

ABSTRACT

This project studies the marketing plan and feasibility analysis of implementing the Web tutoring course in order to provide a guideline of what needs to be considered and done if we are to implement the Web tutoring course, and whether there is marketing feasibility, operational feasibility, and financial feasibility.

A survey on several Web sites that provide the online learning courses and major traditional tutorial schools was conducted to identify our major competitors, their strengths and weaknesses. Estimated Internet users in Thailand have been found out to know the possible numbers of people who will register for the Web tutoring course. Pricing survey of hosting service was done to select the best price / performance hosting service providers. Tools for Web design and development were clearly identified, login and registration process were discussed thoroughly with the supporting figure of Data Flow Diagram. The forecast of cash flow and other financial statements was created to figure out revenue, costs and investment costs.

The result from conducting the survey, observation, market study, marketing and financial analysis show that there is the marketing, operational, and financial feasibility in implementing Web tutoring course.