

VB Excellence: Know Us

Key Problems <ul style="list-style-type: none"> • Lack of Brand Awareness. • Logo does not represent us; our youth, our vibration, our dynamism. • Logo does not represent our users: students! • The Design of the website is weak. • Lack of social proof 	Key Solutions <ul style="list-style-type: none"> • Brand Refresh • Encourage Students to engage on Facebook. 	Unique Value Propositions <ul style="list-style-type: none"> • Sessions tailor made to suit students requirements • Friendly, passionate and approachable distinction tutors recruited on merit. • Transparent and fair pricing and service offerings • Student-Centric Learning • Honesty and Integrity • Consistent testing and application of knowledge • Online Learning System & Support • Flexible approach: whatever our students need • Use of technology to simplify learning journey 	Customer Relationship <ul style="list-style-type: none"> • Social Media • Target Setting • Individually designed learning journey for every student • Mentoring & Guidance • Care and progress calls • Dedicated Learning Support 	Customer Segments <ul style="list-style-type: none"> • University Students: (Year 1 throughout to PhD) <ul style="list-style-type: none"> - Finance - Business - Accounting - Economics • Professional Students: <ul style="list-style-type: none"> - ICAEW - FAB - ACA - ACCA - CFA - ICAS • Pre-University Students: (A-level and GCSE) <ul style="list-style-type: none"> - Maths - Accounting - Economics - Business
About Us <p>We help Finance, Accounting, and Business students excel in their exams through Private Tuition. 70% of our students achieve a First Class (Distinction); nearly 30% achieve a 2:1 (Merit).</p> <p>We currently only cater to the University and Professional (ICAEW CFAB, ACA, ACCA, ICAS, CFA) levels, but are looking to teach at the A-Level and GCSE Levels soon.</p>		Revenue Stream <ul style="list-style-type: none"> • Private Tuition • Group Tuition • Classroom Teaching • Professional Trainings 		