of education for the young people of this area. Thailand's traditional education system is not developed enough to be relied on exclusively. Large class sizes (normally 50 students per classroom), outdated books and teaching materials that many schools use, limited funds for schools – all of these factors affect the quality of study in schools, making it difficult for teachers and students to teach and learn effectively (Srifah, 2005); (Cuseo, 2007). The parents of children at the tutoring center have reported that they prefer a one-on-one or small group setting for the tutoring of their children. With the programs at the tutoring center, we are better able to accommodate parents' desires while simultaneously providing effective teaching with better results for their children, which means a better future for the students, the country, and the world through qualified and educated people. The results will provide a better understanding of that which the research population values among the five subjects offered at the tutoring center and the programs (one subject or a combination of subjects) parents find most attractive, and which of those programs best suit the customers' needs. The goal is to discover how to stay competitive in this industry, how to improve the center's sustainability, and how to best lead and administer the business. The researcher will try to uncover what the major factors affecting the success of this tutoring center are and in what ways a difference can be made in the business while being a good business owner and community leader.