

CHAPTER 5

DESIGN OF THE SCHOOL

5.1 Business Plan

Writing a business plans always help in looking ahead, allocating resources, focusing on key points, and preparing and understanding the problems and opportunities of the business. It also helps to understand the nature of the business one is starting and the factors involved. This school's business plan is explaining its nature and its resources. This school would be based on quality and modern education, the traditional way of teaching would not be applied and a modern way of teaching in a communicative way would be used, in which participation of students would be the focus. An appealing and competitive environment would be created, where the element of competition would appeal to the students to desire to get an education from this school. This business plan is the helpful tool and explaining all the issues related to the school with business perspective, including financial resources and logistics of the schools.

5.1.1 Description of the Business

This business is about the language school in the second largest city of the province Sindh in Pakistan. This language school will offer different language courses, but in the initial phase it will offer only 3 courses as per demand of the course and later, after one year of time, it will offer different courses to reflect the market needs that have arisen. This school will teach English in different ways than other common place schools and will use Communicative language teaching approach. It will also utilise technological things such as computers, internet as well as video/audio. Quality education, as considered in Pakistan, is a good investment and as such it will be ensured in this school, and parents will prefer to send their children to this school.

5.1.2 Marketing Research

Marketing research will help to identify the target learners and the demand of the business in that particular area. It also helps to identify the other businesses and competitors. Place will also be considered in the marketing research for such sort of business. Here before opening the school I will do some marketing research to find out learners needs and demands for learning English.

5.1.3 Name and Logo

School name and logo are the identity of the school. People know about a school by the name and sometimes by the logo as well. The school name will be

decided after the marketing research, taking into account such things as what other school's names are and what will attract the customers.

5.1.4 Target Client

My target clients will be students of Hyderabad Sindh, especially the intermediates, who just completed their 12 years education in college, an age group of 16 to 19, who are planning to join University of Sindh or other Universities. Hyderabad is the second largest developed city of the province of Sindh. Mostly people are educated and financially secure and are motivated to support their children's education financially.

5.1.5 Recruitment Process

This is a major factor and actually school businesses depend on it because teachers are the ones who can make the school's reputation good or bad. So for this school I plan to hire high qualified teachers with a minimum degree of a bachelor in English. All teachers will be non-native and preferably from the same city. The reason to choose only non-native teachers is because it will not be so difficult find teachers to hire and because the country's political situation makes it hard to hire native speakers of English. It is not secure for the native speakers of English and another big issue is salary when considering the currency difference between Pakistan and the countries that native English speakers come from. If I appoint the native speakers I will have to give high salaries and have to provide housing and security. The selected teachers should have some teaching experience as well with their degree in English. But for the CLT methodology, I plan to train them before they start teaching, since it is a new

teaching method in Pakistan. I plan to offer a certificate course in the start and will appoint 2 or 3 well qualified and trained teachers of CLT methods to give training to the teaching staff. Teachers will be trained to use the CLT approach and how to apply this approach in the language classroom. They should also be friendly and motivated to help the students to the best of their ability. The major thing of recruitment is that the selection of teachers would be based on adaptation of the modern way of teaching, so teachers would not only be qualified but confident for adopting a new way of teaching.

5.1.6 Legal Aspects/License

License is a kind of authority from the government of that particular region. For this school I will apply for the license from the government of Sindh. There is always some kind of licensing fee which every business holder will have to pay to the government on a monthly, quarterly or yearly basis.

5.2 Resources/Logistics of the School

Every business depends on two major resources: human and physical. Every human needs physical resources to help them to work. Every school has different kinds of physical resources and it depends on the school as to how much money will be spent to have all the technical and physical resources and also to bring more focus of their customers. This school will provide different kinds of resources for the learners as well as the teachers. It will give them all kinds of modern facilities not only in classrooms but in whole school.

5.2.1 Premises/Location

This school will be in Saddar, the centre of the Hyderabad city. This is the most educated area and most of the Government and private schools and colleges are in this area. The reason for choosing this area is because it will be convenient for the students and the teachers who are in the area, since it is difficult to travel with most of the city roads as crowded as they are and filled with so many traffic jams. This area also is a safe area because of the many locations of both army and police head quarters, which will be encouraging for both parents and especially for girls. Also parents will have good transport facilities for dropping off and picking up their children.

5.2.2 Classrooms

Classrooms should be according to the student's need and according to the market demand; this means that the school should be well furnished with tables, chairs, white boards, lights, fans and air conditioners. The size of the classrooms will be according to the number of students, so mostly classrooms will be big in size.

5.2.3 Resource Room for Students/Self Access Centre

Self access centre (SAC) also called multi-media room. There will be main focus on this room because many language schools in Hyderabad Sindh don't have these kinds of facilities and students only have libraries to sit in but they do not have facilities like a multi-media room where students can have easy access of computers, internet, DVDs, CDs. They can get benefits and can practice their listening and speaking skills by their own. This room will also have different resources such as,

magazines, newspapers and books. This room will be the largest room in the school building, and many students can use this room at the same time. This room will have its own staff who look after technical things and keep the books organized.

The self Access room is the place where students spend their most of the time, so it will have all the necessary facilities, such as nice tables, chairs, lights, fans and air-conditioners. Other local students and professional people also can use this room with a membership card and can sit there and read books. Only students and teachers of the school will have permission to issue the books.

5.2.4 Teachers Room

There will be one teacher room with most of the facilities, where teachers can sit, discuss and can prepare their lesson plans. This room will be equipped with tables, chairs, water coolers and shelves where teachers can keep their books and other teaching materials.

5.2.5 Resources and Equipment

Teachers usually need different equipment to help to teach, such as a photo copier, computers, cassette recorders and printers, paper sheets, markers and maps. There will be one room with all this equipment for teachers to easily access.

5.3 CONCLUSION

In conclusion, it is important to note that the users of English are increasing all over the world. English has become the language of knowledge and the language of worldwide communication. But the position of

English in Pakistan is in need of change and facing many challenges. The people of Pakistan lack the communicative skills necessary to work in English and to communicate with the rest of the world in English. This project's idea is one step towards redressing the issue of communicative skills. This project is a model for those who want to open the language schools in Pakistan by using the communicative method. This project will help them to understand the situations and then establish a school according to those situations. A goal of this project was to attempt to design a school structure and moreover, the research has also clarified what necessary steps have to be taken to establish and run a language school as outlined in this project. It will be helpful for the Pakistani learners if we change the teaching methodologies and teach them and give them the opportunities to use the language.