

FEASIBILITY STUDY OF TUTORIAL SCHOOL FOR SECONDARY SCHOOL STUDENT IN PHIBUN MANGSAHAN DISTRICT UBON RATCHATHANI PROVINCE

Pakorn Pittatane¹

Ampon Honark²

¹ Graduate student, College of Graduate Study in Management, Khon Kaen University

² Assoc. Prof. Faculty of Agriculture, Khon Kaen University

Abstract

This study was the feasibility study of Tutorial School for Secondary School Student in Phibun Mangsahan District UbonRatchathani Province. Three hundred and fifty five samples were used as a tool to collect the data. The study concentrated on marketing, technical, management and financial feasibilities by using the analysis of the strengths, weaknesses, opportunities and threats (SWOT Analysis). In marketing section There are totally 7 subjects. In financial aspect, the findings are as follows 11,200 students. The tutoring fee for each subject would be 2,000 baht for a course. In technical section found that the location in a community is close to the school and student residence and convenient for traveling. In management section, it was one-man business. The appropriate recruitment of qualified person have a good relationship. It has streamlined operations. In financial aspect, the payback period was 3 years 10 month and 10 days. Net present value (NPV) was 662,811 Baht and internal rate of return (IRR) was 14.23%. To summarize, this project was found to be interesting and feasible in terms of investment.

Keywords: Feasibility, Tutorial School, Investment.



Introduction

Education is one of basic components to develop human resources. It is a significant tool for improving people's knowledge and competency and important thing to help enhance oneself. Nowadays, students and their parents found that learning in school, even government schools and private schools, can't completely support learner's need. For this reason, most students like to take course in tutorial schools to prepare themselves for exams and further study.

PhibunMangsahan is a district in UbonRatchathani Province which has five higher secondary schools with total of 2,566 students[1]. Living in this area is more civilized in both of economy and society that shown as taking special courses after daily school in teacher's house including math and physic or study in tutorial schools in UbonRatchathani and other provinces like KhonKaen where there are a lot of tutorial schools. As far away from students' home towns, they have to spend much money for traveling, accommodation, food, learning materials and personal expense. To meet the demand of educational expanding and alternative for those who have limited budget but need to take extra tutorial class, researcher have an idea to set up a tutorial school named "Uplevel" in PhibunMangsahan, UbonRatchathani Province where is located in community and close to students' school.

Objectives

To study the feasibility to invest for setting up a higher secondary tutorial school in in PhibunMangsahan, UbonRatchathani Province. The study is comprised of marketing, technical, management and financial feasibilities.

Research Methods

Feasibility study on marketing

Population and sample

The population for this study is 2,566 higher secondary students who are studying in the area of PhibunMangsahan, UbonRatchathani Province that is comprised of PhibunMangsahan School, Angsila School, NonkrangWittayakom School, Nongbuahi School and RaitaiPrachakom School. The sample size concentrated on the formula of Tharo Yamane with the reliability level of 95 percents and the error variance level of 5 percents. To prevent the error, the researcher collected the data and carried on 345 samples.[2]

$$n = \frac{N}{1 + N(e)^2} \quad (1)$$

Data collection

1. Data

Random sampling by using questionnaires with 260 students from PhibunMangsahan School, 36 students from Angsila School, 25 students from RaitaiPrachakom School, 22 students from Nongbuahi School and 12 students from NonkrangWittayakom School

2. Research instruments

1) Study how to create questionnaire form from textbooks and other documents to collect data.

2) Study different theories that are involved and covered research objectives.

3) Check the validity by having the questionnaire form to be checked and corrected by the adviser in order to make sure that it is clear and easy to understanding.

4) Check the reliability by taking the questionnaires to be tested to find out the reliability of the questionnaires. These questionnaires are used with 20 students for reliability coefficient by using Cronbach's Coefficient Alpha before real use. From using SPSS program, the reliability is 0.859 [3]

5) Develop the questionnaires and let the freelance adviser to correct them again.

6) Take the questionnaire to use with the students

3. Analysis business environment

4. Analysis five impulsions

5. Analysis general environment

6. Analysis components of marketing[4]

Feasibility study of technics

The location, instruments, accommodations, types of curriculum and subjects are studied and checked in order to be appropriate to learners. Many technical factors, including tools, instruments, materials, and instructional media are considered to predict capital cost and how to work that be used financial analysis.[5]

Feasibility study of management

There are analysis types of working, structure of organization, internal management. There are purpose to be able to set the type of management and working, concluding structure of work, managing staff, frame of duty, responsibility to position and personnel recruitment.[6]

Feasibility study of finance

To study investment and yield of project investment, to seek break even point, pay back period, rate of reward, net present value, sensitivity of project and profitability index within 5 years.[7]



Research results

Feasibility study of marketing

Analysis business environment

Business environment is significant to the investment as it causes an opportunity and also threat condition that is the limited point to investment as well. So this is very important to manage the tutorial school. There are five factors to be considered.

Politics and law

Further education system in higher level called Admission direct most MattayomSuksa 6 students to take extra class. Today, students need to go to extra class when they are in MattayomSuksa 4 for their good grade and be able to sit in a university, therefore business on tutorial school is quickly growing and tend to be growth in the future.

Economy

The expense for taking extra class is quite high that can support students who are in the group of good finance. But if the tutorial school can support and assure in quality of studying, the parents are willing to pay for their children's study.

Society

Today there is higher competition in Thai social. For education, the parents and their children need to study in the good field and famous university to make sure that they can find a good job and earn much money after they graduate. As these reasons, business on tutorial school looks grown-up.

Technology

High technology period makes education system to be improved and developed in many different sides. Computer is the essential tool to be involved as it is the source of study. Learners can search some information including to seek books or reading abstract from online library.

Ecology

In the rainy season, the climate often changes that is hard for travelling. It affects taking extra class. In the winter, the weather is not problem for travelling. But in the summer, it is completely hot that affects higher expense in doing business.

Analysis of greatest strengths, weaknesses and threat condition

Greatest strengths

1. Up Level is located in the center of community, close to educational institutes and dormitories. It is convenient to travel to study in it.
2. The fee is reasonable price.
3. All instructors are highly skilled with different teaching technics.
4. Type of teaching is in the classroom so student can ask all the questions if they need.
5. Only 20 students for each class so the instructor can take care of everyone.

Weaknesses

1. The tutorial school, Up Level, was just established so it may not be well-known by the parents and students.

Opportunities

1. Studying in school can't enough serve the students' need. It is a good choice for students to enhance their potential.

2. Further education system with the grade of learning achievement in school lead students to prepare themselves when they start studying in MattayomSksa 4.

Threat conditions

1. Learning and teaching through video media is popular to students.

Feasibility study of technics

The tutorial school, Up Level, is in the 3-storey building where is located in Phibun Mangsahan, UbonRatchathani Province, close to educational institutes and dormitories. It is convenient to travel to study in it.

Feasibility study of management**Pre-operating period**

1. Study the basic data of the project.
2. Feasibility study of project.

Operating period

1. To seek the appropriate place to set up the school and then do interior decoration in the good condition for working.
2. To do some essential documents for registration and permission.
3. Personnel recruitment as the workers and skilled instructors for different subjects.
4. To advertise the project.
5. Students apply to attend the project.
6. To create texts and learning and teaching documents.
7. Operating the project

Feasibility study of finance

Revenue was predicted at 60 percents of the number of students for a 12-student course (not more than 20 students in a course). There is a task to do the marketing , improve and develop curriculum and predict to increase number of students at 10 percents in the future. There will be revenue of 16,800,000 baht in five years

Study results**Feasibility study of marketing**

From feasibility study found that the tutorial school, Up Level, open for MattayomSuyksa 4-6 students has advantage as learning in class with 20 students. The fee is reasonable that can serve target group. It concludes that Up Level can be good in the marketing.

Feasibility study of technic

It was found that Up Level is located in the center of community, close to educational



institutes and dormitories. It is convenient to travel to study in it.

Feasibility study of management

Up Level is managed by one owner that is easy to operate. There are enough personnel who have highly skills and work efficiently. It concludes that Up Level can be feasibility of management.

Feasibility study of finance

The investment on the tutorial school, Up Level, was found that there are 11,200 students and revenue of 22,400,000 baht. The project takes 3 years 10 months and 10 days, net present value is 662,811 baht that is positive value. Rate of reward is higher than capital so the project has profit. The reward of project is 14.23 percents which is higher than expectedly reward at 7 percents. That means Up Level has feasibility of finance. So this project should be invested.

Recommendation

There should be studying satisfaction of students' taking extra class with the tutorial school and should study feasibility of the project for low secondary level.

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