

## VB Excellence: Know Us

<b>Key Partners – Problems</b> <ul style="list-style-type: none"> <li>• Lack of Brand Awareness.</li> <li>• Logo does not represent us; our youth, our vibration, our dynamism.</li> <li>• Logo does not represent our users: students!</li> <li>• The Design of the website is weak.</li> <li>• Lack of social proof</li> </ul>	<b>Key Activities – Solution</b> <ul style="list-style-type: none"> <li>• Brand Refresh</li> <li>• Encourage Students to engage on Facebook.</li> </ul>	<b>Unique Value Propositions</b> <ul style="list-style-type: none"> <li>• Sessions tailor made to suit students requirements</li> <li>• Friendly, passionate and approachable distinction tutors recruited on merit.</li> <li>• Transparent and fair pricing and service offerings</li> <li>• Student-Centric Learning</li> <li>• Honesty and Integrity</li> <li>• Consistent testing and application of knowledge</li> <li>• Online Learning System &amp; Support</li> <li>• Flexible approach: whatever our students need</li> <li>• Use of technology to simplify learning journey</li> </ul>	<b>Customer Relationship</b> <ul style="list-style-type: none"> <li>• Social Media</li> <li>• Target Setting</li> <li>• Individually designed learning journey for every student</li> <li>• Mentoring &amp; Guidance</li> <li>• Care and progress calls</li> <li>• Dedicated Learning Support</li> </ul>	<b>Customer Segments</b> <ul style="list-style-type: none"> <li>• University Students: (Year 1 throughout to PhD) <ul style="list-style-type: none"> <li>- Finance</li> <li>- Business</li> <li>- Accounting</li> <li>- Economics</li> </ul> </li> <li>• Professional Students: <ul style="list-style-type: none"> <li>- ICAEW</li> <li>- FAB</li> <li>- ACA</li> <li>- ACCA</li> <li>- CFA</li> <li>- ICAS</li> </ul> </li> <li>• Pre-University Students: (A-level and GCSE) <ul style="list-style-type: none"> <li>- Maths</li> <li>- Accounting</li> <li>- Economics</li> <li>- Business</li> </ul> </li> </ul>
<b>About Us</b> <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>		<b>Revenue Stream</b> <ul style="list-style-type: none"> <li>• Private Tuition</li> <li>• Group Tuition</li> <li>• Classroom Teaching</li> <li>• Professional Trainings</li> </ul>		