



اَبُو سَيِّدِي تَيْكُو لُو كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## EduSprint Academy

(Online Tuition Services)



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## **1.0 EXECUTIVE SUMMARY**

Edu Sprint Academy is an online tuition service that provides affordable and accessible education to students across Malaysia. The company was established in 2020 and operates entirely through an online learning platform, allowing students to attend classes without geographical or transportation limitations. EduSprint Academy aims to become a reliable and well-recognised online tuition provider by quality academic support at an affordable price, particularly for middle-income families.

EduSprint Academy offers various subscription-based tuition packages designed to meet different student needs and learning levels. The services were created for secondary schools' people, which are SPM students including those who need extra help with their studies and parents looking for less expensive educational options. By offering flexible learning schedules, avoiding accommodation and transportation fees, and ensuring greater accessibility regardless of students' locations, EduSprint Academy sets itself apart from standard physical tuition centres.

The demand for online education in Malaysia continues to grow due to increased digital adoption and the acceptance of e-learning platforms. EduSprint Academy expects to generate consistent monthly revenue through its range of tuition packages, with annual revenue projected to increase as student enrolment grows. To increase brand awareness and attract in new students, marketing efforts will mostly concentrate on digital promotions, social media platforms, and partnerships with other companies.

EduSprint Academy utilises digital learning platforms and online communication tools to deliver lessons efficiently. The academy is managed by a small operational team led by a Chief Executive Officer (CEO), supported by qualified freelance tutors. Operating costs remain relatively low due to the absence of a physical tuition centre, allowing the business to focus on service quality and continuous improvement.

With the increasing demand for flexible and accessible education, EduSprint Academy shows strong potential for sustainable growth. Supported by advancements in educational technology and a flexible subscription model, the academy is well-positioned to expand its services and student base nationwide in the future.

## 2.0 COMPANY PROFILE

### 2.1 Details of Company Name, Logo and Vision



**Figure 2.1 Logo of The EduSprint Acedemy**

The name EduSprint Academy combines the words “Edu,” referring to education, and “Sprint,” symbolising speed, progress, and continuous improvement in learning. The name represents the academy’s commitment to helping students achieve academic success efficiently through focused and structured online tuition. It reflects a modern approach to education that emphasises accessibility, flexibility, and academic excellence.

The EduSprint Academy logo features a clean and modern design using blue and white colours, which symbolise trust, professionalism, and clarity. Blue represents reliability and knowledge, while white reflects simplicity and accessibility in learning. The overall design conveys a sense of motivation, growth, and forward movement, aligning with the academy’s mission to support students in reaching their academic goals. By combining contemporary design elements with educational symbolism, the logo presents a professional and credible image while remaining appealing to students and parents. This balance between modern digital learning and academic integrity strengthens the brand’s recognition and trustworthiness.

## VISION

- To become a leading and trusted online tuition platform in Malaysia that provides accessible and high-quality education for students.

## MISSION

- To provide affordable and reasonably priced online tuition packages that suit a range of student demands and skill levels.
- To improve students' academic performance through interactive online sessions, structured learning materials, and skilled tutors.
- To provide accessible education using a fully online learning environment in order to eliminate time and location limitations.

EduSprint Academy began in 2020 with a simple goal of making quality education more accessible and affordable for students. The idea was developed in response to the increasing challenges faced by students who required additional academic support but were limited by high tuition fees, time constraints, and geographical barriers. Over time, both parents and their kids responded well to what was starting as a small-scale online tutoring service.

In the early stages, particularly during the COVID-19 pandemic, EduSprint Academy focused on providing online tuition sessions to a small group of students as schools shifted to remote learning. With physical classes restricted, digital platforms became essential in supporting students' academic needs. Encouraged by positive feedback and noticeable improvements in students' academic performance, the academy expanded its services by introducing structured learning materials, interactive online classes, and flexible tuition packages. The increasing reliance on online education during the pandemic highlighted the need for an affordable and accessible online tuition solution.

Today, EduSprint Academy continues to grow as it supports a wider community of students seeking flexible and effective learning options. While the academy remains a developing online education provider, its long-term goal is to expand its reach nationwide and become a trusted platform for quality online tuition in Malaysia.

## 2.2 Company Background

<b>Company Name</b>	EduSprint Academy
<b>Business Address</b>	17 Jalan Hillpark 11/9, Bandar Hillpark, Puncak Alam, Selangor.
<b>Website/Email</b>	<a href="mailto:edusprintacademy@gmail.com">edusprintacademy@gmail.com</a>
<b>Telephone Number</b>	03-85499824
<b>Company History</b>	EduSprint Academy was founded in 2020 with the aim of providing affordable and accessible online tuition services to students in Malaysia. The business was established in response to the COVID-19 pandemic, which forced schools to shift to online learning and created a demand for effective digital education support. What began as a small online tutoring initiative gradually expanded as more students and parents recognised the need for flexible and cost-effective online tuition.
<b>Progress to Date</b>	EduSprint Academy initially focused on a small group of students through online platforms during the pandemic. The academy later expanded its services by introducing structured learning materials, interactive online classes, and flexible tuition packages. Positive feedback and increasing enrolment reflect steady progress and growing acceptance of the platform.
<b>Legal Structure</b>	Registered as a partnership business under the Companies Commission of Malaysia (SSM). This structure allows the partners to share responsibilities, capital investment, and profits while operating as a legally recognised organisation.
<b>Key Partnership</b>	Chief Executive Officer: Nurul Huda Binti Haseri Chief Operations Officer: Siti Nurfatimah Binti Mohd Faisal Chief Financial Officer: Agnes Munga Peterus Head of Industry and Market: Batrisyia Najwa Binti Mohamad Azi Head of Product and Services: Wan Norsyafiqah Binti Shahrir
<b>Date of Commencement</b>	1 May 2020
<b>Name of Bank</b>	Maybank
<b>Account Number</b>	6598-2215-8452

### **3.0 INDUSTRY ANALYSIS**

#### **3.1 Size, Growth Rate and Sales Projection**

EduSprint Academy is planned to commence its operations in Puncak Alam, Selangor, which is an area with an estimated population of around 50000 consisting mainly of students, working adults, and families. The presence of higher education institutions in the surrounding area contributes to a learning-focused environment, increasing the concentration of families and students in Puncak Alam, making it a suitable location for an education-based business such as EduSprint Academy.

The private tuition and online education industry in Malaysia has shown continuous growth over recent years. This growth is driven by the increase in academic competition, the importance of national examinations such as SPM, and the acceptance of digital learning methods after the COVID-19 pandemic. Online learning platforms are becoming more popular because they offer flexibility, cost efficiency, and convenience compared to physical tuition centres. In order to enhance their children's academic performance and future prospects, parents are becoming more inclined to spend money on supplemental education.

EduSprint Academy's sales projection is based on a subscription-based model at RM50 per student per month. The business expects to enroll approximately 60 students in the first year, resulting in an estimated annual revenue of RM36,000. As brand awareness increases and positive learning outcomes are observed, enrolment is projected to grow to 120 students in Year 2 and 200 students in Year 3, generating revenues of RM72,000 and RM120,000 respectively. This steady growth reflects both the expanding market size and EduSprint's potential to capture a sustainable share of the online tuition industry.

## **3.2 Trends of EduSprint Academy (Economic, Social, Technological and Political)**

### **Economic Trend**

As families in Malaysia face rising living expenses, they are becoming more budget-conscious than ever before. This economic change has created a strong demand for educational services that are both affordable and effective. Online tuition stands out as a cost-efficient option compared to traditional tuition centers, which often burden students with high fees due to rental and operational expenses. EduSprint Academy is perfectly positioned to meet this demand by offering high-quality education at accessible subscription prices. By choosing EduSprint, you're not just investing in education; you're making a smart financial choice that ensures your child receives exceptional learning without breaking the bank.

### **Social Trend**

Academic achievement holds significant value in Malaysian society, particularly for important examinations such as SPM. As a result, both parents and students are actively seeking extra academic support outside of regular school hours. Additionally, students tend to favor learning methods that are flexible, engaging, and less stressful than traditional classroom settings. Consequently, online tuition, microlearning, and personalized learning have gained acceptance, making EduSprint Academy well-suited to meet modern educational preferences.

### **Technological Trend**

Technological advancements play a significant role in the growth of online education. High internet penetration, widespread smartphone usage, and improved video conferencing platforms have enabled high-quality online learning experiences. Tools such as Zoom, Google Meet, learning management systems, and online quizzes allow effective content delivery and progress tracking. EduSprint Academy uses various technologies to provide interactive lessons, record sessions, and conduct diagnostic assessments. At EduSprint Academy, we harness cutting-edge technologies to create engaging interactive lessons, offer recorded sessions for your convenience, and perform insightful diagnostic assessments, ensuring a comprehensive learning experience that meets your needs.

## **Political Trend**

The Malaysian government is committed to advancing digital transformation in education through a variety of strategic initiatives and policies. Leading agencies like MDEC, SME Corp, and MARA are at the forefront, championing digital entrepreneurship, online learning, and the growth of small businesses. These robust policies create an empowering environment for online education providers such as EduSprint Academy, allowing them to thrive and make a significant impact on the educational landscape. Embracing these opportunities not only accelerates business growth but also enriches the learning experience for students across the nation.

### **3.3 Key Success Factors**

EduSprint Academy stands out in the competitive landscape of online education, thanks to its innovative exam-focused and microlearning approach. By delivering concise, targeted lessons that align perfectly with the Malaysian syllabus, we empower students to grasp concepts more thoroughly and prepare confidently for their examinations. Our weekly diagnostic quizzes help tutors find areas where students need improvement. This allows them to give personalized feedback, which greatly improves the learning experience.

Our mission prioritizes affordability and accessibility. With a subscription fee of RM50 per month, EduSprint Academy is affordable for many families, including middle-income households. Our online platform removes travel and geographical barriers, enabling students from different locations to access quality education easily.

The strategic location of Puncak Alam plays a key role in EduSprint Academy's success, as it is a rapidly growing area with a high concentration of students and young families. Additionally, EduSprint's team of qualified freelance tutors ensures high academic standards, while the management focuses on ongoing content development, student engagement, and marketing through digital platforms. This combination of strong academic delivery, efficient operations, and a student-centered approach positions EduSprint Academy competitively in the online education market.

### **3.4 The Long-term Prospect for the Industry**

The long-term prospects for the online tuition and digital education industry in Malaysia is positive. As education becomes more competitive and technology continues to advance, demand for flexible and personalized learning solutions is expected to grow. Online education is no longer seen as a temporary alternative but as a permanent part of the education ecosystem.

EduSprint Academy is well-positioned to benefit from this long-term trend by continuously improving its content quality, expanding subject offerings, and enhancing digital learning tools. With strong government support for digitalisation, increasing parental acceptance of online learning, and rising demand for academic excellence, the online tuition industry is expected to remain sustainable and profitable. Businesses that focus on quality, affordability, and student outcomes—such as EduSprint Academy—are likely to experience long-term growth and success.

## 4.0 SERVICES DESCRIPTION

### 4.1 Details of the Product


Price	RM37 to RM99
Features	
Description	<p>EduSprint Academy is an online tuition service designed to support secondary school students in Malaysia through structured, flexible, and exam-focused learning. The platform offers live online classes conducted by qualified freelance tutors, as well as recorded lessons that students can access anytime for revision. Subjects offered include English, Bahasa Melayu, Mathematics, Science, and History, which are aligned with the Malaysian school syllabus and national examination requirements.</p> <p>The learning process begins with student registration through the EduSprint platform, followed by subject selection and subscription. Students attend live micro-class sessions that are short and focused to maintain attention and enhance understanding. After each lesson, students are given access to recorded videos, exam-focused notes, and practice questions. Weekly diagnostic quizzes are also provided to assess student performance and identify weak areas. Based on quiz results, tutors provide targeted feedback and guidance to support continuous improvement.</p> <p>The platform also includes basic progress tracking features that allow students and parents to monitor academic development over time. This structured system ensures that learning is consistent, measurable, and aligned with academic goals.</p>

Table 4.1 details of the products

## **4.2 How the Product Fits in the Market**

EduSprint Academy meets the current demands of the education market by addressing important factors such as affordability, flexibility, and effectiveness. Many families struggle to afford expensive private tuition or physical tutoring centers, and students often face time constraints due to school, extracurricular activities, and commuting. EduSprint's online model helps to lower operational costs, allowing for more affordable pricing without sacrificing quality.

Additionally, the platform caters to modern learning preferences, including digital access, self-paced revision, and personalized feedback. EduSprint captivates the attention of tech-savvy students and parents alike, offering a seamless and cutting-edge educational experience that effortlessly fits into their busy lives. With its innovative solutions, it empowers learners to thrive in a digital age, making education both engaging and accessible.

## **4.3 Value Proposition**

EduSprint Academy is dedicated to delivering exceptional, exam-focused online tuition that is both affordable and highly flexible. Our approach combines a range of educational resources, including engaging live classes led by experienced instructors, comprehensive recorded sessions for review, and streamlined, easy-to-understand notes that clarify complex topics. We also incorporate diagnostic assessments to identify individual strengths and areas for improvement, along with personalized feedback to guide student progress effectively.

At EduSprint, we recognize that academic success is not just about understanding content; it's also about building a student's confidence, providing a structured learning environment, and fostering motivation. Our platform's emphasis on microlearning—delivering content in small, manageable chunks—allows students to focus on specific skills and concepts. This targeted approach ensures that students maximize their study time, resulting in significant, measurable improvements in their academic performance. Through this well-rounded educational experience, EduSprint equips students with the tools they need to succeed not only in their exams but also in their overall educational journey.

#### **4.4 Anticipated Customer Demand**

The demand for EduSprint Academy's services is expected to remain strong and consistent, driven by the ongoing academic pressures faced by students and the emphasis parents place on educational achievement. With critical national examinations, such as the SPM, approaching, there is a persistent need for high-quality tuition and comprehensive exam preparation services to help students reach their academic goals.

Moreover, the growing acceptance of online learning platforms contributes significantly to the potential demand for EduSprint's offerings. Families increasingly appreciate the convenience, flexibility, and effectiveness that online education provides, allowing students to tailor their study schedules while balancing other commitments.

As EduSprint Academy enhances its visibility through strategic digital marketing campaigns and positive word-of-mouth referrals from satisfied clients, we anticipate a steady and notable increase in enrollment over time. This heightened awareness will further solidify EduSprint's reputation as a trusted provider of academic support, effectively meeting the needs of today's students and their families.

#### **4.5 Existing Competition**

Competition in the education industry is unavoidable, especially as many tuition centres and online platforms offer similar or slightly different learning services. Therefore, it is important for EduSprint Academy to identify existing competitors in order to develop effective strategies and remain competitive in the online tuition market.

In the Malaysian online tuition and education support industry, several key competitors have been identified as major players that pose significant challenges. Among the main competitors are MC+, PTTI, MyTutor, and Berry Online Tuition. Each of these platforms has established its own position in the market by offering structured learning programmes, online tutoring services, or personalized tuition support. However, despite their strengths, each also has certain limitations in terms of pricing, flexibility, personalization, or accessibility.

MC+ and PTTI are well-known for their strong exam-focused programmes, especially for SPM students, but they often require fixed schedules and may be costly for some families. MyTutor provides personalised tutor matching, which offers flexibility but can be expensive and inconsistent depending on the tutor assigned. Berry Online Tuition offers convenient online access but may rely heavily on standardised or recorded content, limiting personalised academic support.

By understanding these competitors and their approaches, EduSprint Academy is able to position itself strategically as a platform that combines affordability, flexibility, personalised feedback, and exam-focused content. This allows EduSprint to offer students and parents a learning solution that better suits modern lifestyles and educational needs. As a result, EduSprint is not only competing in the market but also positioning itself as a brand that provides meaningful value, long-term relevance, and sustainable growth in the online education industry.

## 5.0 MARKET ANALYSIS AND STRATEGY

### 5.1 Marketing Objectives

- To introduce Edu Sprint as an online tuition center that focuses on core SPM subjects for Form 4 and Form 5 students.
- To attract new students to achieve a stable number of enrolments at affordable prices for each subject through continuous marketing efforts.
- To build trust among parents and students by highlighting the tutors' qualifications, effective teaching methods, and positive learning outcomes.

### 5.2 Marketing Segmentation

#### 5.2.1 Target Market

To better understand our target audience and position our tuition service effectively in the education market, we have identified key customer segments based on geographical, demographic, psychographic, and behavioral factors. This segmentation allows us to tailor our teaching approaches, learning materials, and marketing strategies to meet the needs of specific student groups, ensuring that our tuition services reach the right learners and parents while highlighting our commitment to quality education and academic excellence.

Types of Target Market	Shared Group Characteristics
Geographical	Edu Sprint targets students across Malaysia as all classes are conducted fully online. This means there are no geographical barriers for students to join the classes. Therefore, the focus is on students living in urban, suburban, and rural areas. Regardless of their location, students still have equal opportunities to participate in classes conducted with qualified tutors.
Demographic	The demographic target of Edu Sprint focuses on Form 4 and Form 5 students, aged between 16 and 17 years old. These students are secondary school students who will be sitting for the SPM (Sijil Pelajaran Malaysia) examination. In addition, Edu Sprint also targets parents with <b>low to middle income levels</b> who are looking for quality tuition for their children at affordable prices.

Psychographic	Edu Sprint targets students who are highly motivated to improve their academic performance. It is also suitable for students who want to feel more confident when facing the SPM examination, as well as parents who prioritize their children's education. Edu Sprint appeals to students and parents who value structured, focused, and flexible learning.
Behavioral	From a behavioral perspective, Edu Sprint targets students who attend additional tuition alongside their school learning. It also focuses on students who require continuous guidance in core SPM subjects. Students prefer online learning as it saves time and cost, making it suitable regardless of their location. Parents make decisions based on the quality of teaching, affordable pricing, and positive learning outcomes.

*Table 5.2.1: Target Market*

### 5.2.2 Market Size

Market size refers to the potential market value that Edu Sprint SDN.BHD. can achieve based on the number of target students, tuition fees, and frequency of enrolment within a certain period.

POPULATION	
Population people	20,000
Estimation target per year	10% x 20,000 = 2,000

*Table 5.2.2.1 Population in Selected Area Especially in Puncak Alam, Selangor.*

The estimated sales per month are calculated based on the number of SPM students enrolled (Form 4 and Form 5), the subject packages offered, and the monthly tuition fees.

#### Assumptions

- Target students per month: **217 students**
- Subjects offered: Bahasa Melayu, English, Mathematics, Sejarah, Science
- Subject packages:
  - 1 subject – RM37
  - 3 subjects – RM79
  - 5 subjects – RM99

#### Estimated package distribution:

- 1 subject: 54 students
- 3 subjects: 75 students
- 5 subjects: 88 students

No.	Package	Estimate Sales Per Items	Total Estimated Per Month
1.	1 Subject	RM37 x 54	RM1,998
2.	3 Subject	RM79 x 75	RM5,925
3.	5 Subject	RM99 x 88	RM8,712
<b>TOTAL</b>			<b>RM16,635</b>

*Table 5.2.2.2: Estimate Sales Per Month*

<b>MARKET SIZE</b>	
Total market size	RM16,635 per month
Total sales per year	RM16,635 X 12 months = <b>RM199,620 per year</b>

*Table 5.2.2.3: Market Size*

The estimated sales per month are derived from the projected enrolment of SPM students for Form 4 and Form 5, based on different subject package selections. The market size is calculated annually to reflect the tuition center's revenue potential from its focused SPM-oriented services.

<b>Year</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
Market Share (%)	5%	8%	10%	12%	15%	18%
Total Sales per Year (RM)	169,680	178,164	186,000	194,500	204,225	214,436
Estimated Sales Based on Market Share (RM)	RM8,484	RM14,253	RM18,600	RM23,340	RM30,634	RM38,598

*Table 5.2.2.4: Market Share and Sales.*

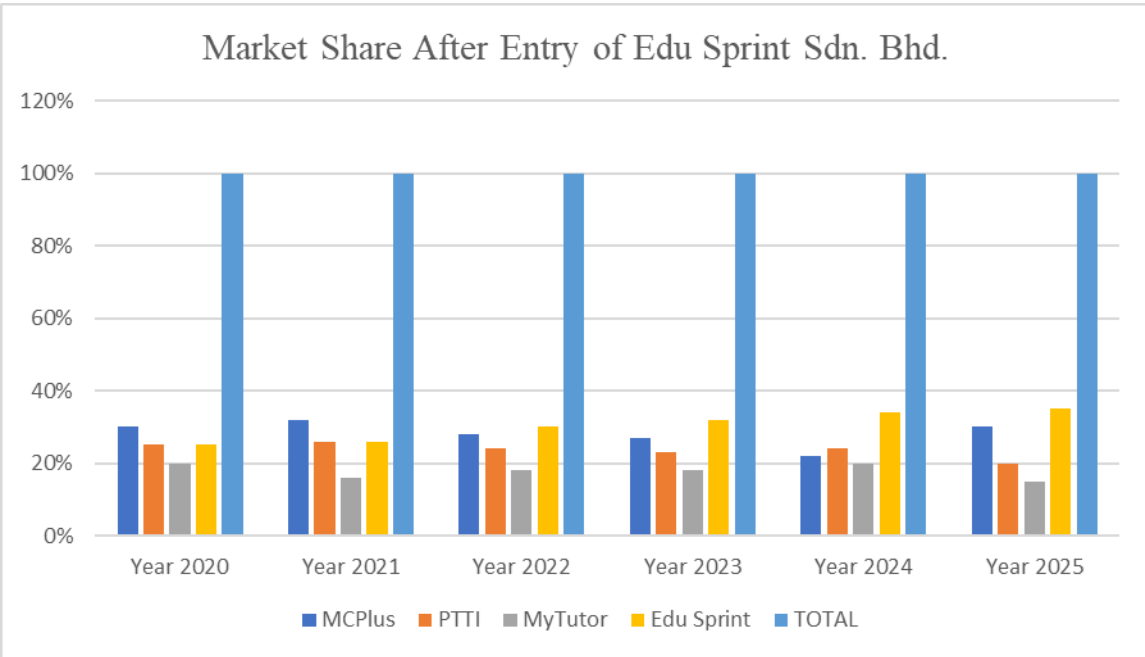
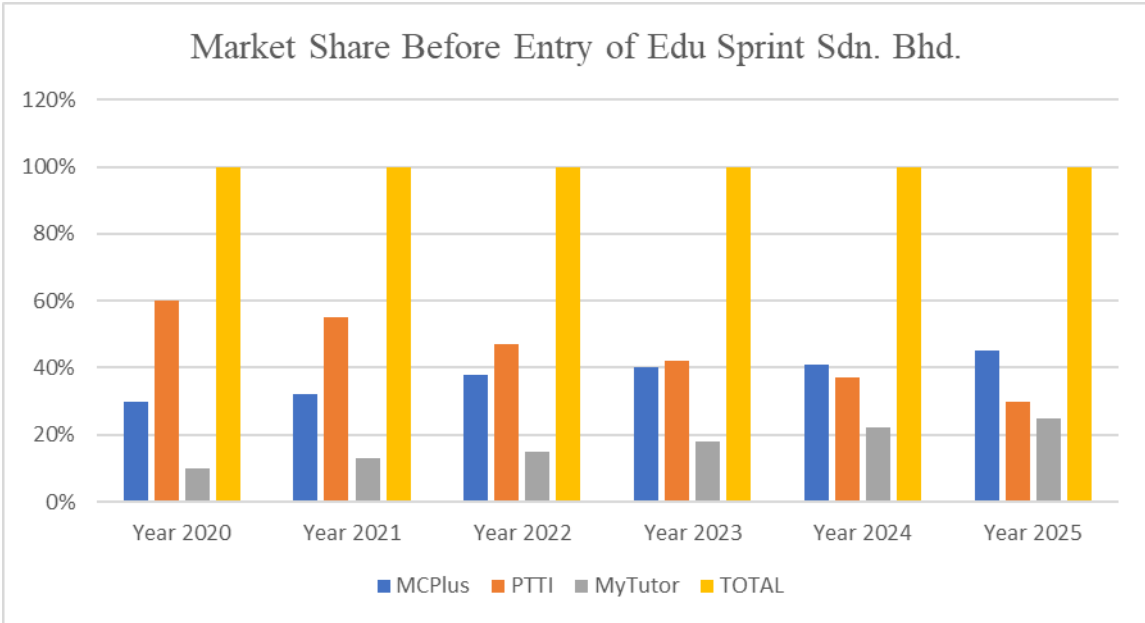
### 5.2.3 Market Share

Market share refers to the portion of the total market controlled by each competitor. Before the entry of Edu Sprint Sdn Bhd, the online tuition market for Form 4 and Form 5 students was fully shared among existing competitors, namely MCPlus, PTTI, and MyTutor. By analyzing the market share before and after Edu Sprint's entry, we can clearly compare the impact of Edu Sprint on the overall market and how the competitors' shares adjust over time.

<b>Market Share Before Entry of Edu Sprint SDN. BHD.</b>						
<b>Competitors</b>	<b>Year 2020</b>	<b>Year 2021</b>	<b>Year 2022</b>	<b>Year 2023</b>	<b>Year 2024</b>	<b>Year 2025</b>
MCPlus	30%	32%	38%	40%	41%	45%
PTTI	60%	55%	47%	42%	37%	30%
MyTutor	10%	13%	15%	18%	22%	25%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

<b>Market Share After Entry of Edu Sprint SDN. BHD.</b>						
<b>Competitors</b>	<b>Year 2020</b>	<b>Year 2021</b>	<b>Year 2022</b>	<b>Year 2023</b>	<b>Year 2024</b>	<b>Year 2025</b>
MCPlus	30%	32%	28%	27%	22%	30%
PTTI	25%	26%	24%	23%	24%	20%
MyTutor	20%	16%	18%	18%	20%	15%
Edu Sprint	25%	26%	30%	32%	34%	35%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

*Table 5.2.3: Market Share Before and After Entrance*



**Chart 5.2.3: Market Share Before and After Entrance.**

#### 5.2.4 Sales Forecast

	<b>Sales Forecast (RM)</b>					
<b>Month/Year</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
January	600	1,050	1,400	1,700	2,250	2,800
February	650	1,100	1,450	1,800	2,350	2,900
March	700	1,200	1,550	1,950	2,500	3,100
April	650	1,150	1,500	1,900	2,450	3,050
May	700	1,250	1,600	2,050	2,650	3,300
June	700	1,250	1,600	2,050	2,650	3,300
July	750	1,300	1,650	2,100	2,750	3,400
August	800	1,400	1,750	2,200	2,850	3,500
September	850	1,500	1,850	2,300	3,050	3,800
October	900	1,600	1,950	2,400	3,150	3,900
November	600	1,050	1,400	1,700	2,250	2,800
December	784	1,053	1,405	1,945	2,225	3,248
<b>TOTAL</b>	<b>8,484</b>	<b>14,253</b>	<b>18,600</b>	<b>23,340</b>	<b>30,634</b>	<b>38,598</b>

*Table 5.2.4.1: Sales Forecast.*

<b>Year</b>	<b>Percentage Increase %</b>	<b>Sales Forecast (RM)</b>
2020	-	8,484
2021	68%	14,253
2022	30.5%	18,600
2023	25.5%	23,340
2024	31.2%	30,634
2025	26%	38,598

*Table 5.2.4.2: Percentage Increase in 6 Years.*

### 5.3 Competitor Analysis

#### 5.3.1 Identifying the Competitors

Competitors	Strengths	Weakness
MCPlus (Math Clinic)	<ul style="list-style-type: none"> <li>• Highly skilled in Mathematics and other core SPM subjects such as History, Geography, and more.</li> <li>• Experienced and qualified tutors who provide quality teaching.</li> <li>• Focused on students' academic results.</li> </ul>	<ul style="list-style-type: none"> <li>• Limited offerings for subjects other than Mathematics.</li> <li>• Restricted to certain online or physical classes only.</li> <li>• Medium to high prices for packages.</li> </ul>
PTTI	<ul style="list-style-type: none"> <li>• Provides structured online classes for a variety of SPM subjects.</li> <li>• Comprehensive and systematic syllabus.</li> <li>• Highly experienced and trusted.</li> </ul>	<ul style="list-style-type: none"> <li>• Prices are relatively high compared to newer competitors.</li> <li>• Less flexibility in class schedules due to structured system.</li> <li>• Difficult to get personal consultation time with tutors.</li> </ul>
MyTutor	<ul style="list-style-type: none"> <li>• Offers 1-on-1 online tuition, allowing students to receive in-depth consultation.</li> <li>• High schedule flexibility; students can choose their preferred time.</li> <li>• Students can select their preferred tutor.</li> </ul>	<ul style="list-style-type: none"> <li>• Relatively expensive pricing.</li> <li>• Syllabus is not standardized, as it depends on the tutor.</li> <li>• Tutor quality varies depending on the individual tutor.</li> </ul>

Table 5.3.1: Competitor's Strengths and Weakness.

### 5.3.2 SWOT Analysis

Strengths	Weakness
<ul style="list-style-type: none"> <li>• Offers core subjects including Bahasa Melayu, English, History, Mathematics, and Science.</li> <li>• All classes are conducted online, allowing students to access learning easily from any location.</li> <li>• Has a flexible class schedule with two different sessions for Form 4 and Form 5 students.</li> <li>• Each subject is taught by a dedicated and qualified tutor.</li> <li>• Tutors are paid at a higher rate to ensure high-quality teaching.</li> <li>• Pricing is affordable and provides opportunities for students from all backgrounds to join Edu Sprint.</li> </ul>	<ul style="list-style-type: none"> <li>• Each subject is conducted only once a week, which may not be sufficient for weaker students.</li> <li>• Online classes may result in less interaction and can affect students' focus.</li> <li>• The effectiveness of learning depends on the stability of students' internet connectivity.</li> <li>• There are no face-to-face classes for students who prefer physical learning.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Increasing demand for online learning.</li> <li>• Potential to attract students from across the country without geographical limitations.</li> <li>• Ability to provide recorded classes for revision purposes.</li> <li>• Opportunity to offer intensive classes or workshops for examination preparation.</li> <li>• Collaboration with schools or other educational institutions.</li> </ul>	<ul style="list-style-type: none"> <li>• High competition from other online tuition centers.</li> <li>• Availability of free learning materials on the internet.</li> <li>• Price competition from lower-cost tuition providers.</li> <li>• Changes in syllabus or examination formats.</li> </ul>

*Table 5.3.2: Edu Sprint Sdn. Bhd. SWOT Analysis.*

## 5.4 Marketing Strategy

### 5.4.1 Service

Edu Sprint offers online tuition services that focus exclusively on Form 4 and Form 5 students. Edu Sprint provides five core subjects, namely Bahasa Melayu, English, Sejarah, Mathematics, and Science. These subjects are essential for students' preparation for the Malaysian Certificate of Education (SPM) examination.

Each subject is taught by a dedicated and qualified tutor, supported by a clear, well-structured, and flexible class schedule. Classes are conducted once a week for each subject, with two sessions per day: afternoon sessions for Form 4 students and night sessions for Form 5 students. The online learning approach allows students to access classes easily from any location, while also helping them save time and transportation costs.

### 5.4.2 Price

The following is Edu Sprints pricing structure for students who wish to enrol in tuition classes. The fees are set at an affordable level to ensure that high-quality education is accessible to all students, regardless of their family's financial background.

- 1 subject: RM 35
- 3 subject: RM 79
- 5 Subject: RM 99

The pricing strategy is designed to balance high teaching quality with the financial capability of students and parents.

- **Penetration Pricing**

Edu Sprint Sdn. Bhd. adopts a penetration pricing strategy by offering low and affordable prices during the early stage to attract more students to join the platform and to build company awareness in the online education market.

- **Psychology Pricing**

Edu Sprint applies psychological pricing by setting prices such as **RM35, RM79, and RM99**, which are perceived as more affordable compared to rounded figures. These prices create the impression that the services are reasonably priced and within reach of most families, even though the difference from rounded prices is small.

This pricing strategy helps influence customers' purchasing behavior by making the fees appear lower and more attractive, thereby reducing hesitation among parents and students when making enrolment decisions. Psychological pricing is particularly effective in the education sector, as parents often seek high-quality tuition at reasonable costs. By using this strategy, Edu Sprint can enhance its value perception while maintaining competitiveness in the online tuition market.

#### 5.4.3 Promotion Strategy

- **Grand Opening Campaign**

Edu Sprint will conduct a grand opening campaign to introduce the brand to students and parents while creating early awareness in the online education market. This campaign will focus on attracting first-time users by offering special registration promotions, such as discounted fees and attractive package deals for early enrolment.

The grand opening campaign will be promoted through digital platforms to reach a wider audience efficiently. This strategy aims to encourage trial among potential students, build trust in Edu Sprint's services, and establish a positive brand image from the initial stage of operation.

**EduSprint Agency** Our Services

# EduSprint

## PRICE LIST

**Exam-Focused Online Tuition for SPM Success**  
Flexible learning • Weekly progress check • Student-friendly pricing

**Essentials**  
Quickly and easily meet your learning needs

- Access to 1 subject only
- 1 dedicated tutor
- Campaign conceiving
- Choose 1 subject:  
BM / BI / Sains / Matematik / Sejarah

**RM37/month**

**Advanced** ★  
Full learning support for growing students

- Access to any 3 subjects
- Multiple tutors
- More flexible learning
- Choose any 3 subject

**RM79/month**

**Elite Access (Promo)**  
Maximum access at the best value

- Access to all 5 subjects
- Full tutor access
- No subject limit
- Limited-time promo

**RM99/month**

- Exam-Focused Notes
- Attend live or replay anytime for revision
- Live + Recorded Classes
- Track progress & improve weak topics

**Contact Us**    ☎ 123-456-7890    🌐 [edusprint.com](http://edusprint.com)

Subjects offered: Bahasa Melayu | Bahasa Inggeris | Sains | Matematik | Sejarah

#### 5.4.3.1: Edu Sprint Sdn. Bhd. Grand Opening

- **Signboard and Banner**

Signboards and banners are used as offline promotional tools to increase brand visibility and awareness, especially in residential areas and locations near schools. These materials help reinforce brand recognition by clearly displaying Edu Sprint's name, services offered, and key selling points such as affordable pricing and online learning convenience.

By placing signboards and banners in strategic locations, Edu Sprint can attract the attention of parents and students, create curiosity, and encourage them to seek further information about the tuition services offered.

- **Social media**

Social media platforms such as Instagram, Facebook, TikTok, and WhatsApp are utilized as the main promotional channels for Edu Sprint. Through social media marketing, Edu Sprint can share informative and engaging content, including digital posters, tutor introductions, class schedules, promotional offers, and student testimonials.

Social media allows Edu Sprint to communicate directly with students and parents, respond to enquiries quickly, and build long-term relationships with its audience. This approach is cost-effective and enables Edu Sprint to reach a wider market while strengthening brand awareness and customer engagement.

#### 5.4.4 Place

- **Physical Location (Office Location)**

Edu Sprint plans to establish its office in a strategic area in Puncak Alam, which is known as an education-focused area with a high population of students and families. Puncak Alam is surrounded by schools, residential areas, and higher education institutions, making it a suitable and accessible location for an education-based organization.

The company will rent **two shop lots** to meet operational needs. One lot will function as the main office for administration, management, and student enquiries, while the second lot will be designed as a dedicated teaching and recording space for tutors to conduct online classes professionally. This setup ensures a quiet, structured, and comfortable environment for tutors, which contributes to better teaching quality and smoother class delivery.

Having a physical office also helps increase parents' trust and confidence, as it reflects professionalism and organizational stability. In addition, the location in Puncak Alam provides easy access for tutors, reliable internet infrastructure, and a conducive environment to support online teaching activities.

- **Online Platform (Microsoft Teams)**

Edu Sprint chooses Microsoft Teams as its main online teaching platform due to its efficiency, flexibility, and suitability for structured online learning. Microsoft Teams allows classes to be **clearly separated by subject and level**, making it easier to organize Form 4 and Form 5 classes without confusion.

The platform supports easy uploading and sharing of learning materials, such as notes, slides, videos, and worksheets, enabling students to access resources at any time. Tutors can also assign tasks and assignments directly through the platform, allowing students to submit their work systematically while tutors can monitor progress and provide feedback efficiently.

Microsoft Teams offers multiple recording features, which allow lessons to be recorded and stored for future revision. This is particularly beneficial for students who miss a class or wish to revisit difficult topics. In addition, features such as live chat, screen sharing, and breakout rooms enhance interaction between tutors and students during online lessons.

Overall, Microsoft Teams provides a stable, secure, and user-friendly environment that supports Edu Sprint's objective of delivering high-quality online tuition in an organised and effective manner.

## 5.5 Sales Tactic

Edu Sprint uses several sales tactics to promote its services effectively in line with the objectives of an online tuition business, to attract new students and retain existing ones. These sales tactics are designed based on the needs of Form 4 and Form 5 students, as well as parents' behavior in making decisions regarding their children's education.

One of Edu Sprint's main sales tactics is the use of tiered learning packages. Edu Sprint offers fee options based on the number of subjects taken, namely one subject, three subjects, and five subjects. This strategy allows students and parents to choose packages that suit their academic needs and current financial capability. At the same time, multi-subject packages are offered at more affordable and cost-saving prices when students enrol in a higher number of subjects. This approach encourages customers to upgrade from a single subject to a larger package, thereby increasing the company's sales revenue.

In addition, Edu Sprint applies a trial and trust-building sales tactic by emphasizing the quality of its tutors. By highlighting that tutors are qualified, experienced, and paid at a higher rate, Edu Sprint can assure parents that the fees paid are worthwhile in exchange for high-quality teaching. This trust plays a crucial role in purchasing decisions, particularly in the education sector.

Edu Sprint also adopts an examination-based sales tactic, where promotional activities and marketing communications emphasize the importance of early preparation for the Malaysian Certificate of Education (SPM). By linking tuition services to students' academic goals, such as improving examination results, Edu Sprint creates a sense of need and urgency among students and parents to enroll earlier.

Furthermore, early registration promotions and limited-time discounts are used as sales tactics to encourage quick decision making. Offers such as opening promotions, special early-bird rates, or package promotions help reduce customer hesitation and speed up the purchasing decision. This tactic is particularly effective in the highly competitive tuition market.

Edu Sprint also leverages digital platforms as its primary sales channels, especially through social media and online communication tools such as WhatsApp. Prompt responses to customer enquiries, clear information delivery, and a friendly customer approach help build long-term relationships and increase enrolment rates. Student testimonials and academic achievements are also used as social proof to support the purchasing decisions of new customers.

Overall, Edu Sprint's sales tactics are realistic, effective, and aligned with the concept of an online tuition business. By combining pricing strategies, trust in teaching quality, examination-focused needs, and the use of digital platforms, Edu Sprint can increase sales and establish a strong position in the online education market.

## 5.6 Financial Plan for Marketing

### 5.6.1 Marketing Budget

Category	Monthly Budget (RM)	Period	Purpose
Signboard and Banner	RM500	Monthly	To increase brand visibility in strategic areas such as residential zones and near schools, and to build trust among parents by establishing a physical presence.
Social Media Advertising	RM800	Monthly	To promote Edu Sprint through paid advertisements on platforms such as Instagram and Facebook, targeting students and parents effectively.
Content Creation and Design	RM400	Monthly	To create digital posters, promotional visuals, and short videos for social media marketing and online campaigns.
Promotion and Campaigns	RM300	Monthly	To support special promotions such as early registration discounts, grand opening offers, and limited-time campaigns.

*Table 5.6.1: Marketing Budget*

### 5.6.2 Marketing Capital

Category	Monthly Budget (RM)	Period	Purpose
Brand Identity and Logo Design	RM1,000	One time	To develop a professional brand image including logo, color theme, and brand identity for long-term use.
Website/ Apps Development	RM15,000	One time	To create an official platform for information, registration, and credibility among parents and students.

*Table 5.6.2: Marketing Capital*

## 6.0 Operation

### 6.1 Development

#### 6.1.1 Research and Development

For Edu Sprint, Research and Development (R&D) focuses on improving teaching effectiveness, learning experience, and operational efficiency in an online tuition environment. The research activities are conducted to ensure that Edu Sprint's services remain relevant, competitive, and aligned with students' academic needs.

One key area of research is students' learning needs and performance. Edu Sprint conducts internal research by analyzing students' academic performance, assessment results, and feedback from tutors and students. This research helps identify common weaknesses, difficult topics, and learning gaps among Form 4 and Form 5 students, particularly in preparation for the SPM examination.

Another important research focus is **teaching** methods and lesson delivery. Edu Sprint evaluates different online teaching approaches, such as interactive discussions, recorded lessons, and structured exercises, to determine which methods are most effective in engaging students and improving understanding. Feedback from students is used to continuously refine teaching strategies and lesson structures.

Edu Sprint also conducts research on digital tools and learning platforms. This includes evaluating features within Microsoft Teams, such as assignment management, lesson recording, and communication tools, to enhance class organization and learning efficiency. Research is carried out to ensure that the platform supports smooth class delivery and effective interaction between tutors and students.

In addition, Edu Sprint performs research on market trends and competitors in the online tuition industry. This research helps the company understand pricing strategies, subject demand, and new features offered by competitors. By analyzing these trends, Edu Sprint can improve its services and maintain competitiveness in the education market.

Overall, Edu Sprint's Research and Development activities are continuous and practical, focusing on improving service quality, student outcomes, and operational processes. These efforts support long-term growth and ensure that Edu Sprint delivers high quality and effective online tuition services.

### 6.1.2 Source of Equipment

All the equipment listed is carefully selected to ensure that Edu Sprint's online classes run smoothly and professionally. Essential items such as webcams, microphones, lighting, and iPads are included to provide high-quality video and audio for tutors, which directly enhance students' learning experience. Reliable internet access is also prioritized to prevent interruptions during live classes, while additional equipment like headsets, ring lights, and external hard drives support both teaching and lesson recording activities. The setup ensures that tutors can deliver lessons effectively, organize learning materials, and manage online tasks with ease.

The suppliers for these items are all based in Malaysia, including platforms such as Shopee, Lazada, Senheng, Harvey Norman, and TM Unifi, which makes sourcing convenient, cost-effective, and suitable for a small-scale business like Edu Sprint. Most of these purchases are one-time investments, meaning that they provide long-term value and support the operational needs of the company for years. By carefully choosing reliable and affordable equipment, Edu Sprint can maintain a professional teaching environment while keeping the initial setup cost reasonable for a startup tuition business.

<b>Equipment</b>	<b>Supplier</b>
Whiteboard	Artline Stationery
iPad HUAWEI MatePad	Senheng Eletric Sdn Bhd
Webcam FFINR 1440P Full HD	FFINR Official
Cam Stand Hooys Carbon Steel Multifunction	Hooys Tech Sdn Bhd
Microphone Saramonic Blink500	Saramonic Malaysia
Lighting AXNEN 10 inch Detachable	AXNEN Official
Internet (Unifi 100Mbps)	Telekom Malaysia Berhad (TM Unifi)
Headset with mic	Logitech Malaysia
Ring Light 12 Inch	Neewer Malaysia
External Hard Drive	Western Digital Malaysia

*Table 6.1.2: Edu Sprint Source of Equipment*

### 6.1.3 Office Operation Schedule (Staff and Roles)

<b>Position / Staff</b>	<b>No. of Staff</b>	<b>Monthly Salary (RM)</b>	<b>Main Responsibilities / Tasks</b>
IT Officer	1	RM2,500	Set up and maintain all online equipment, manage the website, and troubleshoot technical issues for online classes.
Operation & Admin Officer	1	RM2,000	Manage class schedules, handle enquiries, student records, leave, and general administrative tasks.
Tutors	5	RM1560	Teach assigned subjects (BM, English, Mathematics, Science, History) online according to weekly schedule.
Social Media Executive	1	RM2,000	Handle marketing activities, social media content creation, promotion campaigns, and online engagement.
Finance Officer	1	RM2,500	Manage financial transactions, record keeping, budgeting, and payment processing.
Project Leader	1	RM4,000	Oversee projects, improve operational efficiency, monitor competitor activities, and implement new strategies.

*Table 6.1.3.1: Position Staff*

#### 6.1.4 Teaching Schedule (Online Classes)

<b>Day</b>	<b>Time</b>	<b>Form</b>	<b>Subject</b>	<b>Tutor</b>
Monday	3:00 PM – 6:00 PM	Form 4	Bahasa Melayu	Tutor 1
Monday	8:00 PM – 11:00 PM	Form 5	Bahasa Melayu	Tutor 1
Tuesday	3:00 PM – 6:00 PM	Form 4	English	Tutor 2
Tuesday	8:00 PM – 11:00 PM	Form 5	English	Tutor 2
Wednesday	3:00 PM – 6:00 PM	Form 4	Mathematics	Tutor 3
Wednesday	8:00 PM – 11:00 PM	Form 5	Mathematics	Tutor 3
Thursday	3:00 PM – 6:00 PM	Form 4	Science	Tutor 4
Thursday	8:00 PM – 11:00 PM	Form 5	Science	Tutor 4
Friday	3:00 PM – 6:00 PM	Form 4	Sejarah	Tutor 5
Friday	8:00 PM – 11:00 PM	Form 5	Sejarah	Tutor 5

*Table 6.1.4: Edu Sprint Working Operation*

## 6.2 Facilities

### 6.2.1 Location of the Business

Edu Sprint's office is strategically located in Puncak Alam, Selangor. The address is 17 Jalan Hillpark 11/9, Bandar Hillpark, Puncak Alam, Selangor. Which is an area with a high concentration of schools, residential communities, and easy access for both students and tutors. The business operates **from** two rented shop lots, one serving as the main office for administration and coordination, and the other as a dedicated teaching and recording space for online classes.

The dual shop lot setup enhances operational efficiency by separating administrative work from teaching activities. The main office handles enrolment, scheduling, finance, and student inquiries, while the second lot provides a quiet, professional environment for tutors to conduct online lessons. This arrangement also allows tutors to record lessons, conduct practice sessions, and prepare teaching materials without interruptions. Overall, the location and facility setup not only support smooth operations but also help establish credibility, professionalism, and a strong presence within the local community.

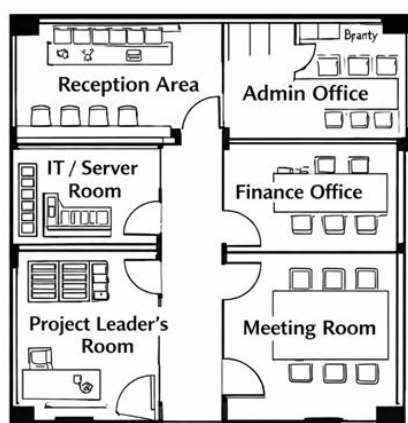


*Figure 6.2.1: Location of Edu Sprit Sdn. Bhd.*

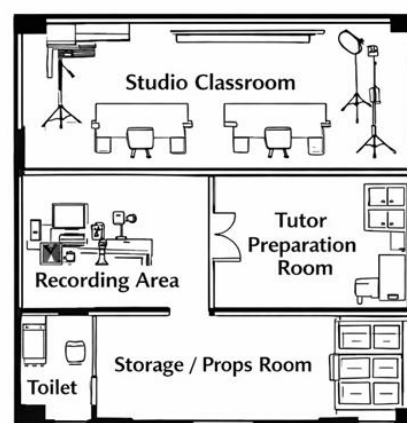
## 6.2.2 Operation Layout

Edu Sprint operates from two separate shop lots, each serving a distinct purpose to ensure smooth and professional operations. Lot A functions as the main office, where all administrative and management tasks are conducted. This includes the reception area, where parents and visitors handle enrolment and general inquiries, and the admin office, responsible for scheduling classes, maintaining student records, and managing daily operations. The lot also houses the IT/server room, which maintains online teaching platforms, network systems, and website management. The finance office manages payments, bookkeeping, and budget reporting, while the project leader's room is designated for overseeing ongoing projects, competitor analysis, and operational improvements. Additionally, a meeting room is provided for internal discussions, strategy planning, and coordination among staff. By centralizing these functions in Lot A, Edu Sprint ensures that administrative, financial, and strategic operations run efficiently, forming a strong backbone for the company.

Lot B, on the other hand, is dedicated entirely to teaching and recording activities, providing a professional and distraction-free environment for tutors. The main studio classroom allows tutors to conduct online lessons using high-quality cameras, microphones, and lighting equipment. A recording area is set up to capture lessons for students who wish to review sessions later or for revision purposes. The tutor's preparation room is available for lesson planning, preparing teaching materials, and practicing delivery before classes begin. Finally, a storage room keeps all essential teaching equipment such as tripods, whiteboards, lighting, and other educational props organized and accessible. This separation of administrative and teaching spaces allows Edu Sprint to maintain a seamless workflow, where operational tasks and educational delivery can function simultaneously without disruption, ensuring a high-quality experience for both tutors and students.



**Lot A: Main Office**



**Lot B: Teaching & Recording Room**

### 6.2.2.1: Office and Teaching Area Layout

### 6.2.3 Operation Overhead

No.	Items	Cost Per Year (RM)
1.	Rental 12 x RM3000	RM36,000
2.	Utilities (Electricity, Water, Internet backup) 12X RM700	RM8,400
3.	Business Premise License	RM500
4.	Office Maintenance and Cleaning 12 X RM300	RM3,600
<b>TOTAL OPERATION OVERHEAD COST</b>		<b>RM48,500</b>

*Table 6.3.3: Overhead Cost*

### 6.2.4 Training and Development

Training and development play an important role in ensuring that Edu Sprint delivers high quality online education consistently. As an online tuition provider focusing on Form 4 and Form 5 students, Edu Sprint places strong emphasis on continuous improvement of tutors and staff to meet academic standards, technological requirements, and student expectations. Through structured training programmed, Edu Sprint aims to enhance teaching effectiveness, operational efficiency, and overall service quality.

For tutors, training focuses on **teaching methodologies, syllabus updates, and effective online delivery techniques**. Tutors are trained on how to conduct engaging online lessons, manage virtual classrooms, use digital whiteboards, and interact effectively with students through online platforms. Special attention is given to SPM-oriented teaching strategies, including exam techniques, marking schemes, and common student weaknesses. Regular internal training sessions and sharing sessions among tutors are conducted to ensure consistency in teaching quality across all subjects.

In addition, Edu Sprint provides **technical training** for tutors and staff to ensure smooth use of the selected online platform, Microsoft Teams. This includes training in class scheduling, uploading learning materials, managing assignments, recording lessons, and handling basic technical issues during live classes. By equipping tutors with strong digital skills, Edu Sprint minimizes disruptions during lessons and enhances the overall learning experience for students.

For administrative and operational staff, training focuses on customer service, system management, communication skills, and data handling. Staff are trained to respond professionally to parent inquiries, manage student records, handle enrolment processes, and coordinate class schedules efficiently. The IT personnel receive additional training related to website maintenance, equipment setup, and platform troubleshooting to support daily operations.

Edu Sprint also emphasizes **continuous development** through feedback and performance evaluation. Tutors and staff receive constructive feedback based on student performance, class engagement, and parent responses. This allows Edu Sprint to identify areas for improvement and provide targeted development support. Overall, the training and development strategy ensures that Edu Sprint maintains high teaching standards, adapts to changes in educational requirements, and sustains long-term growth as a competitive online tuition provider.

## 6.3 Equipment

### 6.3.1 Teaching Equipment

Equipment	Supplier	Unit Price (RM)	Quantity	Total (RM)
Whiteboard	Artline Stationery	RM39	2	RM78
iPad HUAWEI MatePad	Senheng Electric Sdn Bhd	RM999	4	RM3996
Webcam FFINR 1440P Full HD	FFINR Official	102.17	2	RM204.34
Cam Stand Hooy's Carbon Steel Multifunction	Hooy's Tech Sdn Bhd	RM15.89	2	RM31.78
Microphone Saramonic Blink500	Saramonic Malaysia	RM159	2	RM318
Lighting AXNEN 10 inch Detachable	AXNEN Official	RM35.95	2	RM71.90
Internet (Unifi 100Mbps)	Telekom Malaysia Berhad (TM Unifi)	RM259	1	RM259
Headset with mic	Logitech Malaysia	RM59	2	RM198
Ring Light 12 Inch	Neewer Malaysia	RM29	2	RM58
<b>TOTAL</b>				<b>RM5,215.02</b>

6.3.1.1: List of Teaching Equipment

### 6.3.2 Office Supplies

Item	Quantity	Estimated Cost (RM)
Pen	15	RM25
Scissor	3	RM8
Marker	10	RM30
A4 Paper	10	RM130
File	15	RM25
Stapler	4	RM12
Ink Cartridge	5	RM80
External Hard Drive	1	RM150
<b>Total</b>		<b>RM460</b>

#### *6.3.2: List of Office Supplies*

**Total Teaching Equipment: RM5,215.02**

**Total Office Equipment: RM460**

## 7.0 MANAGEMENT TEAM AND COMPANY STRUCTURE

### 7.1 Management Team

EduSprint Academy is structured with a clear, efficient management system to ensure an effective online tuition service. The team is managed by five important people in the company, led by Nurul Huda binti Haseri, followed by Siti Nurfatihah binti Mohd Faisal, Agnes Munga Peterus, Batrisyia Najwa binti Mohamad Azi, and Wan Norsyafiqah binti Shahrir. These 5 individuals play a vital role in the company, especially in ensuring that all operations and human resources are in place to support the company's long-term goals and future endeavours.



Figure 7.1: Organizational Charts

EduSprint Academy is led by Nurul Huda binti Haseri (Huda) as the Chief Executive Officer (CEO), who is responsible for setting strategic goals, monitoring overall operations, and helping the company achieve its vision, mission, and objectives. Supporting the CEO is Siti Nurfatimah binti Mohd Faisal as the Chief Operations Officer (COO) who is responsible for ensuring operational productivity by managing day-to-day activities, staff recruitment, and digital platform efficiency. Financial planning, budgeting, and financial control are handled by Agnes Munga Peterus as the Chief Financial Officer (CFO), who maintains the company's financial sustainability, transparency, and compliance with financial regulations.

EduSprint Academy also includes two specialized leadership roles to strengthen its competitive position in the education market. Batrisyia Najwa binti Mohamad Azi serves as the Head of Industry and Market, focusing on market research, competitive analysis, branding strategies, and identifying growth opportunities. Meanwhile, Wan Norsyafiqah binti Shahrir serves as Head of Product and Services, responsible for the quality of educational content, curriculum development, and the overall user experience of the online platforms. Together as a team, management at EduSprint Academy enables effective decision-making, accountability, and collaboration across departments.



**CHIEF EXECUTIVE OFFICER (CEO)**

Name	Nurul Huda binti Haseri
Identity card number	980527-03-0782
Age	28 years old
Permanent Address	No 57 Jalan Ceri 6/4, Bandar Hillpark, 42300 Puncak Alam, Selangor.
E-mail	nuhuda98@gmail.com
Telephone Number	011-37575424
Marital Status	Married
Academic Status	Bachelor of Information Science (Hons.) Content Management
Course Attended	<ul style="list-style-type: none"> <li>• Entrepreneurship and New Venture Creation (University course)</li> <li>• Digital Content Management and Online Media</li> <li>• Basic Digital Marketing &amp; Social Media Strategy</li> </ul>
Skills	<ul style="list-style-type: none"> <li>• Leadership and team coordination</li> <li>• Basic business planning and organization</li> <li>• Communication and presentation skills</li> <li>• Content planning for online learning</li> </ul>
Experiences	<ul style="list-style-type: none"> <li>• Operations Internship @ Online Learning Startup (2010)</li> <li>• Finance Internship @ SME / Startup (2013)</li> <li>• Freelance / Part-time Online Tutoring (2015-2019)</li> </ul>



**CHIEF OPERATION OFFICER (COO)**

Name	Siti Nurfatimah binti Mohd Faisal
Identity card number	001018-07-0153
Age	26 years old
Permanent Address	No 1, Jalan Hillpark Iris 11/1C, Bandar Hillpark, 42300 Puncak Alam, Selangor
E-mail	snurfatihah548@gmail.com
Telephone Number	011-69851276
Marital Status	Single
Academic Status	Bachelor of Information Science (Hons.) Content Management
Course Attended	<ul style="list-style-type: none"> <li>• Digital Education Management &amp; E-Learning Operations</li> <li>• Data Protection &amp; Cybersecurity for Online Platforms</li> <li>• Digital History &amp; Online Teaching Tools</li> <li>• Assessment &amp; Examination Techniques in History</li> </ul>
Skills	<ul style="list-style-type: none"> <li>• History content mastery</li> <li>• Curriculum planning</li> <li>• Source analysis</li> <li>• Exam-oriented teaching techniques</li> <li>• Digital teaching tools proficiency</li> <li>• Student assessment and feedback</li> <li>• Data Management</li> </ul>
Experiences	<ul style="list-style-type: none"> <li>• Online History Tutor (2020 - Present)</li> <li>• Academic Support - History (2018–2019)</li> <li>• Data Management Assistant (2018–2020)</li> </ul>



**CHIEF FINANCIAL OFFICER (CFO)**

Name	Agnes Munga Peterus
Identity card number	930209150082
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Permanent Adress	No 16, Jalan Bestari 1/7, Puncak Bestari, 42300 Puncak Alam, Selangor
E-mail	agnespeterus@gmail.com
Telephone Number	0112638684
Marital Status	Married
Academic Status	Bachelor of Information Science (Hons.) Record Management
Course Attended	<ul style="list-style-type: none"> <li>• Financial Management for Entrepreneurs</li> <li>• Entrepreneurial accounting and budgeting</li> <li>• Business Planning and Financial Forecasting</li> </ul>
Skills	<ul style="list-style-type: none"> <li>• Records management</li> <li>• Business planning and financial forecasting</li> <li>• Analytical and problem-solving skills</li> <li>• Educational content creation</li> <li>• Lesson planning and curriculum development</li> <li>• Communication and presentation skills</li> </ul>
Experiences	<ul style="list-style-type: none"> <li>• Online Bahasa Melayu Tutor (2020 – Present)</li> <li>• Account and Record Management (2017-2019)</li> <li>• Project Financial Management (2016-2017)</li> </ul>



### HEAD OF INDUSTRY & MARKET

Name	Batrisyia Najwa binti Mohamad Azi
Identity card number	011001-01-1001
Age	25 years old
Permanent Adress	No 23, Jalan Eco Grandeur 8/1E, Eco Grandeur, 42300, Bandar Puncak Alam, Selangor.
E-mail	najwatrisy@gmail.com
Telephone Number	012-4805414
Marital Status	Single
Academic Status	Bachelor of Information Science (Hons.) Content Management
Course Attended	<ul style="list-style-type: none"> <li>• Digital Marketing &amp; Social Media Strategy</li> <li>• Digital Content Management and Online Media</li> <li>• Data Protection &amp; Cybersecurity for Online Platforms</li> <li>• Digital Education Management &amp; E-Learning Operations</li> </ul>
Skills	<ul style="list-style-type: none"> <li>• Market research and customer analysis</li> <li>• Industry trend analysis and opportunity identification</li> <li>• Digital marketing strategy and social media planning</li> <li>• Content planning and brand positioning</li> <li>• Analytical thinking and strategic planning</li> <li>• Communication and presentation skills</li> </ul>
Experiences	<ul style="list-style-type: none"> <li>• Marketing Executive</li> <li>• Part-Time Sales &amp; Customer Support Assistant</li> <li>• Business Development Assistant</li> <li>• Customer Relationship &amp; Sales Support Officer</li> <li>• Freelance Digital Marketer / Content Strategist</li> </ul>



### HEAD OF PRODUCT & SERVICES

Name	Wan Norsyafiqah Binti Shahrir
Identity card number	021112081064
Age	24
Permanent Address	24B Jalan Simfoni, 42300 Puncak Alam, Selangor
E-mail	wannorsyafiqahsahrir@gmail.com
Telephone Number	0106567401
Marital Status	Married
Academic Status	Bachelor of Information Science (Hons.) Information Systems
Course Attended	<ul style="list-style-type: none"> <li>• Effective Online Teaching Strategies for SPM Subjects</li> <li>• Classroom Management for Secondary Level Education</li> <li>• SPM Science Syllabus Familiarisation Workshop</li> <li>• Science Practical &amp; Experiment Safety Training</li> </ul>
Skills	<ul style="list-style-type: none"> <li>• SPM Examination Question Analysis (Science)</li> <li>• Techniques for Answering Structured &amp; Objective Science Questions</li> <li>• Marking Scheme &amp; Answering Techniques for SPM Science</li> </ul>
Experiences	<ul style="list-style-type: none"> <li>• Conducted weekend/group study sessions for junior students in science subjects</li> <li>• Organized simple practical experiments and revision quizzes to enhance understanding</li> <li>• Provided online tuition for SPM Science via Zoom/WhatsApp, focusing on key exam topics and question-solving techniques</li> <li>• Prepared lesson notes, quizzes, and mini assessments for students</li> </ul>

## 7.2 External Resources and Services

Resource/Services	Purpose	Frequency	Provider/Contact	Estimated Cost (RM)
App Development	Build mobile and web-based educational applications.	Project-Based	TechNova Solutions	15000
Accountant	Providing bookkeeping, tax compliance, and financial reporting services.	Monthly	PrimeLedger Advisory & Accounting	850
App Maintenance and Bugs	Offering system maintenance, bug fixing, security updates, and performance optimization.	Monthly	CodeCare Technologies	3000
Cloud Hosting	Provide secure server hosting, data storage, and backup solutions.	Monthly	CloudSphere Malaysia	200
IT Support	Provide technical support including troubleshooting login issues, system errors, and basic network problem	Monthly	NetAssist IT Services	500

*Table 7.2: List of External Resources and Services*

### 7.3 Human Resources

Name and Position	Total	Monthly Salary (RM)	EPF 13% (RM)	SOCSSO (RM)	Share of Ownership	Total (RM)
Chief Executive Officer (CEO) - Nurul Huda binti Haseri	1	5,500	660	-	50%	6,160.00
Chief Operation Officer (COO) - Siti Nurfatimah binti Mohd Faisal	1	5,000	600	87.50	15%	5,687.50
Chief Financial Officer (CFO) - Agnes Munga Peterus	1	5,000	600	87.50	15%	5,687.50
Head of Industry & Market - Batrisyia Najwa binti Mohd Azi	1	4,500	585	78.75	10%	5,163.75
Head of Product & Service - Wan Norsyafiqah binti Shahrir	1	4,500	585	78.75	10%	5,163.75
<b>Total</b>	<b>5</b>	<b>24,500</b>	<b>3,030</b>	<b>332.50</b>	<b>100%</b>	<b>28,312.50</b>

*Table 7.3: EduSprint Academy Management Compensation and Ownership*

FULL TIME STAFF

Position	Qty	Basic Salary (RM)	EPF 11% (RM)	SOCSSO+EIS (RM)	Total Monthly (RM)
IT Officer	1	2,500	325	42.85+4.90 = 47.75	2,872.75
Operation & Admin Officer	1	2,000	260	34.15+3.90 = 38.05	2,298.05
Social Media Executive	1	2,000	260	34.15+3.90 = 38.05	2,298.05
Finance Officer	1	2,500	325	42.85+4.90 = 47.75	2,872.75
Project Leader	1	4,000	520	69.15+7.90 = 77.05	4,597.05
<b>Total</b>	<b>5</b>	<b>13,000</b>	<b>1,690</b>	<b>248.65</b>	<b>14,938.65</b>

Table 7.4.1: EduSprint Academy Full-time staff salary

PART TIME STAFF

Position	Qty	Salary x Hour x days (RM)
Tutor	5	60/hour x 6 hours x 4 days = 1,560 1560 x 5 = 7800
<b>Total</b>	<b>5</b>	<b>7,800</b>

Table 7.4.2: EduSprint Academy Part-time Staff Salary

#### 7.4 Advisory Board

<b>Name</b>	<b>Expertise</b>	<b>Role &amp; Contribution</b>
Nurin Aqilah binti Mohd Hanizam	Accountant	Review financial reports, ensure transparency, and advise on the selection of accounting service
Muhammad Khairul Hanif bin Khairul Hafiz	App Development	Evaluate development proposals, and ensure the app design supports long-term growth and user experience.
Hafizzudin bin Jasin	App Maintenance and Bugs	Review maintenance performance, advise on update priorities, and ensure issues are resolved efficiently.
Muhammad Farid bin Mohd Ghazali	Cloud Hosting	Ensure hosting solutions are secure, scalable, and compliant with data protection requirements while balancing performance and cost efficiency.
Muhammad Fairuz bin Mohd Faisal	IT Support	Ensure adequate technical support for users and promote best practices in system security and data protection.

*Table 7.4: Advisory Board*

## 7.5 Organizational Budget

<b>Administrative Expenditure Budget</b>	
	RM
<b>Fixed Asset</b>	
Land and building	-
Office furniture and setup	3,000
Office equipment	4,956.02
Business fixtures	4,000
<b>Working Capital</b>	
Staff salaries (51,051.15 x 12)	612,613.80
Utility (700 x 12)	8,400
Internet expenses (259 x 12)	3,108
<b>Other expenditure</b>	
Office supplies	460
Office renovation	5,000
Office maintenance (300 X 12)	3,600
<b>Pre-operations</b>	
Rental deposit	3,000
<b>TOTAL</b>	<b>648,137.82</b>

*Table 7.5: Administrative Expenditure Budget*

## 8.0 FINANCIAL PROJECTION

The budget is based on thoughtful estimates that consider how an online tuition service operates. It also includes how many students may join and how to keep costs low at the start. According to Jaggurotu, Aggarwal, Dixit and Mohan (2024), they stated that many startups fail early due to the same mistake. They do not manage their money well. Poor financial management often leads to many problems.

### 8.1 Start-up Cost

Start-Up Cost	Cost (RM)	Own Funds (RM)	Loan (RM)
<b>Capital Expenditure: Administrative</b>			
Office Furniture and Setup	3000	3000	-
Office Equipment	4956.02	4956.02	-
Business Fixtures	4000	4000	-
<b>Subtotal Administrative</b>	<b>11,956.02</b>	<b>11,956.02</b>	-
<b>Capital Expenditure: Operation</b>			
Teaching Equipment	5215.02	5215.02	-
Office Supplies	460	460	-
<b>Subtotal (Operation)</b>	<b>5,675.02</b>	<b>5,675.02</b>	-
<b>One Time Start- Up Expenditure</b>			
Brand Identity And Logo Design	1000	1000	-
Website/ App Development	15000	-	15,000
Office Renovation	5000	5000	-
<b>Subtotal (One Time Start- Up Expenditure)</b>	<b>21,000</b>	<b>6000</b>	<b>15,000</b>
<b>Pre-Operations</b>			
Rental Deposit (2x1500)	3000	3000	
<b>Total</b>	<b>41,631.04</b>	<b>26,631.04</b>	<b>15,000</b>

Table 8.1: Start Up Cost

## 8.2 Working Capital

Working capital is important to make sure EduSprint Academy can run smoothly in its early stage without any money problems. Mohanty et al. (2023) stated that proper planning and control of working capital help a business stay strong because it can manage costs and keep its finances stable.

Working Capital	RM	Fixed	Variable
<b>Marketing:</b>			
Signboard And Banner	500	500	-
Social Media Advertising	800	800	-
Content Creation And Design	400	400	-
Promotion And Campaigns	300	-	300
<b>Subtotal (Marketing)</b>	<b>2000</b>	<b>1700</b>	<b>300</b>
<b>Administrative:</b>			
Management Salaries	28,315.50	28,315.50	-
Full Time Staff Salaries	14,938.65	14,938.65	-
Utilities	700	700	-
Internet	259	259	-
Office Maintenance	300	300	-
Accountant	850	850	-
<b>Subtotal (Administrative)</b>	<b>45,363.15</b>	<b>45,363.15</b>	<b>-</b>
<b>Operation:</b>			
Part-Time Tutors	7800	-	7800
Cloud Hosting	200	200	-
It Support	500	500	-
App Maintenance	3000	3000	-
<b>Subtotal (Operation)</b>	<b>11,500</b>	<b>1000</b>	<b>7800</b>

<b>Total Working Capital (Monthly)</b>	<b>58,863.15</b>	<b>48,063.15</b>	<b>8100</b>
<b>Working Capital + Contingencies (10%)</b>	$10\% \times 58,863.15$ $= 0.10 \times 58,863.15$ $= 5886.02$		
<b>Total Working Capital Required</b>	<b>Total Working Capital (Monthly) + Total Variable Cost (Monthly) + 10% Contingency</b> $58,863.15 + 8100 + 5886.02$ $= 72,849.17$		

*Table 8.2: Working Capital*

### 8.3 Start-up capital and financing

EduSprint Academy will be financed through a combination of owner’s equity and bank loans to support initial investment and operational needs.

Descriptions	RM
Estimated Start-Up Capital	41,631.04
<b>Financing:</b>	
Equity: Share & Venture Capital	30306.04
Loan	15,000
<i>Annual Interest Rate</i>	6%
<i>Loan Duration (Years)</i>	5

*Table 8.3: Start-up capital and financing*

### 8.4 Sales Forecast

The sales forecast is based on the estimated number of enrolled Form 4 and Form 5 students. The average monthly fee is estimated at RM50 per student. This estimate comes from the package of 1 subject for RM35, 3 subjects for RM79 and 5 subjects for RM99 with the assumption that most students will choose the cheaper and mid-range option as the start. Zhang et al. (2023) stated that sales forecasting using data trends helps businesses plan pricing and predict customer growth.

Year	Average Students	Revenue (RM) Avg Stu x RM50 x 12 Months
<b>Year 1</b>	217	130,200
<b>Year 2</b>	300	180,000
<b>Year 3</b>	420	252,000

*Table 8.4: Sales Forecast*

## 9.0 PROJECT MILESTONE

Project milestones highlighting the key activities and timelines needed for the successful establishment and operation of EduSprint Academy. This schedule ensures critical tasks are completed on time, supporting efficient resource allocation and reducing operational risks. By following this milestone, EduSprint Academy can progress systematically from setup to full operation and sustainable growth.

### 9.1 Main Activities and Deadlines

No.	Month	Activities	Responsible Members
1.	Month 1	Business incorporation and office planning	CEO, CFO
2.	Month 2	Office renovation and equipment purchase	COO, Head of Product & Service
3.	Month 3	Office furnishing and studio setup	COO, IT Support
4.	Month 4	System design and tutor recruitment	COO, Head of Product and Service, IT Support
5.	Month 5	App development and prototype completion	Head of Product & Service, App Developer
6.	Month 6	System testing and onboarding	Head of Product & Service, IT Support, COO
7.	Month 7	Beta launch and student registration	Head of Industry & Market, COO
8.	Month 8	Official launch and first classes	CEO, COO, Tutors
9.	Month 9-10	Service expansion and system optimization	CEO, COO, Head of Product & Service
10.	Month 11-12	Performance review and growth planning	All Members and Advisory Board

## 9.2 EduSprint Academy Project Gantt Chart

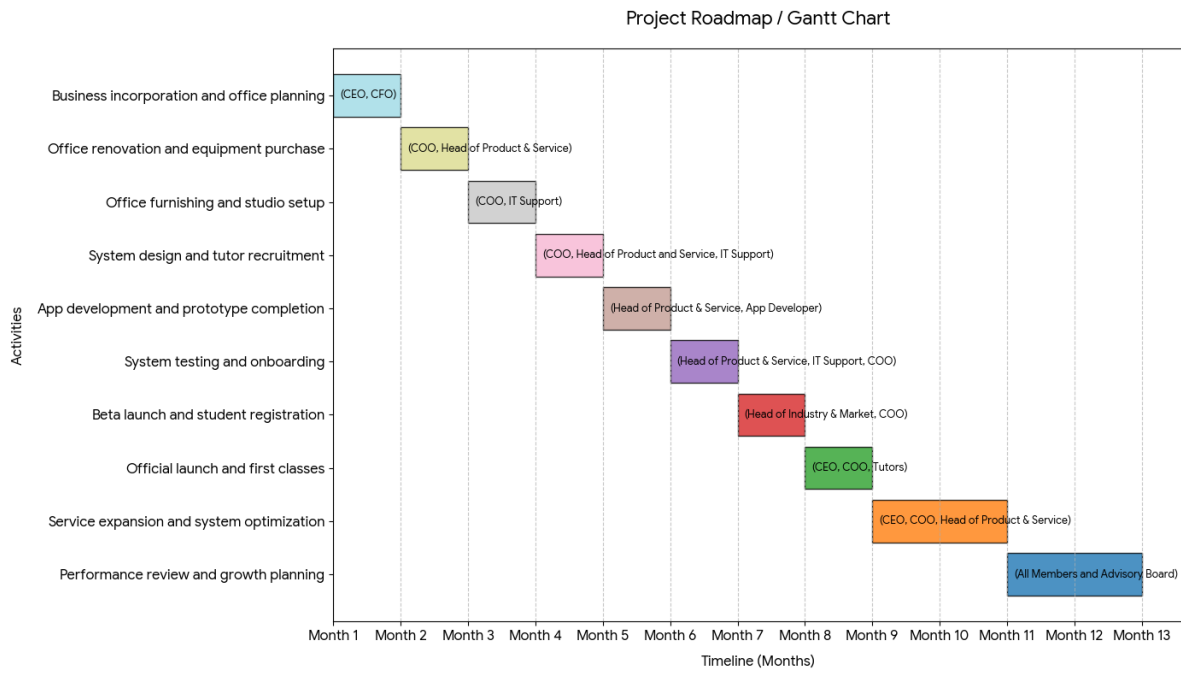


Figure 9.2: EduSprint Academy Project Milestone/Roadmap Gantt Chart

## **10.0 CONCLUSION**

To conclude, EduSprint Academy is a modern online tuition center in Malaysia. We help secondary school students, especially those taking SPM. We offer high-quality, flexible, and affordable lessons. Unlike other traditional tuition centers, which can be expensive and hard to get. To help the students, our online classes employ short, targeted lessons that taught by expert teachers. We built this academy with our sustainability in mind. It allows us to reduce cost and put more money into improving lessons and hiring talented educators.

Our leader's strong leadership guarantees steady advancement and success. The further development of EduSprint has four main goals. First, we aim to reach more students. We want to help students all over Malaysia, not just in Selangor. We will do this through social media, referral rewards, and work together with schools and local organizations. Next is we plan to provide better lessons. We plan to add more subjects and special 'crash courses' for examination prep. In the future, we hope to use our own advanced software tools to monitor student grades and give them personalized study plans.

After that, we planned to improve our technology. The website and app will continuously be improved. Our last goal is to attract and recruit top-quality teachers. As we grow, we will hire more great tutors. It is not only great, but teachers have some techniques for easy understanding of hard questions or calculations. We also will provide them with regular training and check their performance. All this to ensure every student gets the best and most fun education.

In brief, EduSprint has a clear plan to become the leading online school in Malaysia. We are ready to grow and help more students succeed in the digital age. Along with our strong team and smart use of technology. All these planning or goals show that EduSprint Academy is ready to grow. EduSprint Academy wants to make learning easier and better for students from all over Malaysia, either in Borneo or Peninsular. This academy gives lessons that are clear, short and fun with help from experienced teachers. Students can learn at their own pace using our website and app. Good technology and smart teaching methods will help more students and EduSprint can accelerate success.

## 11. REFERENCES

- Jaggurotu, N., Aggarwal, H., Dixit, H., & Mohan, C. (2024). The Role of Financial Mismanagement in Early Startup Failures. [https://www.researchgate.net/profile/Chippy-Mohan/publication/389491253\\_The\\_Role\\_of\\_Financial\\_Mismanagement\\_in\\_Early\\_Startup\\_Failures/links/67c3fce28311ce680c793b46/The-Role-of-Financial-Mismanagement-in-Early-Startup-Failures.pdf](https://www.researchgate.net/profile/Chippy-Mohan/publication/389491253_The_Role_of_Financial_Mismanagement_in_Early_Startup_Failures/links/67c3fce28311ce680c793b46/The-Role-of-Financial-Mismanagement-in-Early-Startup-Failures.pdf)
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- Zhang, B., Tseng, M. L., Qi, L., Guo, Y., & Wang, C. H. (2023). A comparative online sales forecasting analysis: Data mining techniques. Computers & Industrial Engineering, 176, 108935. <https://www.sciencedirect.com/science/article/abs/pii/S0360835222009238>