INFO REQUIRED FROM eLEARNING

Summary of Services

Describe the services you offer, how they are provided and by whom, and plans for future service offerings.

Service Description

Provide more detail on the services the E-Learning division offers. Cover the main points including:

- What are the services?
- How much does each service cost?
- What need does each service fill?

Competitive Analysis

Discuss how the division is positioned in the Market. Think about specific kinds of benefits and features, comparing where you think you can show the difference.

- Why do people use your services instead of other services offered in the same general categories?
- What benefits the division offer, at what price, and to whom?
- How does the division mix compare to others?

Market Analysis

Describe the different groups of target customers included in your market analysis and explain why the division is selecting these as targets. You may also want to summarize market growth, citing highlights of some growth projections.

Market Segmentation

The market segmentation concept is crucial to market assessment and market strategy. Explain the segmentation, define the different classifications, and develop as much information as you feel you need to about the customers within each market segment group.

Market Needs, Trends, Growth

Define your offering based on the buyer needs the division satisfies, not on what you have to sell.
Explain the target market needs that relate to the services the division offer:

- Did the need exist before the service was offered?
- Are there other services that offer different ways to satisfy this same need?
- Do you have market research related to this market need?
- What factors seem to be changing the market, or changing the business?
- What developing trends can make a difference?

Promotion Strategy, Sales Forecast

Describe your promotion strategy, how you spread the word about your business to your future customers. Think of it in the broader context, including the whole range of advertising, public relations, events, direct mail, seminars, and sales literature. How does your promotion strategy fit with the rest of your strategy?

Management Team, Organizational Chart