

EDOOFA – Education for All

(Industrial Project carried out at ANHAD EDUTRAIN)

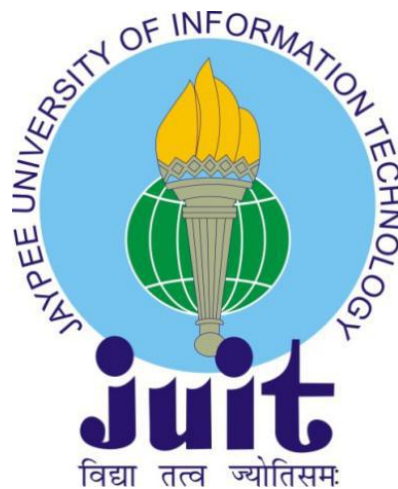
Project report submitted in partial fulfillment of the requirement for the degree of
Bachelor of Technology

in

Computer Science and Engineering

By

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CANDIDATE'S DECLARATION

I hereby declare that this submission is my own work, carried out at **Anhad Edutrain** as Industrial Project from 4th of February 2019 to 31st of May 2019 and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text.

Nikita

151211

(i)

CERTIFICATE FROM THE SUPERVISOR

INTERNSHIP CERTIFICATE



This is to certify that Ms. Nikita a student of Jaypee University of Information Technology has successfully completed 4 month's long internship from the month of Feb 2019 to May 2019 at Anhad Edutrain Solutions Pvt. Ltd.

During the period of her internship, she was found punctual, hard working and inquisitive. We wish success in her life.

For Anhad Edutrain Solutions Pvt. Ltd.

Director

Angad Singh
Founder & CEO



Anhad Edutrain Solutions Pvt.Ltd.
201, Chimes Tower, Sec-28, DLF City – IV, Gurgaon, Haryana - 122022

(ii)

ACKNOWLEDGMENT

I take great privilege to avail this opportunity to express my deep gratitude to all those who helped and guided me throughout the course of my Industrial training. Firstly, I would like to extend my profound gratitude to our director, Mr. Angad Singh, for giving me his valuable time and his guidance during this course.

I would also like to thank all the employees of Anhad Edutrain Solutions who really helped me in understanding all the functions and activities of the organization from time to time.

Nikita

151211

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LIST OF ABBREVIATIONS

KAM	Key Account Mangement
SEELS	Students of Edoofa Earning and Learning to Success
SLC	SEELS Learning Center
EWYL	Earn While You Learn

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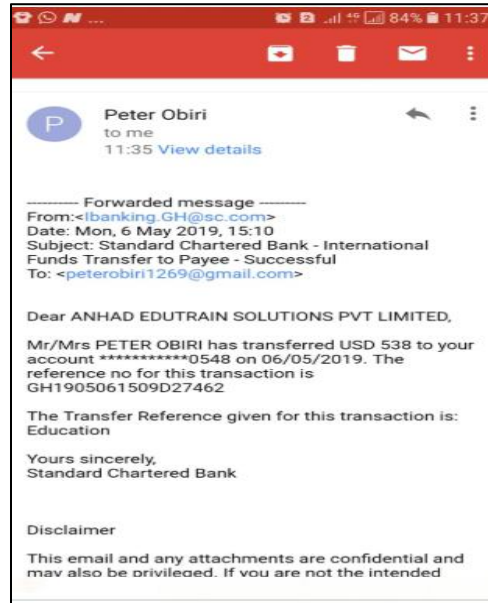
ABSTRACT

The Edoofa (Education for all) scholarship program under Anhad Edutrain is a package of various services that have been formulated especially for under developed countries like Nigeria, Ghana ,Malawi, Bhutan etc. The student base has been divided into four categories:

1. High on education and high on funds
2. High on education and low on funds
3. Low on education and low on funds
4. Low on education and high on funds

For Edoofa the ideal market is that of those who are high on education and low on funds as they are eager to study abroad but are looking for cheaper options. In the African subcontinent there are a lot many students that lie in this category who are passionate but do not find the right resources in their country to pursue their higher education. The Edoofa scholarship program aimed to identify students like these and provide them affordable and quality higher education which which not only help them attain a degree but will also help them become employable. The following were my responsibilities as an intern at Edoofa:

Sales Closures: As an intern my major responsibility was to work on sales closure along with the Key Account Management team. Working on closures meant to conduct University session with the enrolled students, issuing their Letters of Intent from various Universities and then guiding them about the various payment options that they could use in order to complete their registration. Working on closures also involved interacting with the parents or sponsors of the student in so that they would be convinced regarding the program. and would complete the payment.



Sales Closure

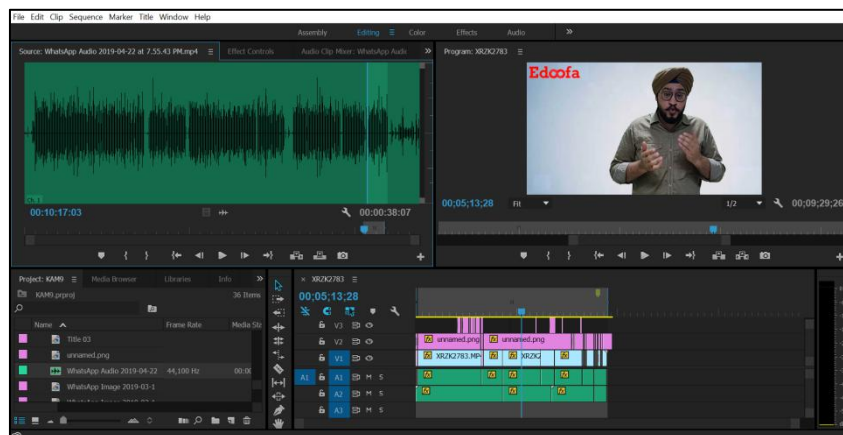
Develop Comprehensive Project Plans: In the Key Account Management team at Edoofa my main focus was to develop comprehensive project plans to increase the sales after the enrollment process of students. Apart from this my other responsibilities were to take interactive University sessions on behalf of the universities that have a tie up with Edoofa. These University sessions were meant to check the calibre of the student and also ensure that the student was capable enough to enter the given University.

Ambassador Connect: Establishing relationship with the enrolled students so that they can help in referral generation. In order to achieve the referral generation target, my role was to initiate an ambassador task for the students who showed interest in leadership roles. Formalizing new tasks to increase engagement of enrolled students was also one of the task that I has to carry out. Once the contact details of the referral were received, the lead was allotted to a counselor. Drafting various strategies for referral generation like conducting sessions in various shools of the African subcontinent by the help of the ambassadors.



Ambassador of Edoofa

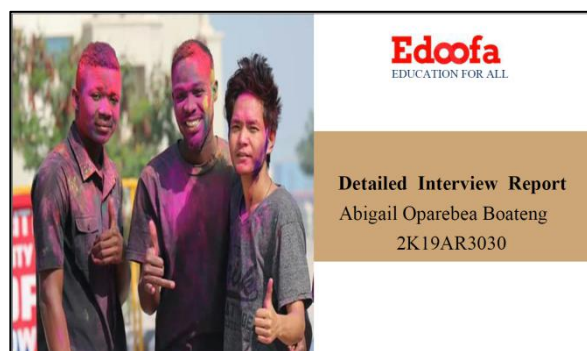
SLC Class Designing: I was also responsible for drafting the content for the various SLC(SEELS Learning Centre) Classes. This involved writing content that would prove to be beneficial for the students. After drafting the content the video had to be recorded regarding the same and it was edited by me. The Class was to be shared with all the students along with an assignment that would ensure improvement in their skills. It was under my authority to Keep a track of all the responses and ensuring that all the students actively participated.A set of Classes covering various topics like exploring your educational destination, requirement of 21st century skills, the meaning of Edoofian were developed by me for greater student engagement.



Video Editing for SLC Classes

Marketing Content: In the area of marketing, my role was to establish a rapport with the student ambassadors and encourage them to write google reviews that would help Edoofa to increase their rating. Along with this I also developed a task wherein the students were required to record a video regarding their experience with Edoofa. I also designed scholarship cards for students who had performed well under the Earn While You Learn Program. This proved to be a great tool for the sales team.

Interview Analysis: Apart from this analyzing the interviews of the day was a major task, as it helped to identify the potential customer and also predict the likeliness to pay. This analysis also helped to counter the student in case he failed to make the payment.



Detailed Interview Report

Data Analysis: Data analysis on a regular basis was an important part of tracking the overall performance. A few metrics that were used by the Key Account Management were ‘stuck’, ‘dead’, ‘in process’ etc. This helped to quantify students falling in each bucket and plan the further action.

Chapter – 1

INTRODUCTION

The problem of finding the opportunity for quality college education is faced by millions of students each year. Another problem they face is that of funds for their education. Even if they are able to solve the above problems getting industry exposure and learning skills for the job market remains a being hurdle in their education. All students seek a platform where they can find a solution to their problems without being fooled. Countries which face these problems are Ghana, Nigeria, Zimbabwe and Bhutan. Various patterns and reasons have been observed as to why countries like these are not able to provide quality education to their students. Some of them have been mentioned below

- Rampant corruption in the education sector – Seats in the universities are usually bought by money and are not awarded based on merit.
- There are often strikes in Universities for indefinite time and because of this the degree courses are delayed by a couple of years(1-2 years).
- The course material is not in accordance with the current market scenario and the courses are very niche and are not able to provide employability in the global market.
- Students are often sold dead-end courses which have no real life application. Eg. Aquaculture and Bee keeping.

The major problem in Bhutan is that of employability after degree courses. Education is provided for free to all Bhutanese students till class 12th and after that there are very few colleges that are funded by the government and provide high quality job linked education, students who are not able to get admission in these universities either dropout and start doing odd jobs or start studying in universities that are not even equipped with proper infrastructure like labs, libraries etc. The remaining few who are privileged enough decide to move out of the country for higher education. A large number of students from such countries migrate across the globe in search of a high quality education .

USA is one the major global destination that attracts students for higher education. Millions of dollars are spent by students to study in the USA every year, this is done by taking up loans. Because of this in the year 2018 there were 44.2 million borrowers with student loan in the USA by the year 2018. A staggering 75% of the students studying in USA have taken a student loan.[10]The average student debt in the United States is \$32,731. The total amount of this loan lies somewhere

between \$902 Billion and \$1 Trillion. Such problems exist in other countries as well. The cost of education accompanied with the cost of living in countries like Canada, UK, Germany, China and Australia is exorbitantly high and many students find it very difficult to bear this cost. The tuition fees for 2017/18 at average in these countries is \$9,970 for state residents, and \$25,620 for everyone else. Majority of students find it difficult to take care of this cost.

This is where EDOOFA steps in. EDOOFA is an asset-lite university or it can be even called a parallel university which does not have its own infrastructure or staff but has a strong presence in them. EDOOFA helps students to get scholarships in Universities of India. A major factor that sets Edoofa apart is that along with scholarships it provides online internships and jobs that help students to reduce their tuition fees. Students who study in countries like UK, USA and Canada have to do menial jobs in order to make ends meet. These jobs help the students financially but do not add to their skill set. Students studying with the Edoofa program learn skills like digital marketing, sales, data entry, market research, survey, user acquisition, customer acquisition, community building, graphic designing, content writing, blogging and a few more. These jobs enable students to get practical exposure and equip them with the required 21st century skills.

For foreign students who wish to get their higher education in India EDOOFA brings a great opportunity. In India the average cost of higher education is around \$6,000 to \$8,000 per year which is inclusive of the tuition and hostel fees. Through the EDOOFA scholarship program the cost reduces to \$2,000 to \$3,000 per year which is inclusive of the tuition fees, food and hostel fees along with the other university charges.



Figure1. Edoofa Overview

Chapter-2

LITERATURE SURVEY

2.1 Quantitative data analysis tool:Microsoft Excel

Two major reasons for adopting Microsoft Excel are:

- Convenience
- Cost
- Integration into Microsoft Office

Excel is used for data entry, presentation and manipulation of data along with a set of statistical functions that help to perform various analysis on the data. This analysis helps in business research and management. Microsoft excel incorporates a large number of tools that will help to perform data analysis on a regular basis. Excel provides the option to apply filters to data that can be further used to sort and arrange data. Microsoft Excel provides a provides a set of tools namely Data analysis tool pack, statistical functions, pivot tables and charts.

Data can be entered manually or entered dynamically through the various forms that are shared with the customers. Once the data is entered, the following two things need to be done:

Allocate Column Header

The columns need to be given a unique header name so that they can be easily identified while entering new data. Also Microsoft excel gives the liberty to freeze a few columns that help us to filter data accordingly.

Allocate each case with a unique ID

Every dataset can be allocated with a unique id that will help to identify data later on in time.

After the data has been entered, it shall be prepared for data analysis.

Once our data is entered you can prepare the data for analysis. Various functions like SUM, MEAN, AVERAGE, COUNT etc can be used.

2.2 Effective marketing techniques

It becomes very necessary for any business to devise effective marketing techniques that will help reduce the marketing cost but at the same time increase the customer base. Understanding the following concepts is very necessary to develop effective marketing techniques:

- Understand the demographics of the customer base
- Surrounding and environment of the customers
- What would interest them the most in your product
- What need does your product fulfil
- The background of the customers

Various Marketing tools that can be used are:

Google Reviews

Any person before trying out a new product always goes through the reviews posted by the people who have used the product or service. Google reviews provide an efficient platform to any business to ensure that people post their reviews which indirectly results in increasing the customer base. It is important for any business to ensure that they keep a check on the reviews posted and reply to the customers who seem to be dissatisfied customers and promise a better delivery.

Content Marketing

An advantage of content marketing is that it creates long term effects and benefits. Content marketing aims to create and distribute relevant content about your business in order to attract a greater audience and increase revenue. The amount spent on content marketing is very low and definitely creates a larger impact. It not only includes blogs but also online courses, videos, podcasts etc.

E- Mail Marketing.

Email acts as the most constructive way of interacting with new or existing customers. People might not be influenced by visiting the website, a personalized message always proves to be more interactive. Email marketing begins with lead management followed by framing a powerful message that describes what is in store for the customer. Benefits of email marketing include:

- Easy automation
- Effective and immediate communication
- No setup cost involved
- Efficient tracking

2.3 Customer Satisfaction in any business

For any business it is very necessary to ensure that the customers are satisfied with their product and services. It acts a major factor in the determination of the success of a business. Customer satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses.

Some reasons which tell us why customer satisfaction is so important.

- It's a leading indicator of consumer repurchase intentions and loyalty
- It's a point of differentiation
- It reduces customer churn
- It increases customer lifetime value
- It reduces negative word of mouth
- It's cheaper to retain customers than acquire new ones



Figure 2. Customer satisfaction model

2.4 The golden circle by Simon Sinek

The Golden Circle Theory by Simon Sinek attempts to explain the reason behind successful operation of particular organizations and how they are able to influence and differentiate their approach from others. The fact that follows this theory is that humans respond best to the messages that affect the part of their brain that coordinates their behaviour, emotions and decision making.

Why

Sinek clarifies that WHY is presumably the most significant message that an association or individual can impart as this is the thing that motivates others to be active. WHY is the means by which you clarify your motivation and the reason you exist and act as you do. Sinek's hypothesis is that effectively imparting the enthusiasm behind the WHY is an approach to speak with the audience's limbic cerebrum. This is the piece of our life systems that forms emotions, for example, trust and devotion - just as basic leadership.

Effectively articulating your 'WHY' is an extremely significant approach to speak with different people, characterize your specific incentive and motivate them to act. Sinek's hypothesis is that imparting 'Why' takes advantage of the piece of the audience's cerebrum that impacts conduct. This is the reason the Golden Circle is viewed as such a powerful hypothesis of the initiative. At an authoritative dimension, imparting your 'WHY' is the premise of a solid incentive that will separate your image from others. He gives the case of Apple and how it has been able to cater to the WHY among people's mind.

How

The association's 'The manner by which' components may incorporate their qualities or qualities that they feel separate themselves from others in the market.. Sinek's view is that 'HOW' informing is additionally ready to speak with the limbic mind - the significant part that oversees conduct and feeling. Yet, his sentiment is that associations would improve to improve how they articulate their 'WHY', notwithstanding 'HOW'.

What

It's genuinely simple for any pioneer or association to explain 'WHAT' they do. This can be communicated as the items an organization sells or the administrations it offers. For an individual, it

would be their activity title. Sinek contends that 'WHAT' informing just connects with the neocortex - the piece of our mind that is normal. His contention is that this piece of the mind is to a lesser extent a driver of basic leadership than the limbic cerebrum: the part that 'WHY' and 'HOW' achieves better. Effective individuals and associations express why they do what they do as opposed to concentrating on what they do.

A few faultfinders contend that Sinek's model is in reality simply reflecting enthusiasm. Enthusiastic pioneers and energetic associations express their dedication and excitement truly, and this is the thing that rouses others instead of the way wherein they communicate. Different faultfinders contend that Sinek's model suggests people don't utilize their reason at all when deciding, which is far from being obviously true.

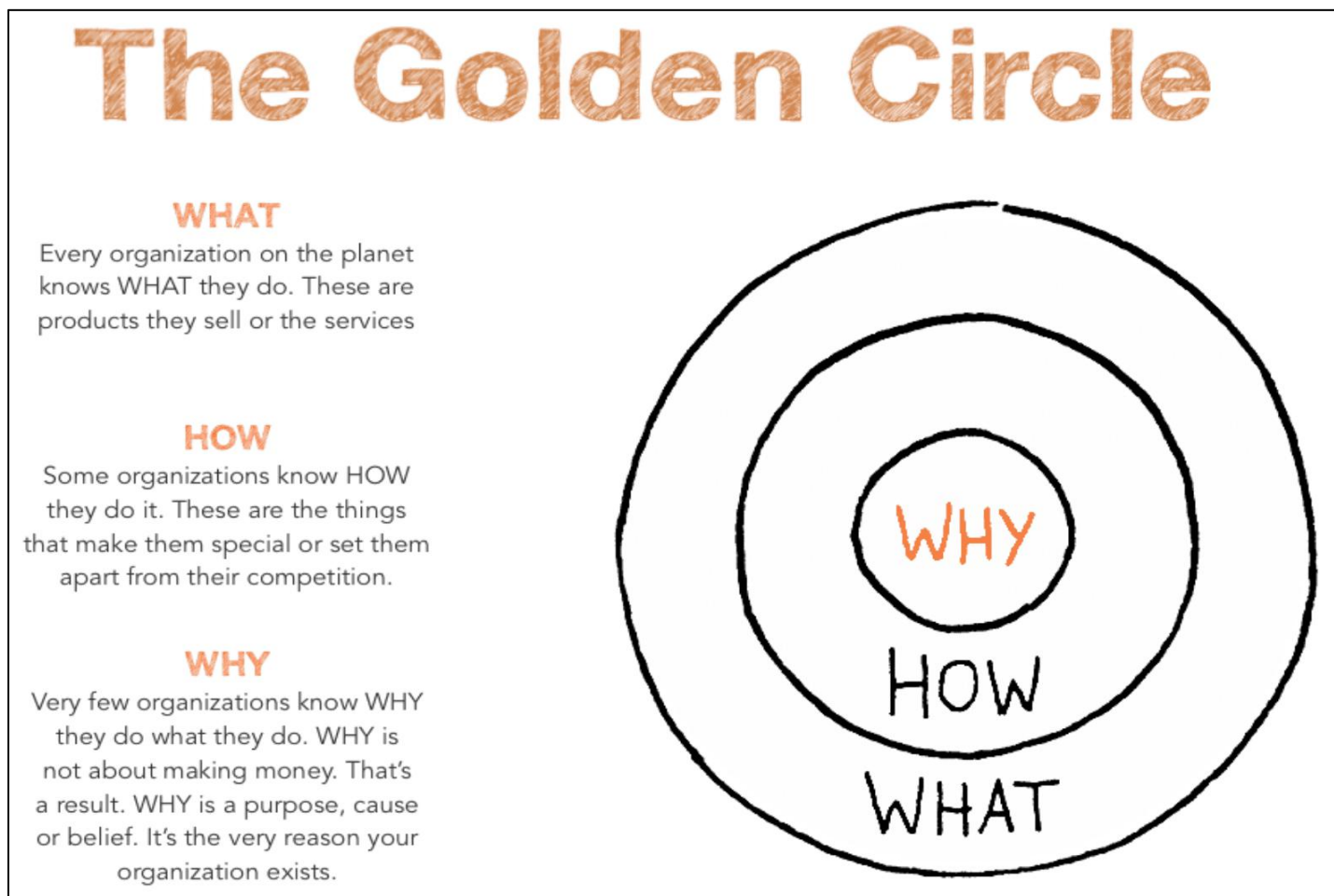


Figure 3. The Golden Circle

2.5 Understanding factors on the customer intention behavior through Facebook commerce a conceptual model

Published Journal: International Symposium on Technology Management and Emerging Technologies

Published Year: 2014

In this paper, creators researched the Facebook clients conduct parameters that have an impact over the clients service searching goal on Facebook business whereby the quantity of Facebook clients is expanded each day and a ton of individuals invest a ton of energy in Facebook. In this way, it is a paradise of advertise for e-broker and it is critical to comprehend the conduct of this kind of clients for being fruitful. The examine concentrated on the advancement of research model to test the effect of Facebook clients' expectation conduct factors through service searching on Facebook. The writing survey was done to investigate the work done on social trade and Facebook business. The writers recognize the issue that Facebook with a 1.11 billion clients around the world, can be portrayed as an "advertiser's shelter" though just 10% of retailers sold through Facebook, and 24% had not made a Facebook page. So as to accomplish them, a explore model is recommended that every factor recognized by writing survey and inside and out meeting.

The various factors that have been identified as determinants of marketing are:

- Attitude toward behavior Factors:
- Subjective norm
- Perceived behavioral control
- Behavioral intention

2.6 Essential Tips For Business Storytelling

2.6.1 Set The Parameters

Your business story ought to lock in. Be that as it may, in the event that it doesn't have a reasonable center, you'll rapidly lose the consideration of shoppers. Set up setting directly off the bat.

2.6.2 Be Authentic

Legitimate narrating is vital to picking up shopper trust. Try not to endeavour to trick your gathering of people with a ludicrous story. Clients know when you attempt to double-cross them, and they don't value it.

Your business' story shouldn't be detailed. Truth be told, if your business doesn't have a notable history, your story shouldn't endeavour to make one. A real story is bound to associate with buyers than one without a sliver of truth.

Straightforwardness commends your uniqueness and recognizes the human part of your image. Perceive that things are not in every case simple by appearing own difficulties and disappointments. This makes a passionate association, just as uncovers chief naval officer attributes, similar to development and strength.

You should need to take an "open book" way to deal with speaking with clients. Clarify how things are made/done at your business. For instance, you may utilize every single neighbourhood fixing at your café. Utilize these subtleties to make an intriguing story.

2.6.3 Have A Clear Outcome

An incredible business story leaves your crowd with something. What exercise was found out in the story, and what should shoppers gain from hearing it?

Business stories ought to have an unmistakable result. Give a cheerful, interesting message with noteworthy focuses that force your gathering of people to associate with your image.

Here's another story for you: In the late eighties, my accomplice and I needed to compose programming, however, we didn't know about the speciality we should seek after. In the wake of doing huge amounts of research in the phonebook and at the library (there was no web in those days), we discovered that business offices had an urgent requirement for a selecting system arrangement. More than thirty years subsequent to propelling our startup, Top Echelon's enrolling system has several enlisting firms and a great many applicants, which helps contracting experts make more arrangements.

The story gives a thought of our identity and where we originate from. The result sparkles trust in our contributions and qualities. You can utilize your business' genuine results to pass on a message to your clients.

2.6.4 Be Consistent

A scattered brand story leaves clients confounded and uninterested. Ensure your image is reliable overall correspondence channels. Utilize similar hues, logo, and motto for advanced and print showcasing materials. The reiteration of pictures and verbiage related to your business makes brand mindfulness.

You should be reliable when talking about your image. Business narrating takes practice. Know the story all around before introducing it to clients. This will enable you to recount to the story normally.

2.6.5 Get Customers Involved

Use business narrating to hit an enthusiastic association with clients. Discussion about how an occasion identified with your business influenced you and what you realized. This makes a prompt reaction that makes your story paramount and shareable.

Individuals like to be a piece of stories. Your clients can be characters in your image. Think of approaches to get your gathering of people included.

For instance, Patriot Software contacted a portion of our clients to hear their startup stories. Odd one out Boutique and Lamplighter Brewing Co. were among a few organizations included in business narrating precedents on our blog. Displaying these organizations legitimately connected our clients to a piece of our story.

Recounting to the narrative of your image is a continuous procedure. Every day, your business develops, moves, and adds new sections to its story. Make business narrating a fundamental piece of your activities to pull in and hold clients.

2.7 Problems in the African education system

Africa had been working towards education of their youth, but there are various challenges that the government need to overcome in order to ensure education for all. There is increased use of child labour that is a major determinant in children discontinuing their education. There is lack of proper facilities like books, labs and infrastructure. In the rural areas girls are the most affected in terms of proper education delivery.

The quality of education in Africa is not up to the mark. Lack of electricity, clean drinking water and proper sanitation facilities for students are a few problems to name. A few of the private schools have been able to cater to these problems but government schools have still not been uplifted and continue to face these problems thus inhibiting the students to attend school. Parents of girl students are often reluctant to send their children to school because of the lack of proper washroom or defecation areas. Also students have to walk long distances in order to reach their school or university.

The major factor that causes a hinderance in the education of students in Africa is the lack of well qualified teachers and professors. The teachers who are employed are often seen to leave or stringent with their methods of teaching. Schools and Universities are often on strikes which make it difficult for students to cope. For a 2 year long course a student might have to spend 4 years to complete the

same. African students often look for opportunities to study abroad but they often lack funds or do not find the opportunity to continue their education. As the vast majority of the African students can't bear the cost of the Cost of living and educating themselves in abroad which will cost them exactly a large number of Dollars. The deficiency of interest in instruction and of worldwide improvement help has obstructed access, quality and the accomplishment of universal focuses for training.

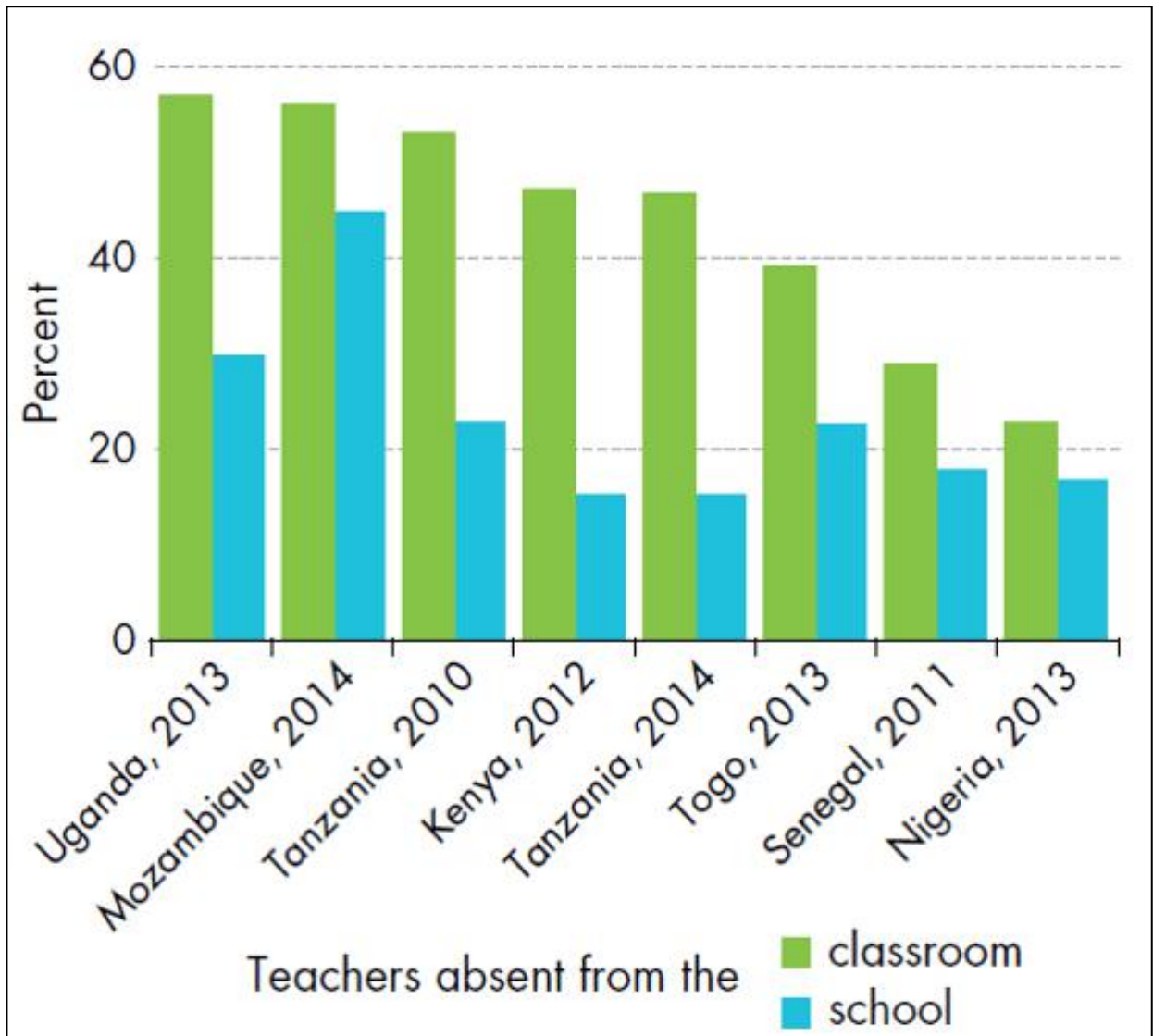


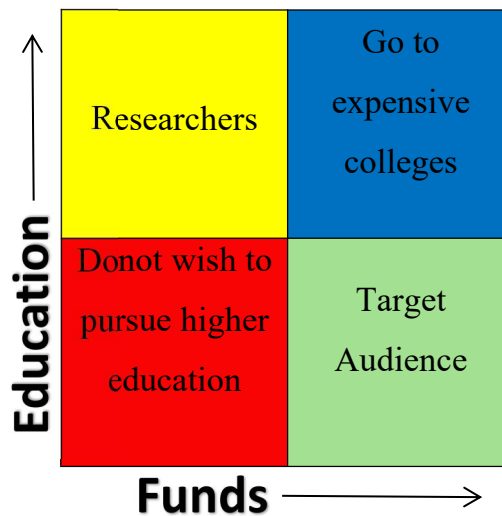
Figure 4. Teacher absenteeism graph

Chapter 3

System Development

As an intern with Anhad I was responsible for developing project strategies, work on sales closures, referral and ambassador management, taking interactive university sessions and develop content for the SLC Classes. Also we were taught to run ad campaigns on facebook and minimizing the cost that was spent per lead.

The students have been divided into four categories as follows.



The category that is our target audience are the ones who are high on education and low on funds. The students with high education and high funds have a vision and plan their education before hand as they have the funds to sponsor their education. The students who are low on education and high on funds do not wish to pursue their degree from colleges that provide a degree at affordable rates. Students who are low on education and low on funds barely think of pursuing any higher degree. The students who are high on education and low on funds often search for opportunities where they can get affordable education and fulfil their dream of higher studies. Such students are often misguided by various agents and are looted by them. It is often seen that such students fall in to trap of these agents and pay hefty amounts for education that does not give them any return.

3.1 Edoofa when compared to an agent

It is necessary to understand that Edoofa is not an agent whereas it is a meta university. Agents often exploit students in order to maximize their own profit. Complete information is not provided

to the students and are often fooled on the pretext of a bright future. The student pays a large sum of money but does not get anything in return.

Whereas Edoofa aims to help deserving students with life-changing opportunities to further their career through affordable higher education as well as internship opportunities. Edoofa provides complete information to the students regarding the universities and the financial transactions that they need to make. The main focus of Edoofa is employability and with the Earn While You Learn program it ensure that the students become market ready and that their education does not go waste.



Figure 5. Agent Scenario



Figure 6. Edoofa Advantage

Students are not approached by Edoofa, whereas students connect with Edoofa where they get expert career counselling. Based on the previous course pursued by the student, the counsellor suggests a course for the student's higher degree. This helps our process to be completely transparent and easy

for the student. Varied courses are available that can be offered based on the aspirations of the student and their previous course. The eligibility check follows the counselling, which is further followed by the admission process in case the student gets selected and pays the enrollment fees. Edoofa makes sure that students get affordable higher education along with industrial exposure.

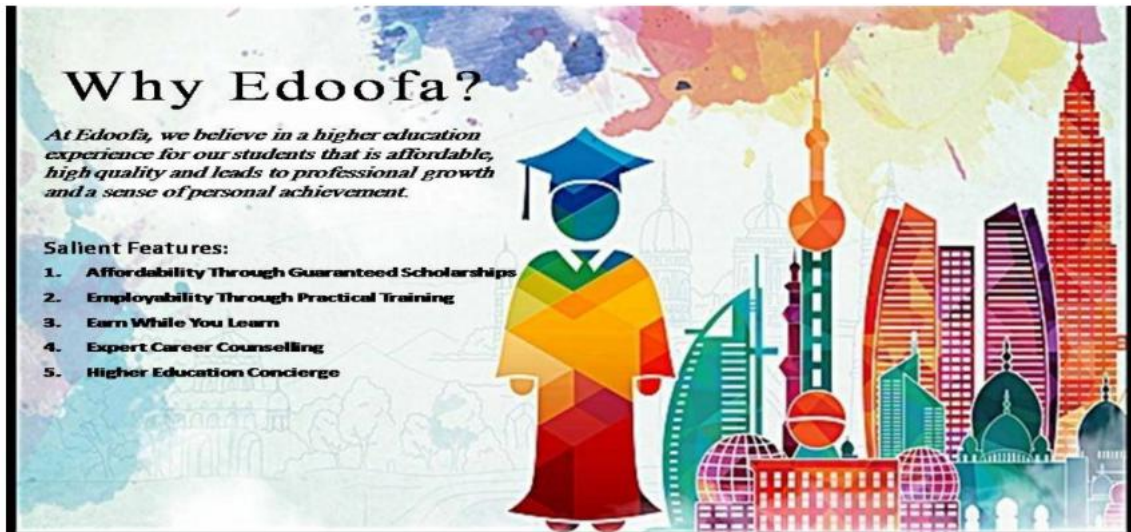


Figure 7. Why Edoofa

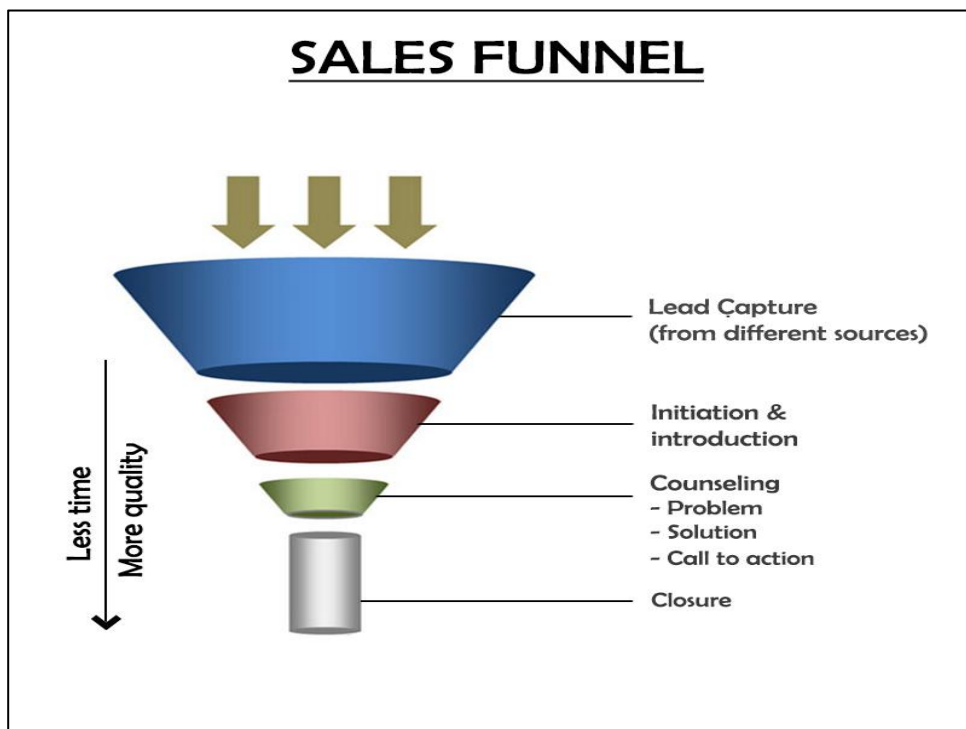
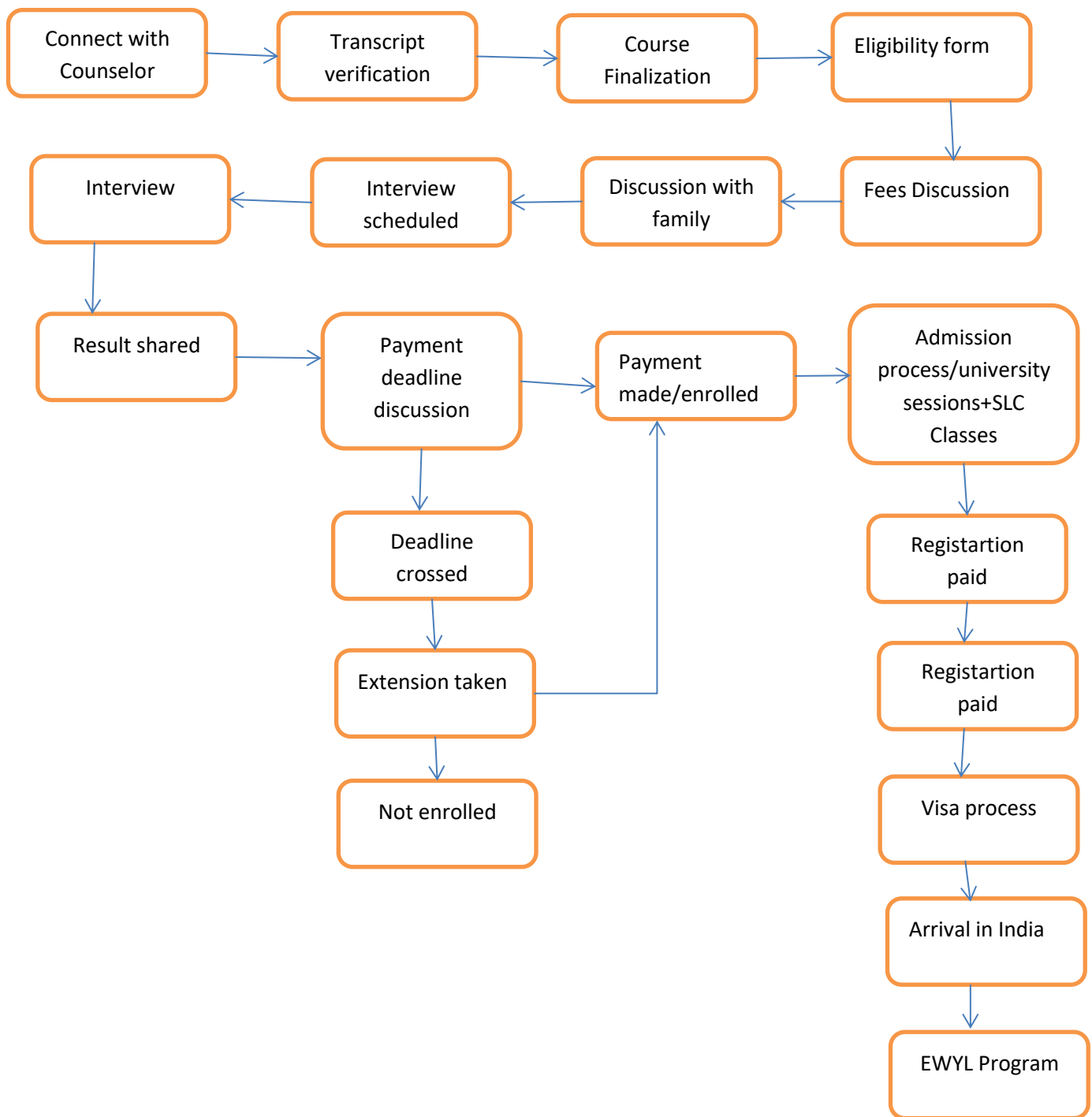


Figure 8. Edoofa Sales Funnel

3.2 Proposed Flowchart



3.3 Benefits of Edoofa

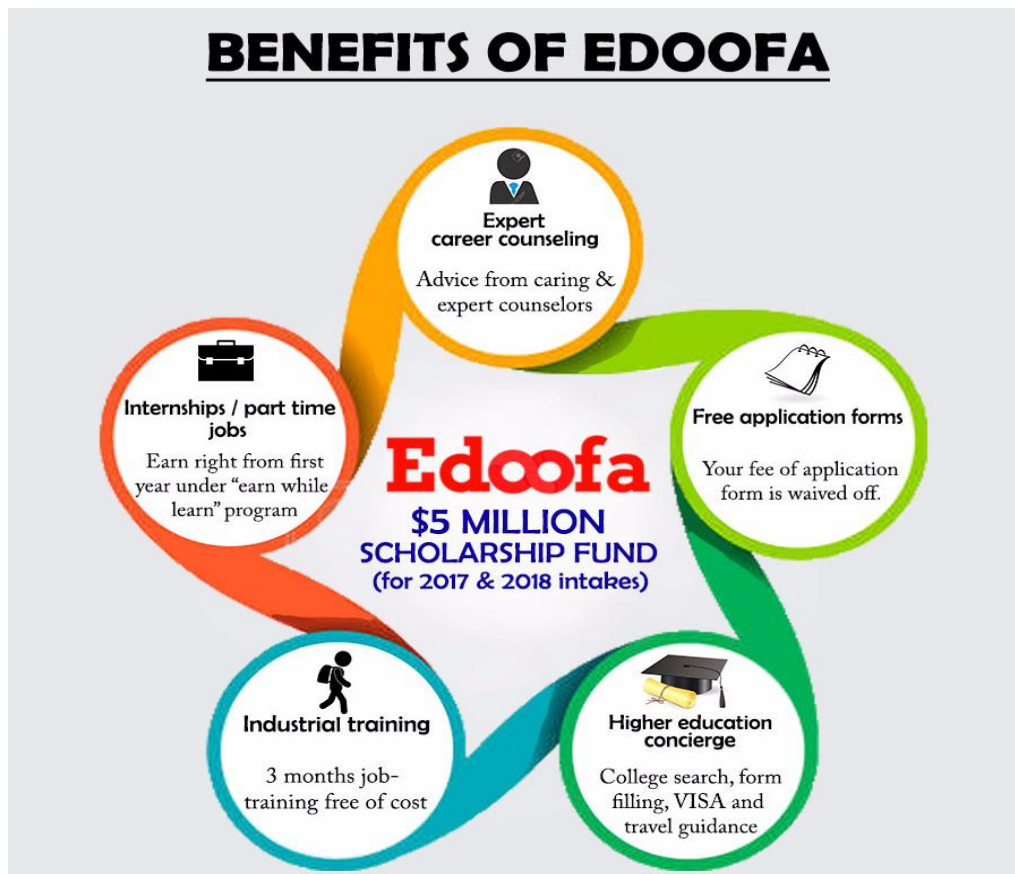


Figure 9. Benefits of Edoofa

3.3.1 Expert career counselling

Students get an opportunity to get advice from trained counsellors. The counsellors guide the students through the entire program cycle and the fees they need to pay. They also help them to choose the appropriate course for their career.

3.3.2 Direct interview with college

Edoofa allows students to directly interact with its partner colleges thus insuring transparency in the process. The university sessions enable us to do so and they also help the students to clear any of their doubts.

3.3.3 Free application forms

No other organization other than Edoofa provides its students to apply for various colleges under the same application form. This helps students to save a lot of money that is often wasted while filling in different application forms for various colleges.

3.3.4 Higher education concierge

Edoofa helps the students right from admission in to the university to the time they complete their course. Edoofa also helps with the visa process, travelling expense and also training and internships.

3.3.5 Statement of purpose and essay

Students get an opportunity to profile their academic and extra-curricular in a SOP (Statement of Purpose) that helps them to define themselves and attain a higher percentage of scholarship.

3.3.6 Industrial Training

Edoofa's main focus is employability thus once the student arrives in India, he/she is given an opportunity to gain industrial experience and become job ready. This process begins with a three months training which helps them to excel in various technical skills like digital marketing, customer acquisition etc. and soft skills like leadership skills, communication skills, presentation skills etc. Students do not have to skip classes or go away from their respective colleges as the training and the projects are given online.

For most of the foreign companies which wish to outsource their work, India serves as a market of cheap labour. This adds to our benefit as it enables us to provide the students with greater number of job and internship opportunities. With the Earn While You Learn program students can earn upto \$50-\$100 per month wherein they have to invest 3-4 hours per day for their respective tasks.

In order to prepare the student for the Earn While You Learn program, the SLC Classes were started. The main aim of SLC Classes was:

- Conditioning of the mindset
- Smooth transition from KAM to SEELS
- Testimonial brigade for Sales
- Mentorship program to prepare them for India

- Expanding student network
- **3 Months Training Program**

The three months training that is given to student comprises of three phases as follows:

Phase 1-Basic skill development

Basic skills are inculcated among the students by giving them various assignments. These assignments help us to know whether the student has a strong command over his language or not.

These assignments help the student improve upon their grammar, coherency and pronunciation.

Since students from the African subcontinent are very laid back, it is very important to teach them work ethics and how they shall be communicating with their seniors at work. The assignments that are given help to make sure that there is a change in attitude of the student. Also he becomes discipline and hard working.

Phase 2: Technical and soft skills development

In this phase students are helped to improve upon their technical and soft skills. With the assignments given students get to learn leadership skills along with team work. Students are often made to give online quizzes that help them to improve upon their analytical and logical skills.

Alongside this students are along prepared for interviews wherein they are taught various skills like :

- Presentation Skills
- Resume Writing
- Group Discussion
- Portfolio Making

Phase 3-Advanced Phase

A student can be required to perform various activities like:

- Digital Marketing
- Sales
- Data Entry
- Community Building

- Ad Posts
- Market Research
- Content Writing
- Advertising via Email
- Promotional Activities
- Search Engine Optimization
- Event Management
- Video Making
- Survey
- User Acquisition
- Customer Acquisition

Once the student has completed the three months training, he had the right knowledge, skills and attitude. After the training, the students are allotted specific tasks from various companies that Edoofa has tied up with. Students are given a brief discription of the company and the output that they are expected to deliver.

Knowledge provides an answer to the question as to WHAT is teh task. Skill provides an answer to the question as to HOW the task is to be done. Attitude provides an answer to the question as to WHY the task has to be done. Thus the KSA framework provides a complete package to teh student.

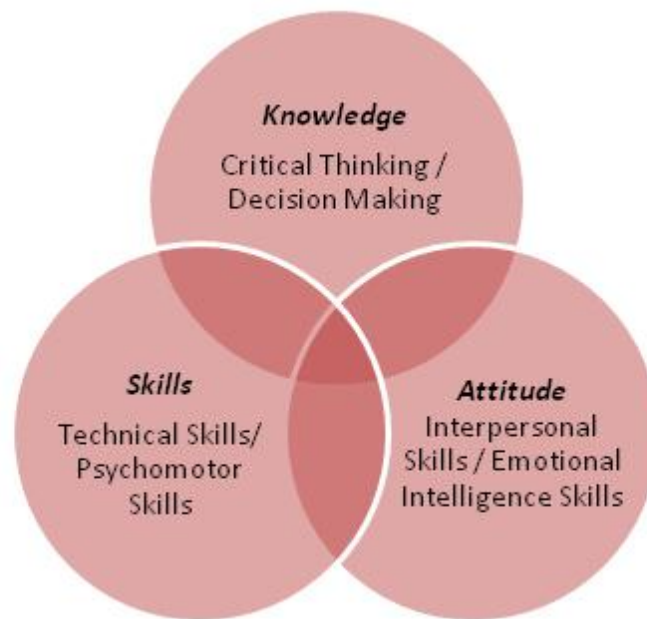


Figure 10. The KSA Framework

3.4 Digital/ Social Media Marketing

For any business to succeed today it must have a digital presence. It is an efficient and low cost way of displaying your business idea and cater to a larger audience. For any social marketing model the following things should be included:

- The social network platform shall be selected
- Having a financial plan for the marketing
- Modification of structure of the organization in order to incorporate the digital marketing into the organization.
- Setting the demographics for the target audience
- Scrutinizing the data that shall be presented on the network.
- Analysing various performance parameters for evaluation of the marketing strategy

The following social networking platforms are used by Edoofa in order to spread their vision and increase the traffic on their website.

3.4.1 Whatsapp

Whatsapp has a large customer base and have made communication along long distances very easy. Whats app enables us to share media across borders within few seconds and makes the communication more effective. Also since Whatsapp chats are encrypted, it acts as a safe medium to exchange information. With the help of Whatsapp we can send personalized marketing messages to each student thus giving adding a sense of importance among the customers.

The medium of Whatsapp is used by Edoofa in order to connect with the new leads and also carry out the admission process of the existing students. It acts as the best way to communicate with students in the technologically backward countries like Ghana, Nigeria and Malawi.

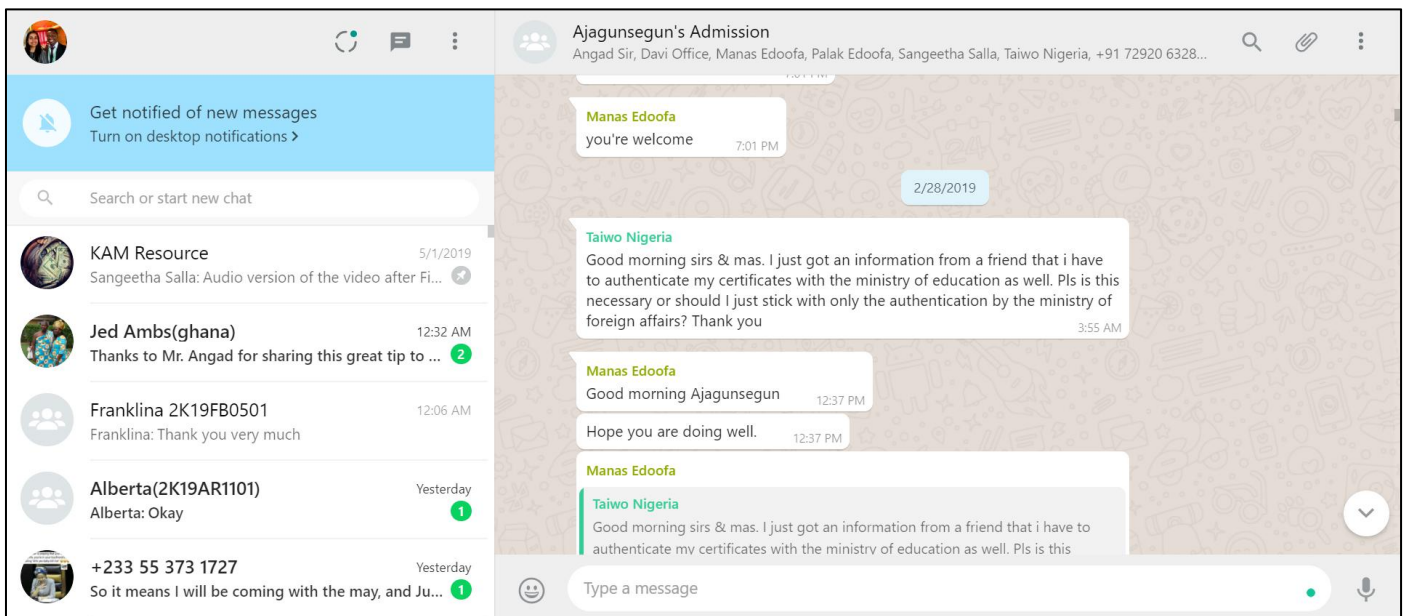


Figure 11. Sample Whatsapp Chat

3.4.2 Blogs

Blogs are often considered the most effective way to publicize a business and create an awareness about their product. Any company that identifies the need for originality of information sort for blogs and use it to reach the audience via the social media platform. Blogs are an effective way to showcase your beliefs at a minimal cost. Continuous blog updation helps to engage the interest of the users and helps in promotion of the business. They definitely help to strengthen and build relationships with new and existing customers. It creates opportunity for the customers to express their views and helps people to connect with the brand.

Edoofa's blog was constantly updated with the experience of various students with Edoofa in order to create a montage of the same. Article regarding the current trending courses are are posted in order to help the students to make informed choices. Apart from this the Visa procedure for various countries like Ghana, Nigeria, Malawi are also mentioned. Other topics include India as an educational destination, challenges faced by African students, Edoofa's team visit to Ghana.

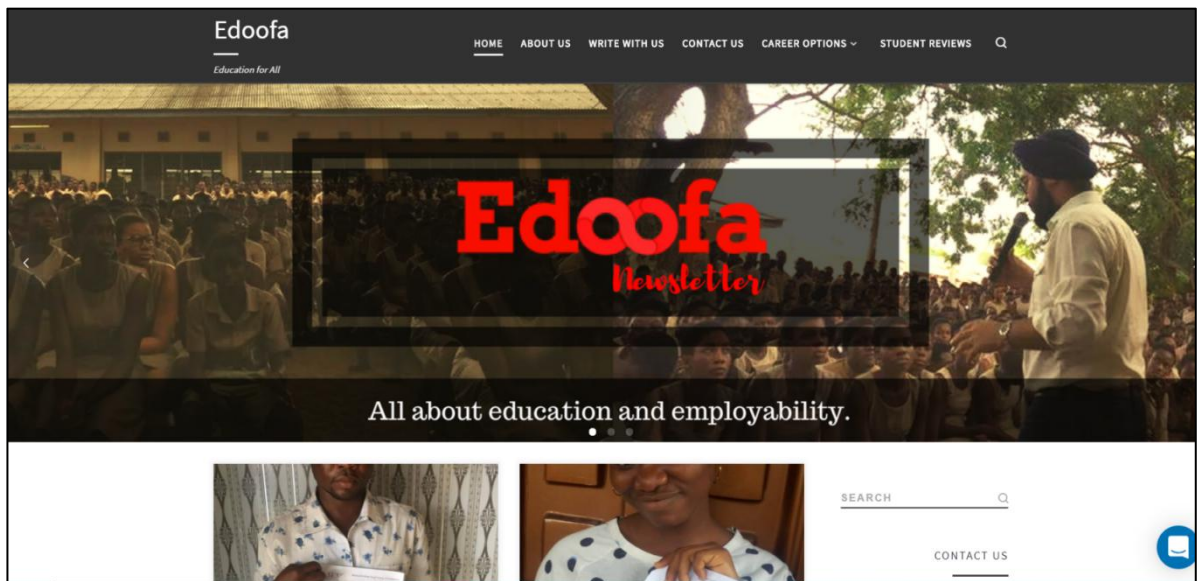


Figure12(a). Blog Advertising for Edoofa



Figure12(b). Blog Advertising for Edoofa

3.4.3 Instagram

Instagram has acquired greater acceptance in the market as a social networking site. All businesses nowadays have a presence on Instagram and it plays an important part in their marketing strategies. Instagram also helps us to create professional looking images that further promote any business. It acts as an ideal platform to connect with our current and potential users. Instagram helps us with the concept of visual storytelling that is essential for any kind of sales. Also it has been rightly said that a picture is worth a 1000 words. Various hashtags were used in order to attract greater audience.

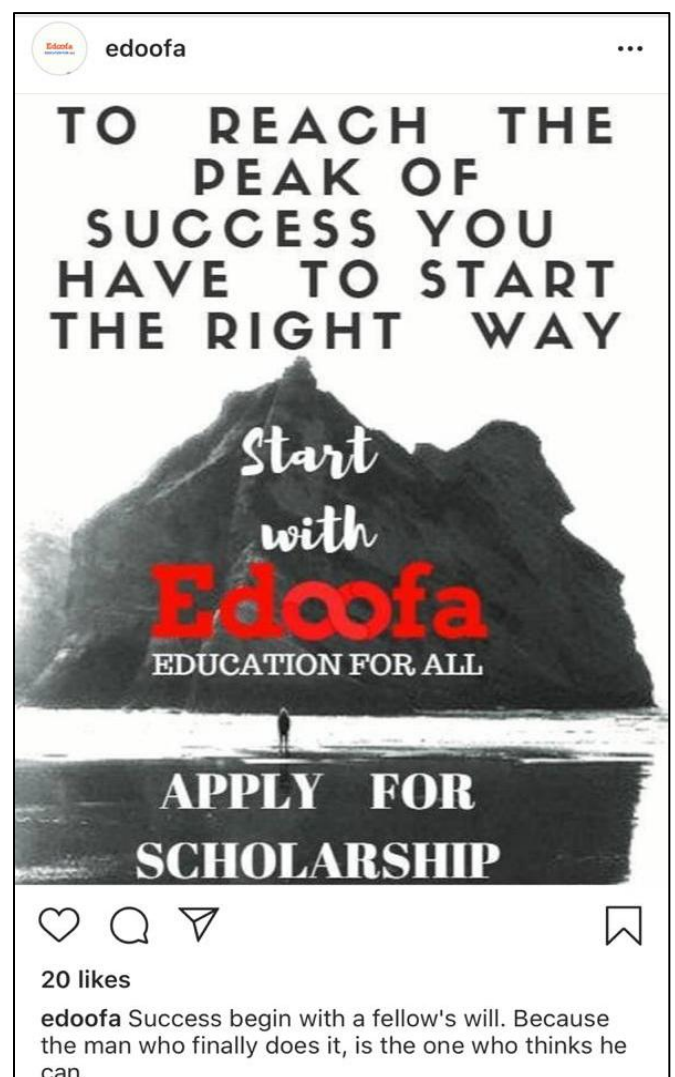
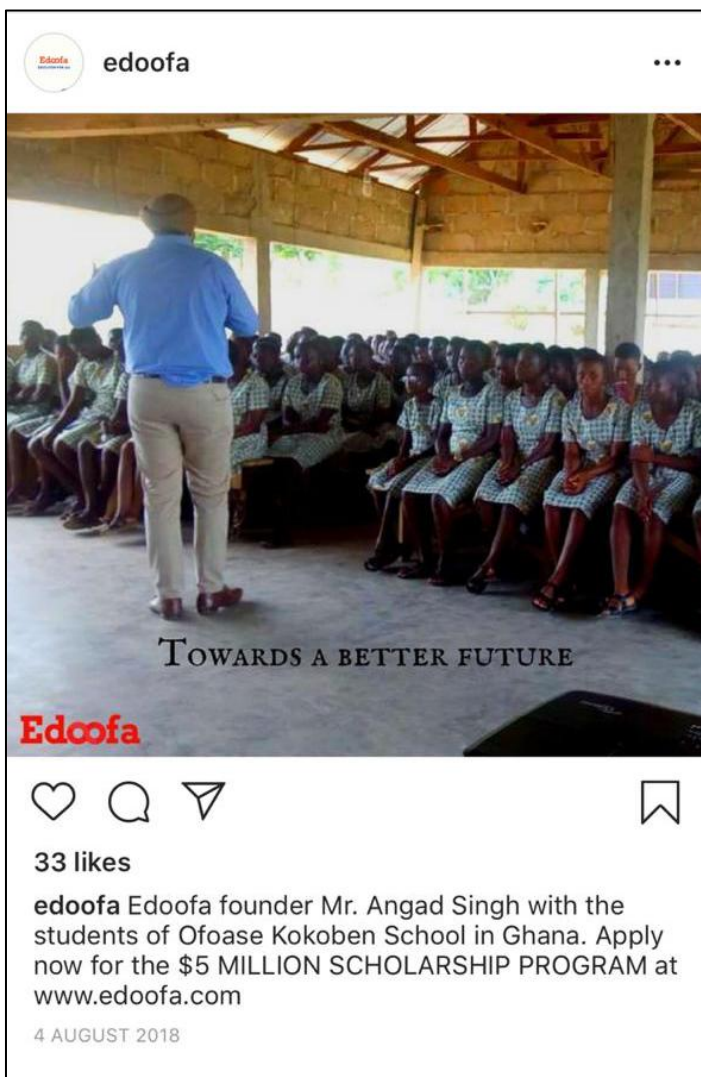


Figure 13. Instagram Advertising for Edoofa

3.4.4 Facebook

Facebook has helped Edoofa a lot to generate various leads from the African subcontinent. Majority of Edoofa’s advertisement campaigns are run on Facebook. Facebook provides an efficient way of running ad campaigns with its ad sets proper demographic specifications can be provided along with the cost per lead is calculated automatically.

Previously when the student clicked on the ad he was directed to Edoofa’s website, but after a few campaigns an inbuilt form was attached along with the ad campaign to prevent the leakage of leads that happened in the previous case.

Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Link Clicks
Ghana Lead Campaign	Active 1 Ad Set Scheduled Hour	Using ad se...	73 Leads (Fo...)	18,559	19,850	₹12.90 Per Lead (F...	₹941.49	May 15, 2019	202
Bangladesh 2019	Inactive	Using ad se...	— Lead (Form)	—	—	Per Lead (F...	₹0.00	May 8, 2019	—
Nepal - 2019	Inactive	Using ad se...	— Landing P...	—	—	Per Landing ...	₹0.00	May 31, 2019	—
South Africa - 2019	Inactive	Using ad se...	— Landing P...	—	—	Per Landing ...	₹0.00	May 31, 2019	—
Kenya 2019	Inactive	Using ad se...	— Landing P...	—	—	Per Landing ...	₹0.00	Apr 30, 2019	—
Post "Edoofa"	Inactive	Using ad se...	— Link Click	—	—	Per Link Click	₹0.00	Apr 11, 2019	—
Results from 58 campaigns				18,559 People	19,850 Total	—	₹941.49 Total Spent	—	202 Total

Figure 14(a). Facebook Ad Campaigns

Existing Campaign
Africa - June

Ad Set
Traffic
Offer
Audience
Placements
Budget & Schedule

Ad
Pages
Format
Fullscreen Experience
Links

Ad Set Name IN - 18+

Create New Use a Saved Audience

Custom Audiences
Add Custom Audiences or Lookalike Audiences

- All Lookalike Audience Custom Audience

Locations

- Lookalike (GH, NG, ZW, 2%) - Ghana/Nigeria (Feb to A... Lookalike
- Ghana/Nigeria (Feb to Apr) Customer List
- Lookalike (ET, 1%) - Ethiopia Hot Leads Lookalike
- Ethiopia Hot Leads Customer List
- Lookalike (GH, 1%) - Ghana Hot Leads Lookalike
- Ghana Hot Leads Customer List
- Lookalike (RW, 3%) - uganda rwanda Lookalike
- Lookalike (UG, 1%) - uganda rwanda Lookalike

Age

Gender All Men Women

Languages Enter a language...

Audience Size
Your audience selection is fairly broad.
Potential Reach: 195,000,000 people

400 people
Name: Ethiopia Hot Leads
Type: Customer List

for your budget, but are only estimates and don't guarantee results. Were these estimates helpful?

Figure 14(b). Facebook ad Campaign

3.4.5 Youtube

Youtube is often used for advertisement to target a particular audience. It is very helpful in engaging customer interest and creating a community of like minded customers. It also helps to solve customer problems and is an effective tool to address their queries. It helps us to reach a global audience and also create testimonials for marketing purpose. Also youtube content is re-purpose and re-usable as the content is only created once and can be re-iterated to various customers. Since the youtube audience is massive and helps to tap the same for our business. Also it provides greater credibility and sense of belongingness among the customers.

Several videos have been compiled are compiled on a monthly basis to showcase the progress of students under the Edoofa program. College tours of our partner colleges were also posted. YouTube served as a great platform to upload the SLC Classes meant for the enrolled students. Uploading the SLC Classes on YouTube helps us to keep a count on the number of students who have watched the video as it has been published as unlisted.

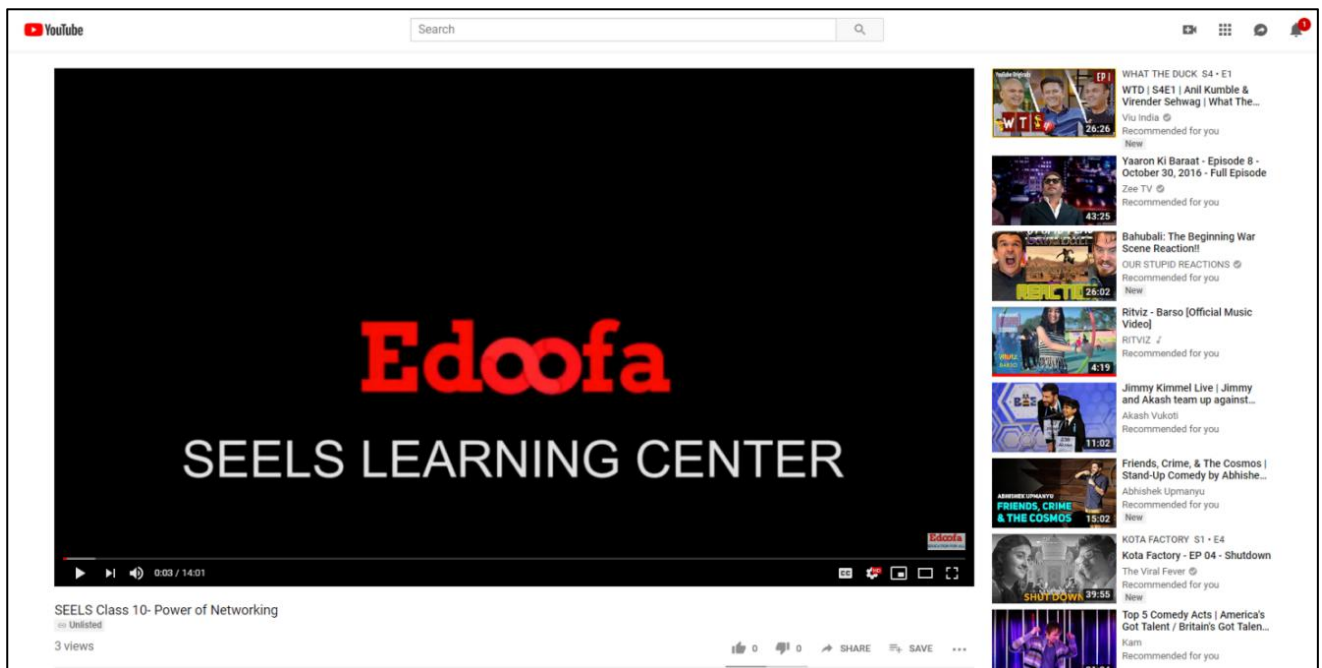


Figure 15.SLC Class on Youtube

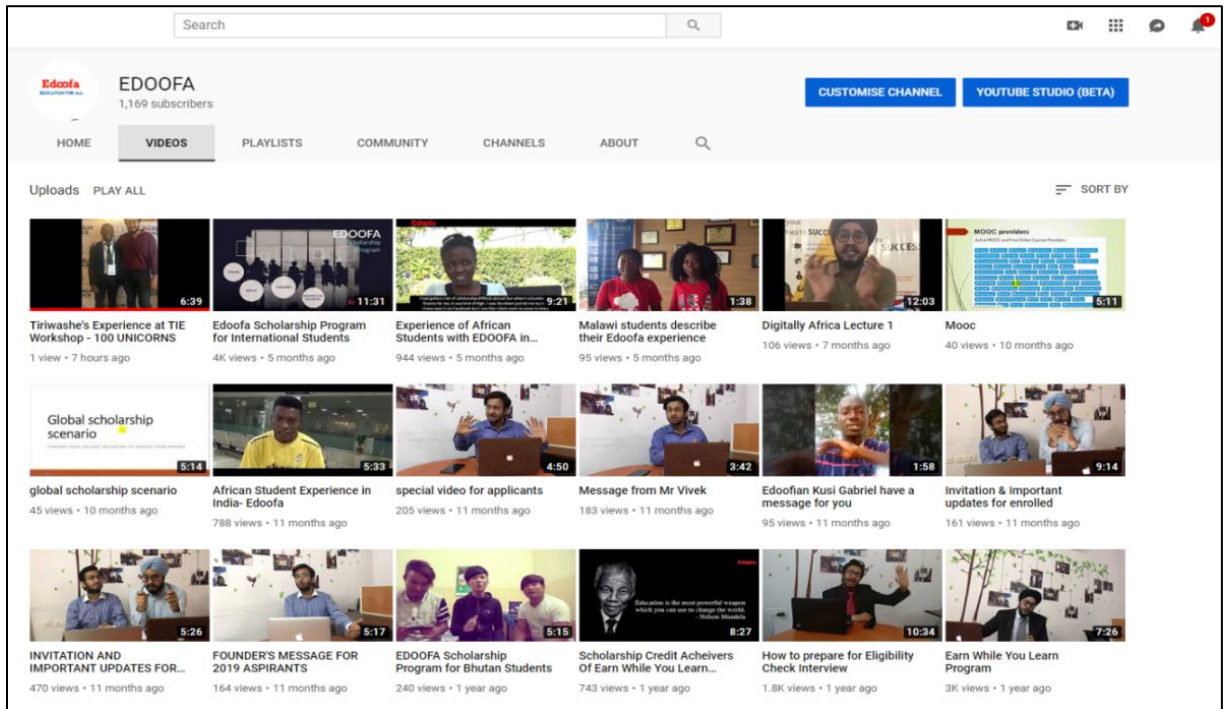


Figure 16. Youtube Advertising for Edoofa

Chapter – 4

Details of execution

For a business like Edoofa, it is very important to analyse and identify the the potential target audience so that strategies can be framed in a particular way. Since the target audience is students, it is necessary to understand and identify the problems they face and the changes they wish to see in their lives. A few pilot tests are made on a a smaller range of audience and then the tactics that generate the best results are used on the larger market. This phase is known as the lead generation phase wherein we use paid Facebook advertisements and referral marketing through through the students who are already registered with us.This helps us to get the interested students to register on on the Edoofa platform.The leads here refer to the students who show interest in the Edoofa program.From the Facebook advertisement, upon clicking the students are redirected to the application form wherein they have to fill the required details.

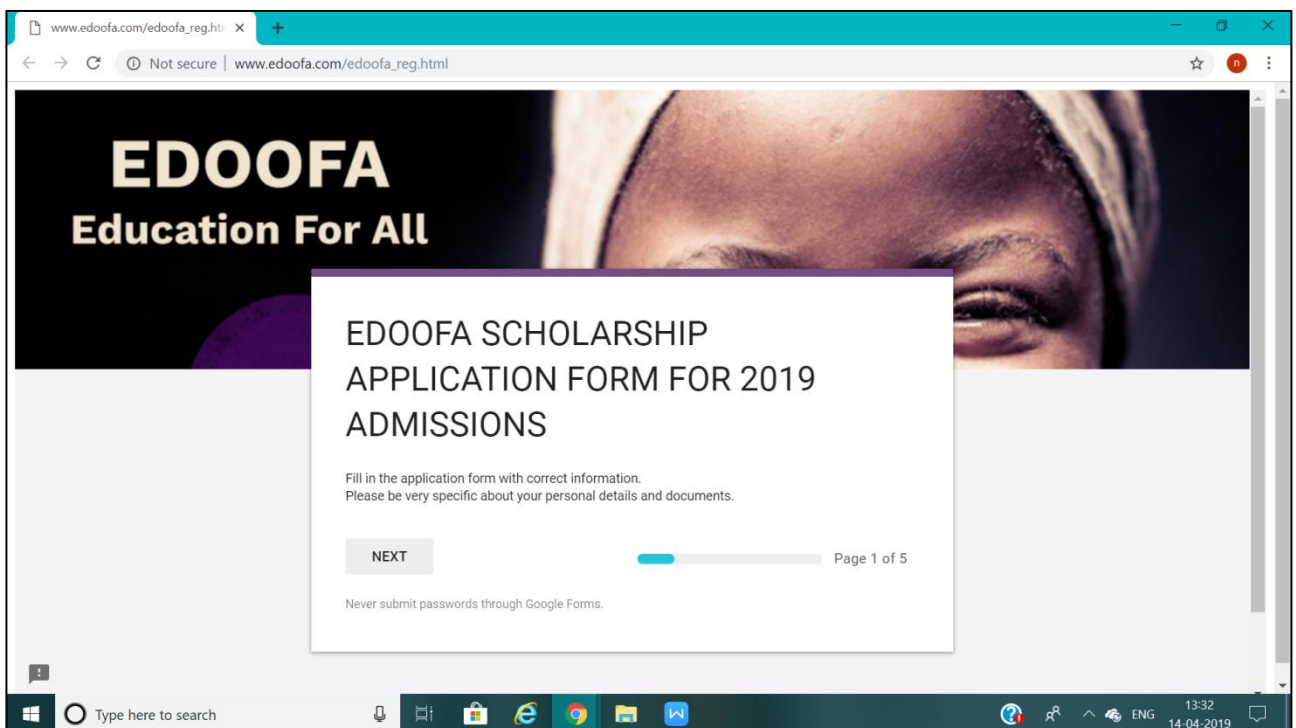
The image shows a web browser window displaying the Edoofa Scholarship Application Form for 2019 Admissions. The browser's address bar shows the URL 'www.edoofa.com/edoofa_reg.html'. The page features a dark header with the Edoofa logo and the tagline 'Education For All'. The main content area is a white box with the title 'EDOOFA SCHOLARSHIP APPLICATION FORM FOR 2019 ADMISSIONS'. Below the title, there is a instruction: 'Fill in the application form with correct information. Please be very specific about your personal details and documents.' A 'NEXT' button is visible, along with a progress indicator showing 'Page 1 of 5'. At the bottom of the form, there is a warning: 'Never submit passwords through Google Forms.' The browser's taskbar at the bottom shows the Windows logo, a search bar, and various application icons, including Chrome and Word. The system tray on the right shows the time as 13:32 and the date as 14-04-2019.

Figure17. Edoofa Application form.

After a few Facebook advertising campaigns, the link to the application form was removed as it was reducing the number of leads so an inbuilt form was created that the student had to fill after seeing the advertisement.With the help of Facebook advertisements and referral marketing the company

tries to capture the interested student base. This is the “Lead Capture Phase” wherein the aim is to understand the problems of the leads and what exactly they are expecting from the program.

A	B	C	D	E	F	G	H	
	DATE	time	Name		EMAIL ID	Date of Bir	Educational Qualification	Family Backgro
7518	18-Mar-2019 jyotish	3/18/2019 4:29:59	Helen Oduntan	2349030924295	helenoduntan3@gmail.com	10/25/2002	O-level	Class 6 Low income e Primary and s
7519	18-Mar-2019	3/18/2019 4:30:10	ENIOLORUNDA BAMIDELE	9032829554	eniolorunda333@gmail.com	3/13/1997	O level	Farmer
7520	18-Mar-2019 jyotish	3/18/2019 4:34:11	Lawrencia Tetteh	554113865	Lawrenciat10@gmail.com	12/20/1996	Tertiary	Driver
7521	18-Mar-2019 jyotish	3/18/2019 4:35:09	SAMUEL ALHASSAN	541574001	samueralhassan85@gmail.com	10/7/1995	Bachelor's Degree	High School
7522	18-Mar-2019 jyotish	3/18/2019 4:36:21	Gsrbla Charled	540681606	2260019589	10/25/1992	Top up	None educate
7523	18-Mar-2019 jyotish	3/18/2019 4:39:13	Owusu Benedicta Agyapomah	247866067	Benedictaowusu111@gmail.com	11/20/1995	National Diploma	Teaching
7524	18-Mar-2019	3/18/2019 4:39:44	Owusu Yeboah Emmanuel	233557599199	Kobpong00@gmail.com	8/1/1995	Higher National Diploma	Pastor

Figure 18. Few leads from a Facebook campaign in March.

This is followed by the “Lead Sorting Phase” wherein the leads are sorted on the basis of their age criteria, are of study and gap between two degree courses. A pre generated message is sent to all the leads with the help of Mailer-lite tool or Automated Chat Pop-ups on the Edoofa website by the use of Intercom Technology which are not eligible to apply for the program in case they fail to stand on any of the above mentioned criteria.

After the leads have been sorted, the next phase that follows is the “Lead Conversion” Phase wherein the lead is assigned to a particular counselor, who then continues the interaction with the lead over the Whatsapp Platform. In order to provide the benefit of the Edoofa program to a large student population, the execution of the program has been kept very basic and simple.

A 6 way procedure is followed in order for a student to become a part of the Edoofa Program. This is called the Edoofa cycle.

4.1 EDOOFA Cycle

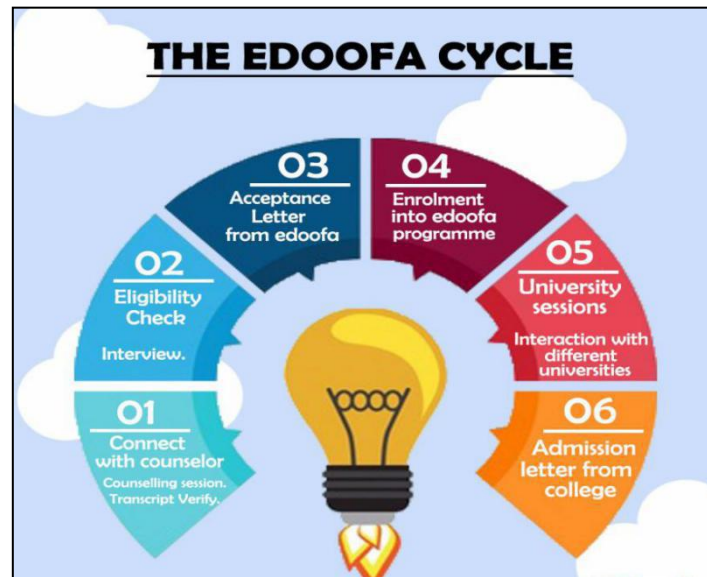


Figure19. The EDOOFA cycle for students

Phase 1:- Connect with Counselor

After the lead has been allotted to the counselor, the counselor gives a brief introduction and starts to know about the dreams and aspirations of the student. This acts as one of the most important factors in counseling as it helps the counselor to clarify any misconceptions that the student might have regarding the Edoofa program. The main task of the counselor is to provide all the necessary information about the Edoofa program to all the students as they might have unrealistic demands and dreams and may end up feeling fooled by Edoofa. For example, there are cases where students feel that Edoofa is a charitable organization and that it is their right to get free education. There are often cases where students want to pursue a master's degree which is completely unrelated to their Bachelor's degree. Since our major target is the African student market, these students are often clueless and wish to pursue a Master's degree without the completion of their Bachelor's degree.

Therefore, it is the task of a counsellor to provide adequate information to the students about the program so that there is a same level of understanding. It is the responsibility of the counsellor to ensure that the student is aware of the fact that the cost of education in countries like USA and Canada is sky rocketing. A few other duties of the counselor include taking in the mark sheets of the previous course and also take regular updates from the student in case they become inactive.

Depending upon the previous field of study and aspirations of the each student is offered a course for their higher education. The student is also made aware of the various benefits of enrolling in the Edoofa program. The program fee and all the payments he needs to made paying the program fee is also mentioned. Once the counselor feels that the student has understood everything and is willing to go ahead with the program, the student is given the Eligibility check form. After filling the form the student then moves to Phase 2 of the Edoofa cycle.

Figure 20(a).Eligibility check form

Figure 20(b). Eligibility check form

Figure 20(c) . Eligibility check form

Phase 2:-Eligibility check

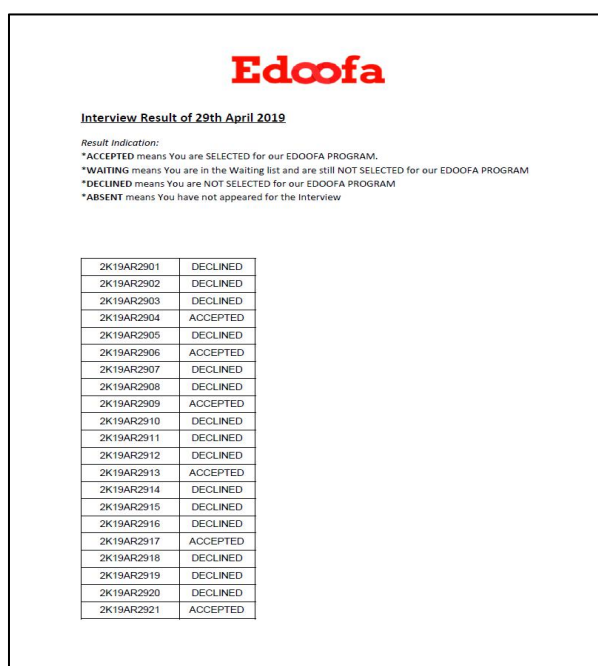
In this phase the counselor schedules an interview of the student with the program director. The student is interviewed by the program director and the students which are found eligible are shortlisted for the Edoofa program. The interview is taken through voice notes over the Whatsapp platform wherein a group is created with a respective interview code that is assigned to each student. The program director takes the interview only if the below mentioned requirements are fulfilled:

- The transcripts of the previous level of education need to be provided.
- The student must have filled the Eligibility check form

The student is interviewed on various aspects like his dreams and aspiration, the reason for choosing a particular course and his financial stability to study abroad. He is also asked about his expectations from the Edoofa program. After considering all the parameters the interviewed students are divided in to 3 categories namely:

- **ACCEPTED** :The student has been selected for the Edoofa program
- **WAITING**: The interview is on hold and required reconsideration
- **DECLINED**: The student has not been selected for the Edoofa program.

Following this a result is generating for all the interviews of the day.



Edoofa

Interview Result of 29th April 2019

Result Indication:
*ACCEPTED means You are SELECTED for our EDOOFA PROGRAM.
*WAITING means You are in the Waiting list and are still NOT SELECTED for our EDOOFA PROGRAM
*DECLINED means You are NOT SELECTED for our EDOOFA PROGRAM
*ABSENT means You have not appeared for the interview

2K19AR2901	DECLINED
2K19AR2902	DECLINED
2K19AR2903	DECLINED
2K19AR2904	ACCEPTED
2K19AR2905	DECLINED
2K19AR2906	ACCEPTED
2K19AR2907	DECLINED
2K19AR2908	DECLINED
2K19AR2909	ACCEPTED
2K19AR2910	DECLINED
2K19AR2911	DECLINED
2K19AR2912	DECLINED
2K19AR2913	ACCEPTED
2K19AR2914	DECLINED
2K19AR2915	DECLINED
2K19AR2916	DECLINED
2K19AR2917	ACCEPTED
2K19AR2918	DECLINED
2K19AR2919	DECLINED
2K19AR2920	DECLINED
2K19AR2921	ACCEPTED

Figure 21. Generated Interview Result

Phase 3:- Acceptance letter From Edoofa

After the student has completed the interview and passed the eligibility check, the counselor shares the result and the Edoofa Acceptance letter if the student has been selected.

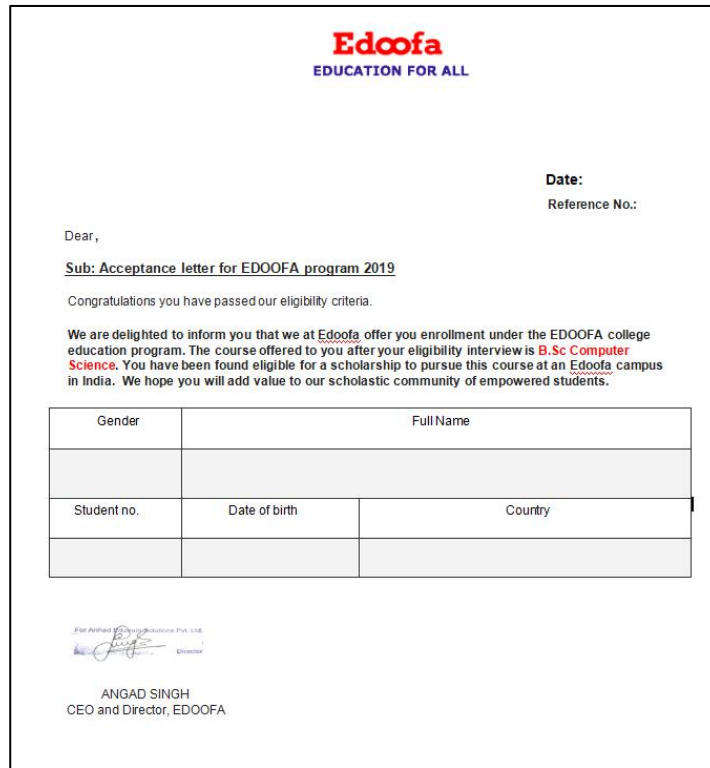


Figure 22.EDOOFA acceptance letter

Phase 4:- Enrollment into Edoofa Program

After the acceptance letter has been shared with the student, the enrollment fees needs to be paid by the student. The Enrollment fees has been kept different for various months as shown in the chart below.

Edoofa

Program Fees for 2019 admission intake: \$400

Benefits for early enrollment

	Deadline Date	Fee
Round 1	September 29, 2018	\$220
Round 2	October 31, 2018	\$240
Round 3	November 30, 2018	\$260
Round 4	December 31, 2018	\$280
Round 5	January 31, 2019	\$300
Round 6	February 28, 2019	\$320
Round 7	March 30, 2019	\$340
Round 8	April 30, 2019	\$360
Round 9	May 31, 2019	\$380
Round 10	June 29, 2019	\$400

*Edoofa follows a rolling admission process and strictly adheres to its deadlines. Candidates are encouraged to enroll early as those who do are more likely to maximize the quantum of scholarship and make the most of the program by interacting more with our expert team of counselors and academic board members.

Figure 23. Program fee distribution

After the enrollment has been completed, Edoofa starts working on the student's application and Statement of Purposr. All these documents are then sent to the University for further process.

Edoofa provides an option of various payment methods. The student can pay the program fee through the following methods:

- Pypal
- Bank Transfer
- Western Union

Edoofa also has a few community managers in countries like Ghana, Nigeria and Zimbabwe, the students can also pay their enrolment fees to these managers who in turn transfer the fees to Edoofa's account.

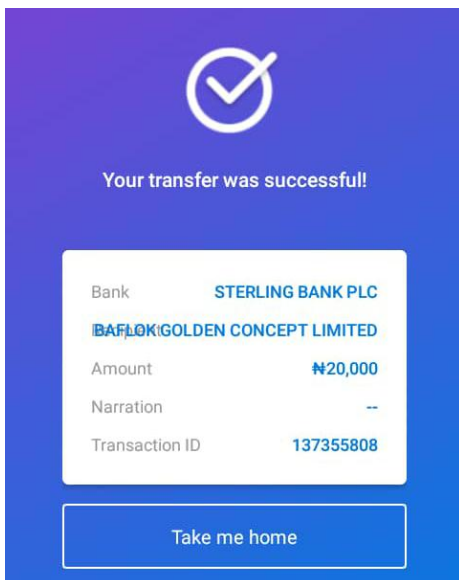


Figure 24. Methods of Payment

Phase 5: University sessions

After the students has completed the payment for the enrolment/program fee the students becomes a part of the Edoofa program and is connected to the admissions team. The admissions team then schedules session of the student with various Universities. The student gets a chance to be interviewed by 3-4 universities and depending upon the student's performance the quantum of scholarship is decided and if the student is found eligible a Letter of Intent is issued for the same.

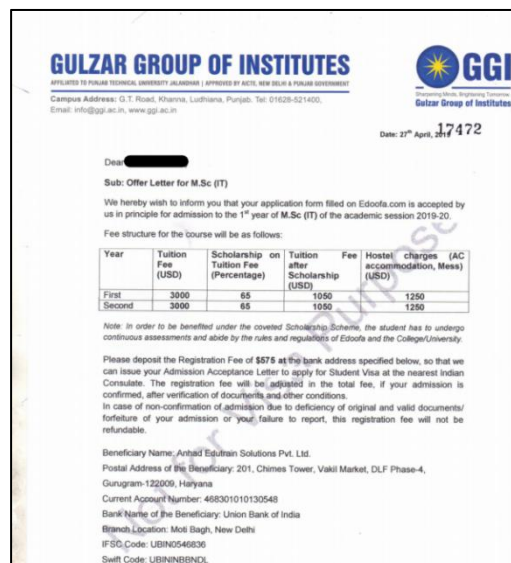
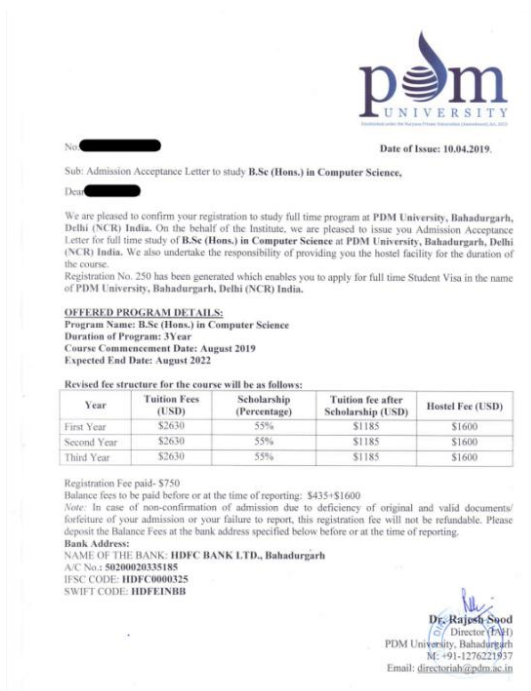


Figure 25. Sample Letter of Intent

Phase 6: Admission letter from college

After the letter of Intent has been issued from various universities, the student can decide the university which he wishes to join based on the quantum of scholarship that the University has to offer. The student is required to pay 25% of the tuition fee in order to reserve a seat with the particular university. Once the student completes this payment an Admission Acceptance Letter is issued by the university stating his entire fee structure, with this the admission process of the student is completed.



The image shows a sample admission acceptance letter from PDM University. The letter is dated 10.04.2019 and is addressed to a student. It confirms the student's registration for a full-time B.Sc (Hons) in Computer Science program. The letter includes a table of revised fee structures for the first three years of the program, showing tuition fees, scholarships, and hostel fees. The letter also provides contact information for the Director (P.N.H.) and the bank details for fee payment.

pdm
UNIVERSITY

No. [REDACTED] Date of Issue: 10.04.2019.

Sub: Admission Acceptance Letter to study B.Sc (Hons) in Computer Science,
Do: [REDACTED]

We are pleased to confirm your registration to study full time program at PDM University, Bahadurgarh, Delhi (NCR) India. On the behalf of the Institute, we are pleased to issue you Admission Acceptance Letter for full time study of B.Sc (Hons) in Computer Science at PDM University, Bahadurgarh, Delhi (NCR) India. We also undertake the responsibility of providing you the hostel facility for the duration of the course.
Registration No. 250 has been generated which enables you to apply for full time Student Visa in the name of PDM University, Bahadurgarh, Delhi (NCR) India.

OFFERED PROGRAM DETAILS:
Program Name: B.Sc (Hons) in Computer Science
Duration of Program: 3 Year
Course Commencement Date: August 2019
Expected End Date: August 2022

Revised fee structure for the course will be as follows:

Year	Tuition Fees (USD)	Scholarship (Percentage)	Tuition fee after Scholarship (USD)	Hostel Fee (USD)
First Year	\$2630	55%	\$1185	\$1600
Second Year	\$2630	55%	\$1185	\$1600
Third Year	\$2630	55%	\$1185	\$1600

Registration Fee paid: \$750
Balance fees to be paid before or at the time of reporting: \$435+\$1600
Note: In case of non-confirmation of admission due to deficiency of original and valid documents/ forfeiture of your admission or your failure to report, this registration fee will not be refundable. Please deposit the Balance Fees at the bank address specified below before or at the time of reporting.
Bank Address:
NAME OF THE BANK: HDFC BANK LTD., Bahadurgarh
A/C No.: 5020002035185
IFSC CODE: HDFC0000325
SWIFT CODE: HDFEINBB

Dr. Rajesh Sood
Director (P.N.H.)
PDM University, Bahadurgarh
M: +91-1276221937
Email: directoriab@pdm.ac.in

Figure 26. Sample Admissions Acceptance Letter

4.2 After Enrollment Process

Once the student has enrolled into the Edoofa program, he/she is entitled to various benefits like the SLC(SEELS Learning Center) Classes. These classes are meant for the overall development of the student and also prepare him to work hard for the EWYL(Earn While You Learn Program) when he comes to India.

At Edoofa, it is believed that the experience of education should not be restricted to the walls of a classroom. Education is a journey, and Edoofa strives to be with the student every step of the way. The SEELS Division of the Edoofa Program refers to Students of Edoofa Earning and Learning to

Success and is responsible for the Earn While You Learn Program once they arrive in India and designs the curriculum for their SLC Classes. The online SLC classes through online interactions, educational videos, articles, assignments and tasks aids teh student in their university education once they arrive in India and also give them excellent educational experience that will provide them with holistic growth.

The aim of the SLC classes extends beyond education, and strives to provide overall development to the students. The online interactions aim to give a deeper understanding of their course, guide them with the Earn While You Learn Program, and provide them with a detailed understanding of Indian culture and educational system.

The Edoofa Team understands that making the decision to study abroad is a big step and students must take into consideration factors such as expenses, a new culture, and a more competitive educational system. But with these challenges there also comes an opportunity to learn, explore and discover yourself, the passion and their skills and through Edoofa’s higher education experience become a career-oriented change-maker for themselves and their community. Edoofa’s SLC Classes imparts them with the necessary knowledge, skills and information to make your higher education experience abroad the best it can be.

Apart from the SLC Classes the student get an opportunity to take up leadership roles in the Edoofa student community and also earn some money by helping the students who wish to enroll with Edoofa. Being part of the student community is a two way benefit as it helps the students build a network and it helps Edoofa to get more leads into the system.



Figure 27(a).SLC Classes



Figure 27(b).SLC Classes

4.3 After Student Arrives in India

Once the student has arrived in India he/she has to undergo a three months training during which he is able to develop various skills like digital marketing, organization, management etc. and soft skills like communication skills, leadership skills, presentation skills etc. Edoofa then helps them to get online work opportunities that that will help them to gain employ ability skills while actually working after their classes.

With this Edoofa makes sure that students get quality education during the course of their degree and become employable with the help of the three months training and the Earn While You Learn program and develop the right attitude and necessary mindset for success in their chosen career and in life.

The online internships that students get are related to data entry, research, digital marketing, surveying, designing, promotional activities, writing etc. All these projects that are undertaken by the Edoofa team by various companies and thereby reducing the burden of educational expenses on students. The team that guides the students is called S.E.E.L.S (Students of Edoofa Earning & Learning to Success). The students are trained by the SEELS managers regarding the requirements of various projects ensure that the expected output is delivered by the students.

The students are compensated for their efforts The compensation is not in form of cash/salary/wages/stipend, but it is in the form of scholarship credits. These scholarship credits are

directly transferred to the University that the student is studying in and help to pay a part of their fees for the given semester.

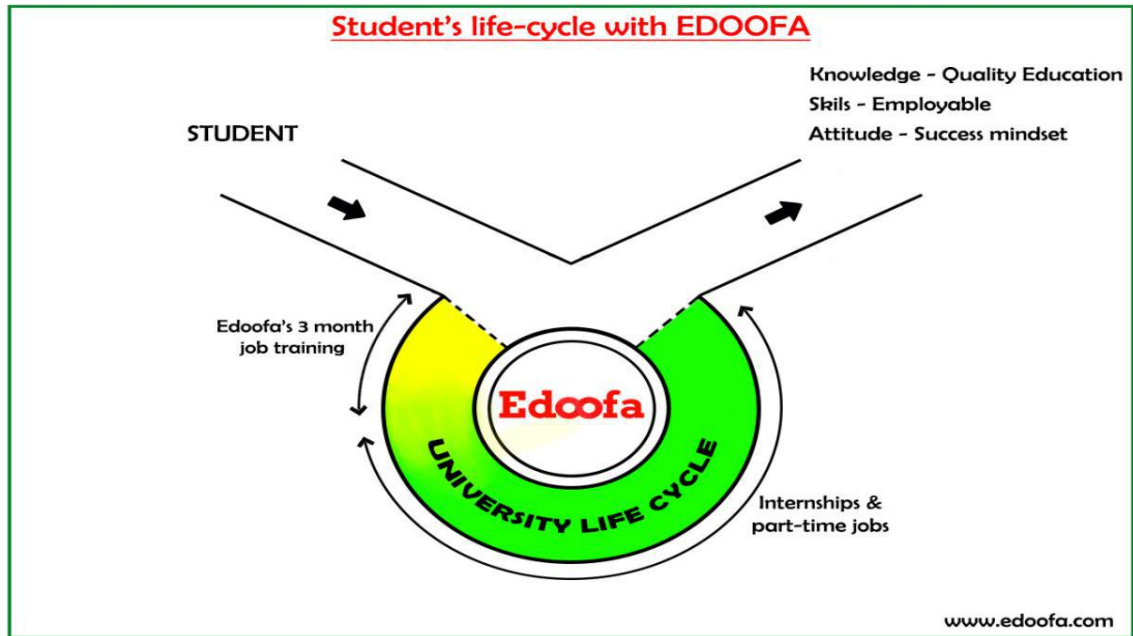


Figure 28. Student Life cycle with Edoofa

Chapter-5

Business Metrics and Data Analysis

The various metrics used by Edoofa to determine the success of the business were:

5.1 Cost of Customer Acquisition

The cost of customer acquisition discloses us to amount that is spent on gaining new clients. This is an important parameter to be aware of as it is an efficient indicator of how the marketing strategies are performing. The Cost of Customer Acquisition was calculated by dividing the entire cost spent on acquiring the leads i.e the marketing expenses by the number of leads that were acquired in a given month.

Cost of Customer Acquisition= Amount Spent on Marketing/Number of acquired leads

5.2 Net Promoter Score

One of the most powerful tool for business is a satisfied customer who would recommend the company to others. In our case it was the Ambassadors in various customers who would promote the idea of Edoofa and bring in more referrals. This helped to drive sales only by word of mouth.

There are precisely three type of customers

Promoters: The students who actively sing our praises and help to increase sales.

Passive: Students who are happy with the program but do not boost about your company.

Detractors: Students who are unhappy with the program and try and spread negative image through various platforms.

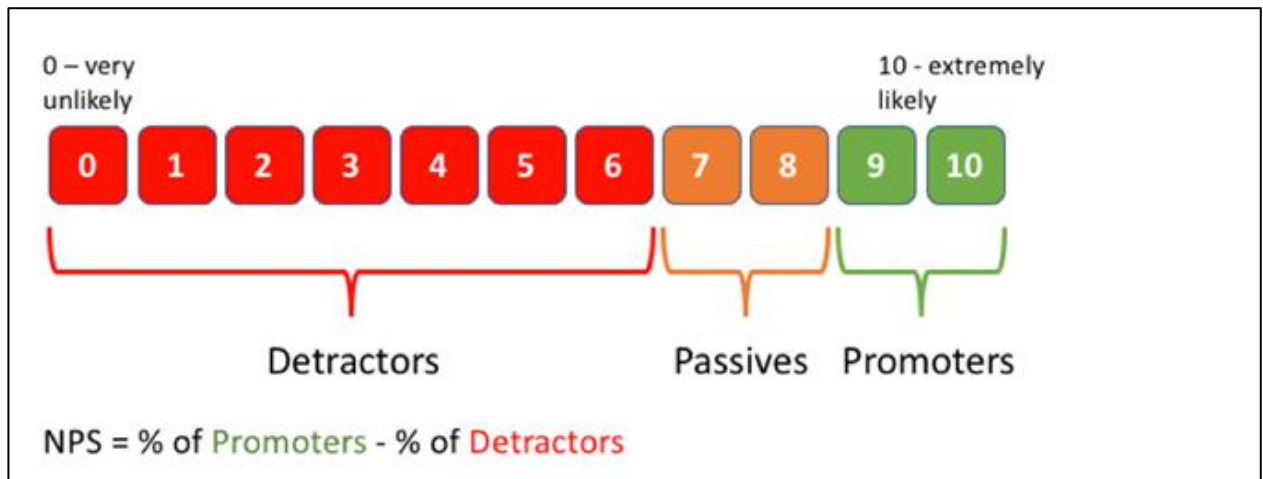


Figure 29. Net Promoter Score

5.3 Qualified Leads Per Month

All leads are not created equal. There might be hundreds of leads coming in each month but only a few show interest and have the potential to be converted into sales. Hence it is necessary to quantify the number of qualified leads rather than the total leads in a month. The quality of leads was a major determinant of sales in a business like Edoofa. The quality of leads needed to be analyzed with each advertising campaign that was run.

5.4 Lead-to-Client Conversion Rate

This measure tells us how efficient the sales team has been in converting the leads into sales. This can be calculated by dividing the number of leads by the number of customers over a given period of time. In the case of Edoofa it is also known as the average counselling time. Its main aim was to determine the speed of the entire counselling process and helped to identify the various factors that caused a delay in counselling. This helped to improve the overall pace of the process and also increase the overall sales.

During my training it was observed that there was an approximate rate of 30% sales conversion at enrollment and the sales conversion rate for registration was about 50%.

5.5 Customer Loyalty and Retention

Customers become the repetitive profit making entities to the company thus it is really important to have loyal customers and leads to lesser money investment in the process of customer acquisition.

High customer retention rate helps us with referral marketing and make the business profitable through required recommendations and online reviews.

$$\text{Retention Rate} = \left(\frac{\text{CE} - \text{CN}}{\text{CS}} \right) * 100$$

CE-Number of customers at the end of a given period

CN- Number of new customers that were acquired during that period

CS-Number of customers present at the start of the period

5.6 Data Analysis

A major part of the job involved analyzing the daily data. The following data was analyzed regularly in order to keep a track of the overall customer base:

- New leads
- Dead leads
- Total leads allotted to counselors
- Enrolled students
- Registered students
- Total interviews
- Total accepted interviews
- Interview analysis
- Total Letters of intent shared
- Total Admission Acceptance Letters Shared
- Total responses to SEELS Learning Centre Classes
- Students under ambassadorship program
- Visa process initiations
- Total University sessions

Analysis of this data helped us to form further strategies that would follow each step and help us in increasing our client base.

Counselor	Target Lead Requirement	Pitch	Interviews	Ideal Enrolment	Target 1 (32)	Target 2 (26)	Target 3 (20)	Previous Pipeline	Current Paid Status	Total Leads	Total P...
Sukirat	100	30	15	3.75	5	4	3		1	105	
Isha	100	30	15	3.75	6	6	5		2	119	
Vidhya	100	30	15	3.75	5	4	3		1	130	
Piyush	100	30	15	3.75	6	5	4		1	112	
Bhawesh	100	30	15	3.75	4	3	2		2	94	
Nidhi	100	30	15	3.75	5	4	3		1	100	
Total	600	180	90	22.5	31	26	20	0	8	660	

Figure 30. Data Analysis of Sales Conversion.

Sno	Name	Country	Current status	Task	Follow up date	Number of referrals given	Status
1	Zsa zsa mponda	Malawi	Letter sent			4	
2	Wedzeraikutenda Dube	Zimbabwe	Letter sent			14	Discussion on the movie and also was given a task by abheek. Has given 3 referrals after the session at school
3	Franklin Atuahene	Ghana	7-Day task initiated.	Atleast 3 referrals.	3-Jan-2019	4	Gave referral on 5/03 connected with Isha.
4	Okwere Boateng Joshua	Ghana	28/12- 1, 2 audios shared		3-Jan-2019		
5	Maame Fosua Afrifa-Minka	Ghana	10/1 7 day task initiated	Atleast 3 referrals	14-Jan-2019		Making a lot of calls.No referral given till now, all want full scholarship .16/3 Encouraged for writing blogs.Abheek for blogpost
6	Stvereon	Zimbabwe	7/2 Task initiated.				Abheek giving marketing tasks.
7	Mavis	Ghana	7/2- First audio shared.				Payment issues.
8	Brandon	Zimbabwe	11/2- Task initiated		9/3	3	2 unresponsive, 1 interview done
9	Kevin	Zimbabwe	26/2 audio shared				
10	Boye Emmanuel.	Ghana	11/2- Task initiated		2/21		Does not have friends trying to influence people. Also he can only call using whatsapp.

Figure 31. Ambassador data Analysis

One of my major roles involved taking daily follow ups with the ambassadors and allotting them tasks that would help the company generate more referrals and also encourage them for networking as the business would benefit by their word of mouth.

	A	B	C	D	E	F	G	H
1			account					
688	Emmanuel Osei Bonsu	10.Partial Reg.paid	Bhawesh	14-Mar-2019	233 544707181	eosei_bonsu@st.ug.edu.gh	ghana	M.A Political Sc
689	Kaleab Solomon Akilu	9.RFP	Jyotishman	6-Mar-2019	251 938972939	solkaleab@gmail.com	Ethiopia	B.Tech in Elect Engineering
690	Nancy Afua Gyaamah	0.Partial enrolment	Shimul		233 543939037	Ohemaanancy7@gmail.com	ghana	B.A.L.L.B
691	Aliyu Ibrahim Muhammad	8.RFP & PL	Isha	8-Mar-2019	234 7051439627	Khalifaliyun19@gmail.com	nigeria	BCA letter rece Computer Scie PDM)
692	Francis Korang Yaw	23.After Registration-Outstanding	Preksha	8-Mar-2019	233 207472282	franciskorangyaw@gmail.com	ghana	MBA IB
693	Adegbola Oreoluwa Adedoyin	19.Paid	Preksha	8-Mar-2019	234 9020718735	Oreoluwaadedoyin123@gmail.com	Nigeria	B.Sc. Nursing

Figure 32. Each student account data Analysis




Automation				Create a new workflow	
Automation Workflows (92)		Old Autoresponders (5)			
<input type="checkbox"/> Select all	Folder: All	Filter	Sort by	Date Added	↓
<input type="checkbox"/>		2018 Ghana Interviewed Leads When subscriber joins a group 2018 Interviewed Leads	1389 sent	30.10% opened	3.60% clicked
	<input type="checkbox"/>		2017 Ghana Leads When subscriber joins a group 2017 Leads	11066 sent	25.50% opened
	<input type="checkbox"/>		2018 Ghana Leads When subscriber joins a group 2018 Leads	5432 sent	35.30% opened

Figure 33. Reports of Automation

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