

**THESIS/
DIPLOMA THESIS**

Vithayaphone Vongsengdeuane

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**The effectiveness choosing the primary school of
parent for their children:**

**A case study of Vongsengdeuane School,
Vientiane, Lao PDR**

Thesis supervisor

Dr. Taralik Krisztina

Associate Professor

Written by

Vithayphone Vongsengdeuane

Business Administration and Management

Business Development

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1. INTRODUCTION

1.1. Background

Nowadays, education must shift from the traditional paradigm to a new paradigm that places students and the real world at the center of the learning process. In addition to acquiring knowledge, learning focus on both knowledge as well as abilities and attitudes. These include critical thinking, problem-solving, management, creativity, communication, and technology. The learning process promotes good attitudes, self-confidence, self-esteem, achievement motivation, and environmental awareness. And above all, the ability to effectively manage knowledge in a way that uses it creatively is an important skill that is required for students in the 21st century. Developing an education for the future that offers students with skills, attitudes, values, and individuality is a challenge to have a positive outlook on the future in order to achieve both success and enjoyment.

Based on (UN, 2023); One of the sustainable development objectives that the Lao People's Democratic Republic [PDR] aims to accomplish is high-quality education. Object of Sustainable Development #4 (SDG 4) 'Quality Education' aims to "ensure inclusive and equitable quality education and promote lifelong learning opportunities for all."

Nowadays, Schools at all levels, both public and private, are developing and becoming more and more competitive in education sector; Therefore, preparation must be made in order to make the school attractive and acceptable to students and parents' expectations for their children's education, especially in Vientiane, where the population density is high. There is a high demand for education for children in both public and primary education, which can be measured by the number of students in each school, it can be seen that most of them are large primary schools; Therefore, there are intense competitions as a result of parents' desire to send their children to study at well-known elementary schools in Vientiane. It can be seen that the factors affecting the sending of their children to school are important to school selection because before the parents or guardians send their children to school, various aspects of the school must be considered. There are also additional factors, including the school's location, environment, academic matters, teachers and personnel, reputation of the school, services, tuition fees, student

affairs. Schools must be developed in order to be accepted as the model of educational management planning. Educational management strategies which will impact the school's stability and reputation, (MOES, 2023).

“Vongsengdeuane Nursery and Kindergarten is general private preschool, was formed in 01 September 2015, by Mr. Phaysith Vongsengdeuane. Located in Xaythany district, Vientiane, Lao PDR. With the director's accumulated experience, we can make sure that our school is one of the best in that area. Even though our school is small but full of quality. Aim of Vongsengdeuane Nursery and Kindergarten, is to take care the kids, with children's safety in mind. By providing properly trained, whether in physical, knowledge and emotional development of children, as well as language skill (speaking, writing, reading and listening) that appropriate for their age,” (VITHAYAPHONE, 2020). In the academic year of 2019-2020, there are total 235 of student in. Education management aimed at the achievement of the students. Learning management focuses on the students. by adhering to the constitution strategic plan of the school is primarily in administration.

1.2.Problem Statement and Research Purpose

The Lao government will continue to increase the number of students enrolled in school nationwide (MOES, 2015). With such ambition and encouragement, Laos has experienced a rise in the amount of new schools, even if not much, but it also increased competitiveness in the industry. Primary schools, both current and to-be-opened, will face more intense competition within the increasingly competitive environment.

Therefore, the researcher is interested in studying Variables Influencing Parents' Decision to send Their children attend Vongsengdeuane School's primary program or not if we open in next year, which will be a guideline for the plan, development, and management of education as the steps to be the school of choice for parents as well as being a quality school and standard in all aspects, including academic oriented. In the future, it will be advantageous for school administrators to incorporate decision-making factors that are approved by parents.

1.3.Research Objectives

This market research study investigated the variables that Lao parents consider while selecting primary schools for their children. This study's objective is to provide recommendations to

primary schools that are seeking to meet parents' current demands and the criteria they are using to make decisions. The objectives of this research are divided into following:

- To understand parents' criteria when choosing their children's school.
- To identify important attributes that affect the final decision.
- To measure the importance of each attribute affecting the final decision.
- To study factors affecting parents' decision to send their children to further school. in Vongsengdeuane School's primary program.

This study will examine several of factors, such as cost, location, materials for learning, extra-curricular, language offerings, curriculum, teacher quality, school environment, and safety. Last but not least, all of the factor's findings were developed into a marketing plan for a new school's business that may also be used to currently operate schools. This problem has significance in the educational sector and business. On the educational aspect, it is beneficial to primary schools and teachers in terms of potential areas for improvement. On the business aspect, this study may benefit prospective investors who wish to open new primary schools.

1.4.Expected Benefits

To know the attributes that affect parents' decision to send their children to continue school in Vongsengdeuane School's primary program by using the information studied as a guideline for developing or formulating strategy to improve further educational institutions.

With the assistance of this research, individuals who operate primary schools (or other associated educational institutions) would be better able to comprehend the demands of Lao parents who are considering where to send their child. As a result, our study aids schools in providing greater support, communicating with students, and competing in the industry.

1.5.Scope of Study

The sample group used in the research was Parents of students studying at the level kindergarten 3 in the 2022-23 academic year of Vongsengdeuane school, 120 people, (VONGSENGDEUANE SCHOOL, 2023)

2. LITERATURE REVIEW

2.1.The Direct Literature Review of Education & Primary School in Laos

(UNICEF, 2023) states that “Children need primary education to develop critical foundational literacy and numeracy skills”. As the definition of (CAMBRIDGE, 2023), “Primary starts learners on an exciting educational journey. Typically for 5 to 11years old, it provides a strong foundation for students at the beginning of their schooling before progressing through the Cambridge Pathway in an age-appropriate way”.

The primary objective is to teach children to think analytically, accomplish high living standards, address technological challenges, and promote citizenship and fundamental values (LOCUSASSIGNMENTS, 2023); Students have the opportunity to meet new people and develop their interpersonal and communication abilities throughout their time in elementary school. The foundational education that a kid gets influences their whole life direction. The student’s confidence and future achievement may benefit greatly from a solid foundation in primary school. Learning to read and write at a young age and gaining confidence in one’s abilities are only two of the many positive outcomes of elementary school.

Even in school, numerous students struggle to acquire the fundamental skills (reading, writing, mathematics, social and communication) necessary for success. “Primary education forms the bedrock of development. It is in primary school that children learn foundational skills that prepare them for life, work and active citizenship”, (ALTAF, 2020); Quality education has the ability to give children and young people the skills and information they need to become more independent, protect their physical and mental health, and stop poverty from being passed down from one generation to the next. It also helps countries improve their economies and bring people together. These advantages result not only from enrolling children in school, but also from maximizing their potential.

By 2030, the Sustainable Development Goals mandate that every child should have access to a primary education that is of outstanding standard, no cost, and equitable, resulting

in significant and efficient learning outcomes. The acquisition of mathematical and literacy abilities is crucial for achieving these outcomes, (UNICEF, 2023).

Integrity in primary education can be strengthened through system-wide strategic reforms, such as those that focus on age-appropriate curricula and pedagogy, high-quality teacher training and development, increased parental involvement, and accurate quality assurance and data collection (DEJONGH, 2022).

Primary education corresponds to the needs of students during the first few years of their academic careers. It seeks to assure the development of children so that they can develop their social, cognitive, cultural, emotional, and physical skills to the best of their ability, (LOCUSASSIGNMENTS, 2023); Education at the elementary level raises children's awareness, expands their opportunities, and reduces intergenerational poverty. Access to higher education standards has a greater impact on academic achievement than other factors, including socioeconomic background and gender. But according to (UNICEF, 2023), "In low-income countries, only two thirds of children are estimated to complete primary school. Gender plays a role, as girls who grow up in poor households are more likely than their male peers to have never attended or to have dropped out of primary school".

2.1.1. Laos Education History

In the early 17th century, temple schools provided education in Laos. These schools provided young folks with Buddhist Education, thereby introducing a certain level of foundational Education and Literacy to the region, (LAOEDUCATION-INFO, 2023).

In 1917, the French government implemented laws regarding education, which led to the establishment of a common education system based on the French system. The Lao. PDR adopted and restructured the RLG education system that had been established in the 1950s, confronting many of the same challenges as previous governments. The French educational system was supplanted by a Laotian curriculum, but a lack of teaching materials has hampered effective instruction, (XIENG, 1994).

After 1955, the Royal Lao Government, with the aid of the United States, began constructing Primary and Secondary Schools institutes under the authority of the Ministry of Education, Sports, and Religious Affairs, (LAOEDUCATION-INFO, 2023)

The Lao PDR government had a noteworthy goal of implementing a universal primary education system, which was successfully established in 1985. The decision to implement universal education led the government to concentrate on constructing and staffing schools in almost every village, (XIENG, 1994); Due to a lack of resources, the majority of schools are inadequately constructed out of bamboo and employ only one or two low-paid teachers who are commonly paid in arrears. Books, paper, and other instructional materials are limited and the majority of village school only offer one or two grades.

Since 1975, enrollment in schools has increased. In 1988, it was estimated that 63 percent of school-aged children were enrolled in elementary school. Around 603,000 students were enrolled in elementary school in 1992-93, compared to 317,000 in 1976 and 100,000 in 1959. The goal of attaining universal primary education was delayed from 1985 to 2000 due to a lack of resources, (XIENG, 1994).

Since 1996, free and compulsory primary education has been provided to all students in Laos, according to the national curriculum established by the Ministry of Education and Sports. Laos has four educational levels: Pre-primary (ages 3 to 5), Primary (ages 6 to 10), Lower Secondary (ages 11 to 14), and Upper Secondary (ages 15 to 17), (LAOEDUCATION-INFO, 2023).

2.1.2. Laos Education Current Situation

Education is a process of human development. The government has to increase capital along with policies and drive society to participate in the development of education to have higher quality and standards in both public and private sectors to implement the education plan for all in accordance with the resolutions of the Lao People's Revolutionary Party's eighth General Assembly, (CHAMPATHONG, 2010).

Primary education is a very important level of education, that is, it is an early stage education and also lays the foundation of education in To the next higher level, every child should receive an education which is a fundamental right for them to develop to their full potential. which must be complete have physical and mental development that able to live in society happily and sustainably, (UNICEF, 2023) of Lao PDR; With a primary net enrolment in primary education of 98.7% (2017). Despite this accomplishment, Lao PDR continues to have

among of the worst education statistics in Southeast Asia. Another major concern is the quality of primary education. Only 81.9% of enrolled pupils finish primary school in 2017. The learning results of students are poor, leaving children lacking basic skills and knowledge. Some of the major obstacles include teachers' limited capacity, a weak pedagogical support structure, difficulties in multi-grade teaching, and a shortage of teaching-learning resources.

Children who live on isolated plateaus and in mountainous places are less likely to attend school if it is inaccessible. Because of this lack of accessibility, as well as traditional family views, expense, and the necessity for children to assist with household duties, fewer children, particularly girls from ethnic minority groups, attend school. In Laos, around four thousand towns lack access to primary schools, and a large proportion of primary school instructors lack appropriate training. The difficulties primary schools have in recruiting students and keeping them enrolled long enough to study is a major issue in the educational system, (WILLIAM et al. 2023).

(MOES, UNICEF, 2022) The Lao PDR's 9th Education and Sports Sector Development Plan (ESSDP) 2021-25 identifies the enhancement of the quality of primary education (Grades 1-5) with improved learning outcomes as a primary concern. In Laos, the elementary schooling process ends with the fifth grade.

“The Education and Sports Sector in Lao PDR is appropriately structured, managed and resourced to create opportunity for all Lao citizens to have equitable access to quality education and sports and to contribute to, and benefit from socio-economic development and support Lao PDR graduating from Least Developed Country status by 2025 and support progress towards attainment of SDG-4.”, (MOES, 2020); The focus of the period 2021-2025 will be on reducing disparities and enhancing the quality of primary education outcomes. The objective of the ESSDP 2021-25 is to narrow the national education performance gap. Insufficient availability of early childhood education and ineffective academic achievements during primary school have a significant influence on secondary and tertiary education. In order for Lao People's Democratic Republic to be removed from the list of the world's least developed countries by 2025, all primary school graduates must possess the reading and math skills necessary to contribute to and benefit from socioeconomic development. However, the benefits of universal secondary education will not be realized until all graduates of primary school have acquired

these skills. The enhancement of primary teachers' quality and the extension of primary education's reach are expected to facilitate the acquisition of Lao literacy skills among students, particularly those who are not native Lao speakers. The disruption to formal education caused by the COVID-19 pandemic demonstrates the need to develop and expand support technologies for students as well as teachers in rural and remote areas who lack access to online learning.

2.1.3. Laos Education System Overview

Indigenous culture, colonialism, the socialist revolution, the market economy and privatization, and, most recently, globalization have all had an impact on the Lao society and its education system, (WORLD BANK, 2016).

The Lao Loum (lowland) ethnic group established the country's first official educational system, which was based on the Buddhist method of instruction. (EXPAT QUOTES, 2022). As a French colonial influence, Lao adopted of the Western academic calendar of September–June. Lao language was implemented as the medium of instruction across all educational levels. After the revolutionary victory of 1975, (LAOEDUCATION-INFO, 2023).

Since then, many French educational teaching methods have been adopted throughout the nation. Although it was designed for the upper classes as its target initially, the system has expanded to include all citizens in recent years, (EXPAT QUOTES, 2022).

Since the advent of a market economy in the early 1990s, the country's education system has improved in both quality and quantity. The present educational system is the result of a synthesis of the finest features of the colonial era's education system, the semi-royalist era's education system, and the revolutionary era's emphasis on education. The new system has also included concepts of "New Education," which take into account the insights gained from the experiences of people in other nations and throughout history, as well as the impact of global pressure and circumstances, (WORLD BANK, 2016). The Ministry of Education and Sports (MOES) oversees the educational system through a variety of departments. The Lao People's Democratic Republic's educational system is divided into four main part: early childhood education, general education, technical and vocational education, and higher education. Each semester lasts around 16–17 weeks, for a total of 33 weeks in the school year.

Lao People's Democratic Republic: structure of the education system

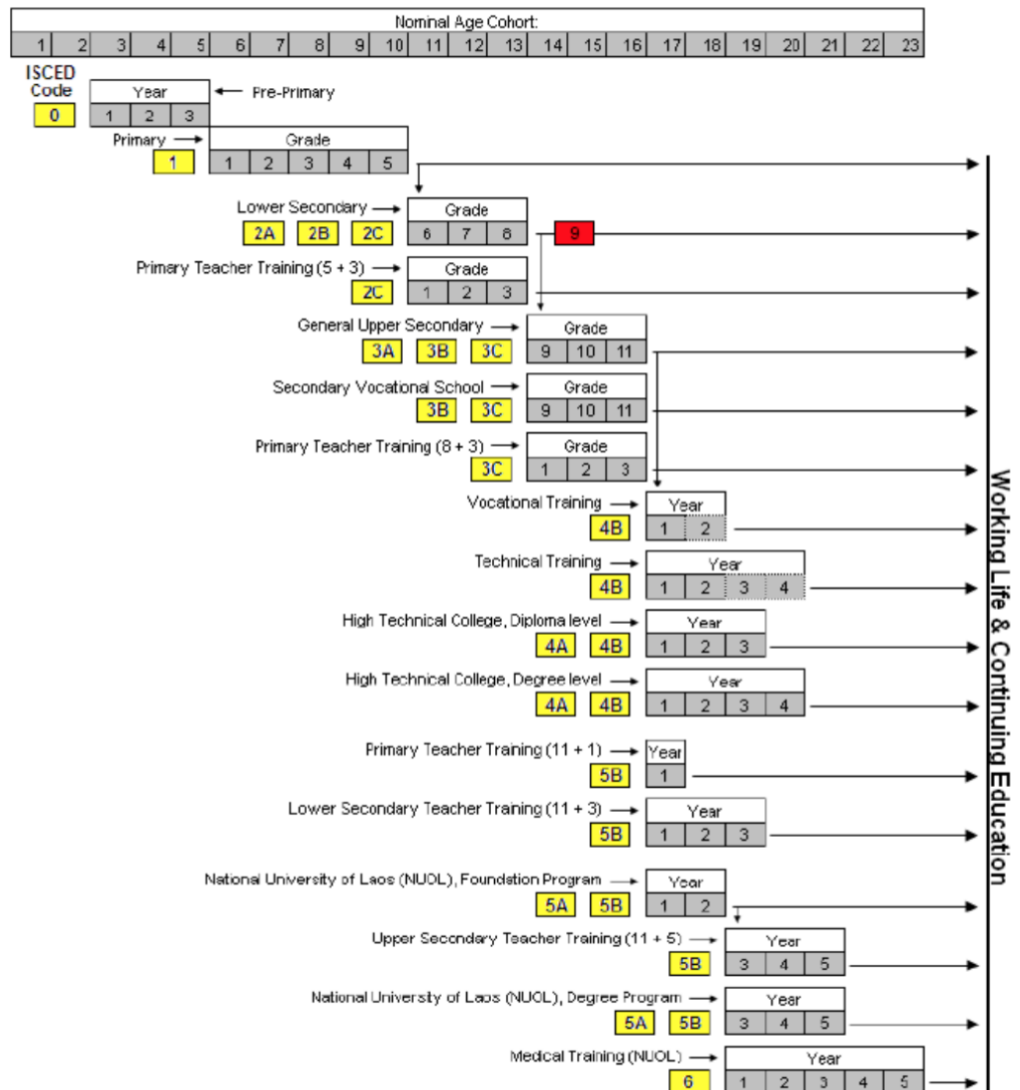


Figure 1: Lao PDR - structure of the education system (MOES, 2023)

In addition, (ASEM, 2023) there are eight stages of official education in Laos: elementary school (five years), lower secondary school (4 years), upper secondary school (4 years), post-secondary education (1 to 2 years), and higher education (3 to 6 years), as illustrated in figure 1. At the upper secondary level, three programs are available: general/academic, vocational, and teacher preparation. This is where specialization begins, and it grows at the tertiary level. Additionally, The Department of Higher Education (DHE) administers, manages, and coordinates the higher education sector; 5-8 Knowledge Domain

make up higher education institutions in the knowledge, skills, application, and social skills domains. Non-formal education, on the other hand, generally provides both adults and children who have never attended school as in Education System and agenda. Those who have finished upper secondary education can enroll in academic programs through the system. Academic programs include associate, bachelor's, master's, and doctoral degrees.

Access to primary schooling varies significantly between provinces; access is lowest in isolated mountainous regions with major ethnic minority populations. Despite the fact that this level of school is “Obligatory,” over 25% of youngsters are not enrolled. Approximately 30% of communities lack primary schools, and only 20.5 percent of 1000 pupils who begin primary school complete grade five without repeating. Another 34.7 percent make it to grade five with repetition. Overall, just 13.9 percent of Lao kids completed elementary school in 1996-1997. There are major differences in access to primary education among provinces; access is lowest in remote mountainous areas with large ethnic minority populations (EDUCATION STATEUNIVERSITY, 2023); In the first through fifth grades of Lao primary education, students study the Lao language, mathematics, social studies, physical education, music, and handicrafts. Language studies account for 33 to 50 percent of the 23 to 25 hours per week spent in class. From grades one to five, mathematics teaching grows from three to six hours per week. Social studies classes last two to three hours, with the rest of the time dedicated to physical education, music, and handicrafts.

2.1.4. Education Options in Laos

Parents continue to have worries about the quality of education and instructors in Laos despite efforts by the Ministry of Education and Sport. As a consequence, the private sector has replaced the public sector with a broad variety of schools and curricula. (MOES, 2023; EXPAT ARRIVALS, 2023) stated types of education operate in Laos as, follow:

Public Schools

The public education system in rural Laos is complicated by the low attendance of both students and teachers, who may need to tend to their fields. The government establishes, finances, and operates schools through the Ministry of Education and Sport. And involves providing subjects and a standard curriculum to these schools.

Private Schools

Private schools are monitored by the office of the Private Education Department of the Ministry of Education and Sport. The regular curriculum offered by the Ministry of Education and the alternative curriculum are both used by private schools, making them equivalent to public schools in every way except for the language of teaching.

International Schools & Bilingual Schools

The Ministry of Education and Sport supervises international schools through the office of the Private Education Department. International schools in Laos are defined by the country's Ministry of Education and Sport as those that provide either a modified version of an international curriculum. The medium of instruction and learning is a foreign language, and students are accepted without regard to nationality, religion, or political regime, so long as they do not threaten the morality or stability of Laos. Some institutions may offer Lao as a language, providing a balance between the learner's home culture and assisting them in assimilating into Lao culture.

Special-needs Education in Laos

The goal of the government of Laos is to incorporate as many children with disabilities and special educational needs as feasible into regular schools. However, due to the heavy workload in schools, these students are often overlooked. Non-governmental organizations (NGOs) like Caritas Australia and the Lao Disabled Persons' Association run special-needs schools, however they are few and a high demand. International schools, which typically provide teaching assistants and accommodations for students with hearing or visual impairments, may be an option for expat parents of children with mild special educational requirements.

Tutors/ Alternative School in Laos

Laos students generally use tutors. The Ministry of Education and Sport of Laos requires that alternative schools teach the same curriculum as traditional schools, including mathematics, science, social studies, technology, the Lao language, and foreign languages. Tutors center are mostly available in major cities and online.

2.2.Factors Affecting Parents' School Selection Decisions

According to the findings of (MARC et al., 2010), the selection of a school for children by parents is a highly intricate and multi-faceted process that involves several steps and is influenced by various factors. The previous studies have established a correlation between these choices and various factors related to a school's academic performance, curriculum, elements (such as size), safety, accessibility (convenience), as well as the demographic and socioeconomic status of parents.

(CAROLINE, 2013). study examined the relationship between school characteristics, academic achievement, extracurricular activities, transportation convenience, and parents' social, cultural, and economic status.

(ALFONSO, 2015) conducted a study, the factors that may impact a student's academic performance include their academic accomplishments, the safety of their school, the overall school environment, and the economic background of their parents.

(SYAHIRAH et al.2014) examined the relationship between academic outcomes and teacher quality.

(THIPPHAPHONE, 2018) conducted an analysis on the factors that influence the selection of schools based on the 7P framework, consumer preferences, and consumer demographics.

2.3.Theoretical Terms and Concepts

2.3.1. Strategic Marketing Planning for Services: Definitions and Concepts

2.3.1.1. 4 Phase for a Successful Strategic Marketing Process

The strategic marketing process is a sequence of processes designed to help you establish and achieve your goals. In addition, you will learn what your consumers want to develop goods and services to satisfy their demands. The stages to a successful strategic marketing process are as follows.

The strategic marketing planning process for services

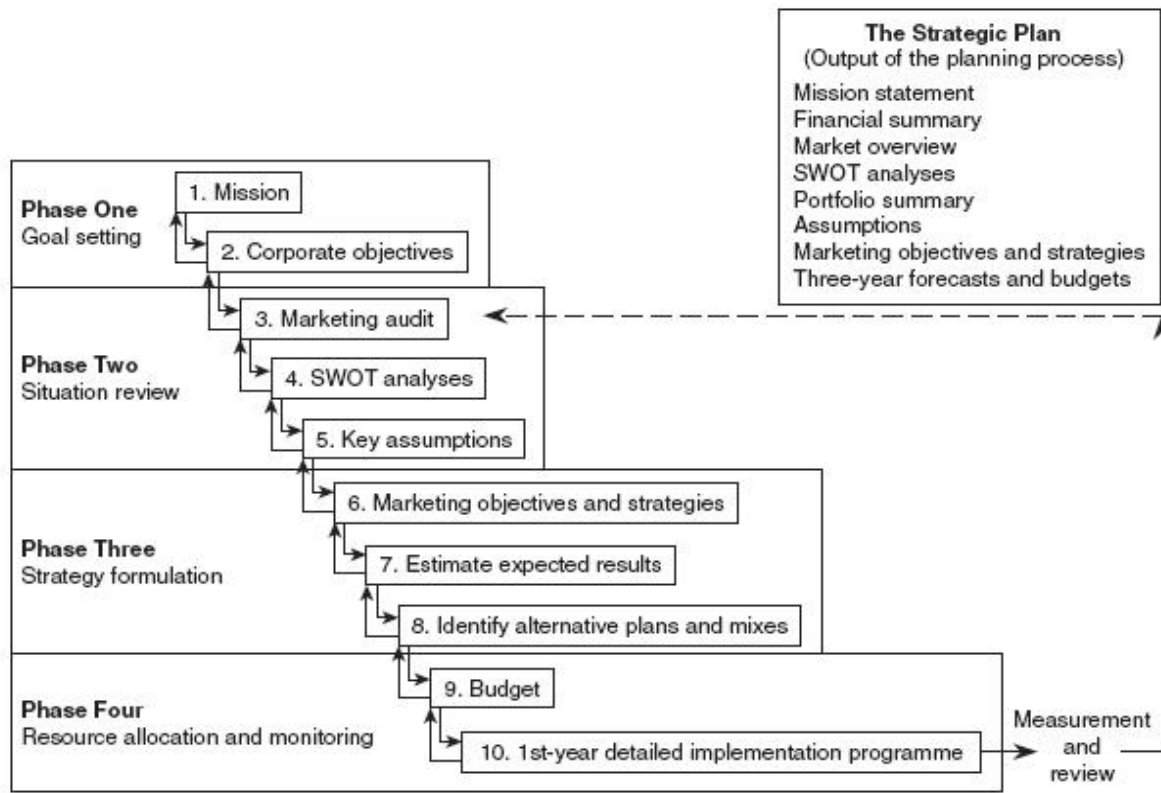


Figure 2: the strategic marketing planning for services (Source: Malcolm et al. 2011)

The researcher employed the strategic marketing planning for services, (Malcolm et al. 2011); The foundation of a strong business strategy is the creation, development and management of a marketing plan, which may be accomplished via 4 main phases. Strategic marketing planning includes implementing goals and objectives, examining internal and external company variables, product development, execution, and progress monitoring.

The strategic marketing procedure ensures that every step you do contributes to the development of your business. You may use these techniques to develop goods and services that will satisfy your clients and surpass your rivals. These four stages may be subdivided into 10 interconnected and interactive process steps. Each stage was briefly given as an introduction to what will follow.

I. Phase 1: Goal Setting

This section, examined the first phase of the planning process, which we referred to as the “Goal Setting.” It includes of two steps: defining the organization’s mission and establishing its objectives and strategies. We then defined the mission statement and discussed its strategic significance.

Step 1 Mission

A strategic marketing strategy should begin with a mission or purpose statement, as seen in Figure 2. this is likely the most complex and difficult component of marketing planning for businesses to learn, since it is mostly qualitative and philosophical in character. If the company lacks a clear understanding of its vision and values, it may be unsure of how to proceed. Hence, one must realize what the aim entails.

Definition of the mission (or vision) is “A mission statement is a precise definition of what an organization does on a daily basis and what it intends to accomplish in the future, through the collective efforts of members of the organization. It clearly states the organization’s long-run vision of what it is trying to become, why the organization exists, and the unique aim which distinguishes it from other similar organizations. The mission statement signifies initial clarity of goals and objectives and gives a sense of purpose and direction in the organization.”, according to (BENJAMIN, 2013). The following should be included in a statement of mission or purpose: 1 Role or contribution; 2 Business definition; 3 Distinctive competences, 4 Indications for the future.

Step 2 Corporate Objectives

(AHMAD, 2011) “A corporate objective is a specific, measurable, and time-specific target by which you can achieve your overall corporate goal. In other words, it is a target that your company must achieve to realize your business goal.” The mission statement and company goals collaboratively provide the strategic framework for the subsequent stages of the marketing planning process. After the mission has been established, the perspective must shift to the organization’s objectives and strategies. Hence, the mission statement and corporate objectives must be combined together. The organization should be able to identify whether its mission is being met based on its corporate goals. The corporation required to match its objectives and

strategies with consumer requirements, and that this may have significant impacts on the corporate culture. The objectives can possess either qualitative or quantitative characteristics.

The effectiveness of the whole marketing planning process depends significantly on how these first two steps are handled. So, it should be completed with extra attention. Clearly, these corporate objectives must be driven by a solid comprehension of consumer markets, which requires marketing planning to be performed where the customers are.

II. Phase 2: Situation Review

The objective of conducting a situation review is to evaluate the potential future opportunities for the service enterprise. Depending on the outcome, the business may be well-positioned for the future, or it may be underperforming in certain areas. Another possibility is that, according to the organization's present situation, the plan's original corporate objectives may need to be substantially revised.

Step 3 Marketing Audit

The marketing audit, the first step of the situation review phase, provides the data that determines the future aspects of the planning process.

"KOTLER and KELLER (2007) defined the marketing audit as the comprehensive, systematic, analysis, evaluation and the interpretation of the business marketing environment, both internal and external, its goals, objectives, strategies, principles to ascertain the areas of problem and opportunities and to recommend a plan of action to enhance the firm's marketing performance." According to (CONSORTIUM, 2023).

The objective of the marketing audit is to collect all pertinent information that can be used to assess the service organization's current and future competitiveness in its selected marketing area.

The business and economic climate, as well as studies of the market and the competition, make up a significant portion of the data collected from external sources. In addition to analyzing the existing situation, future trends and their relevance are also evaluated. Further information and support in determining the company's strengths and weaknesses are provided by internal sources.

Step 4 SWOT Analyses

The objective of the SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis is to distinguish from the enormous quantity of data provided by the audit the key marketing information components.

“According to Kotler and Armstrong (2008), SWOT analysis is an overall evaluation of the strengths, weaknesses, opportunities and threats that the company has. The purpose of this analysis is to combine the four elements, by putting together the strength of the company with the opportunities that exist, so that from these strengths and opportunities can reduce weaknesses and overcome the upcoming threats.” (DEA, 2019).

Then after the knowledge is obtained, the path forward becomes noticeable. A well-reasoned SWOT analysis serves as the foundation for establishing objectives and strategies.

Step 5 Key Assumptions

“The purpose of the key assumptions step is to identify explicitly those factors which will be critical to the success or failure of the strategic marketing plan. Key assumptions need to be considered in terms of how they impact on the organization as a whole and on each market segment. Since they are an estimate of the future operating conditions of the marketing plan, they may influence not only its formulation, but also its implementation.” (Malcolm et al. 2011); The rate of inflation rates, economic growth, changes in the political and legislative environment, rates of interest, demographic estimates, etc. might all be considered key assumptions.

Only by making certain presumptions about the future can the marketing audit and subsequent analysis effectively represent the current state of affairs. They may include PEST analysis (Macroeconomic analysis) and Porter 5 analysis (Microeconomic analysis), etc. These assumptions or informed guesses should be modest in number and limited to major elements that have an impact on the planning period.

i. Macroeconomic Analysis

A PEST analysis (Political, Economic, Social, Technology) is an acronym for a tool used to identify the macro (external) forces facing an organization, depending on the organization.

ii. Microeconomic Analysis

The Porter Five Forces Analysis is a methodology for identifying and analyzing the five factors that influence the profitability of a firm in any sector. These include Threat of new entrants, Bargaining power of suppliers, Bargaining power of buyers, Threat of substitutes & Competitive rivalry. In this context, PORTER-5 analysis indicates a practical theory in terms of investigating the bargaining power of supplier which are the teachers.

III. Phase 3: Marketing Strategy Formula

The situation analysis should have identified the majority of critical information necessary for the marketing strategy formulation phase of the planning procedure. Yet, it is possible that this subsequent phase may reveal additional informational gaps if the services organization is to proceed with assurance.

Step 6 Marketing Objectives and Strategies

It is essential to establish the distinction between marketing objectives and marketing strategies from the outset.

- “A marketing objective is a precise statement which outlines what is to be accomplished by the service company’s marketing activities”. Malcolm et al. (2011); And
- “A marketing strategy is the means by which a marketing objective is achieved”.

The purpose of establishing marketing objectives is to determine the desired profit, revenue, and market share in order to fulfill the mission. In turn, this provides direction for marketing strategies to create a marketing mix that achieves each segment’s objectives.

The procedures of conducting a SWOT analysis and identifying critical assumptions give the marketing strategist with the data necessary to establish marketing objectives and strategies. The objectives of marketing will focus on which services are offered to which markets in order to achieve the desired results. When setting marketing objectives, one must also have a clear idea of what the marketing approach should be in order to meet those objectives.

Step 7 Estimate Expected Results

This step aims to determine whether or not the marketing strategies will produce the required results.

“Expected Result is an ideal result that the tester should get after the test case is performed. It’s usually documented together with the test case,” (TESTMATICK, 2023) ; This allows for an in-depth analysis of sales, marketing, operating, and overhead expenditures.

If the predicted outcomes significantly surpass the company aims, it may be necessary to raise the corporate objectives. If, on the other hand, the predicted outcomes fall short of the company’s goals, the next stage is to determine if they may be accomplished through a revised alternative marketing mix.

Step 8 Identify Alternative Mixes

The eighth step is to create marketing strategies. “The marketing mix is the pillar of a marketing strategy and consists of a series of tools to guide a company through the ups and downs of its industry. It drives decision making during the whole process of bringing a product or service to the market,” (ALBERTO, 2019).

This stage involves determining the 7Ps of the service marketing mix in order to evaluate if there are other, more productive mixes of marketing objectives and strategies that bring the business closer to achieving (or exceeding) its goals.

The 7Ps of the Marketing Mix are a framework for marketing services developed by Philip Kotler. The marketing mix (Marketing Mix) or the 7Ps that expand on the original 4Ps (Product, Price, Place, Promotion, People, Physical Evidence, and Process) are used to establish the marketing strategy and serve as a foundation for further business research, (ANON, 2016).

IV. Phase 4: Resource Allocation and Monitoring

This chapter, finalizes the marketing planning process for services by looking at the budget for marketing and how it can be used to implement the strategic marketing plan via resource allocation and the development of a detailed the first year tactical-marketing plan that takes into account the services marketing mix at a granular level of operation.

In this chapter, we'll talk about both the communications and service product strategies. The second section of this phase provides an in-depth examination of pricing, customer service, tracking and authority.

Step 9 Budget

Once the marketing objectives and strategies have been agreed upon, it is simple to figure out the costs of the various programs for marketing activities.

“In the words of G.R. Terry, A budget is an estimate of future needs arranged according to an orderly basis, covering some or all of the activities of an enterprise for a definite period of time” (DMCA, 1998).

Budgets can be assigned in depending on the type of advertising inputs, sales personnel, distribution, etc.

Step 10 First-year Detailed Implementation Program

By utilizing the strategic plan as a reference, it is possible to develop a one-year tactical plan or an appropriate management program. This one-year tactical strategy drives the business towards its strategic objectives. Obviously, a proper marketing planning system includes a monitoring and control approach to guarantee that what was intended actually occurs.

Now we can see that marketing programs necessitate the development of management strategies for all seven components of the marketing mix.

“Implementation plan is the documented steps you need to take to successfully achieve your implementation pursuits. Implementation plans are usually made to support the strategic plan created by an organization.” (BIT TECH LABS, 2021).

The marketing mix will now be examined in greater depth in terms of the planning that goes into each of its aspects.

Monitoring checks on progress and figuring out the root causes of any ‘derailments’ is a simple using the ten-step planning technique we just outlined. The company improves its future planning by taking corrective action as needed and drawing lessons from past mistakes. Now that we've covered the 10 key steps of the process of marketing planning, we'll move on

to a brief discussion of some official research on the use of marketing planning by firms and the primary obstacles inherent in the marketing planning process. To illustrate the development of marketing strategy, we review these studies in order.

2.4.Review of Vongsengdeuane School’s Strategic Marketing Planning

Goal Reviews

Establishing clear mission and vision statements is crucial for newly established primary school businesses to effectively set goals. In addition, it would be advantageous to utilize the mission, objectives, and goals previously of Vongsengdeuane Nursery and Kindergarten established by (VITHAYAPHONE, 2020); in order to assess the completeness of those elements. Any incomplete elements should be identified and evaluated to determine whether they should be pursued or relinquished in the development of new mission, objectives, and goals for Vongsengdeuane School’s primary program.

Upon conducting a three-year review, it can be observed that the mission and vision components exhibit satisfactory performance. When we examine the strategies’ intended outcomes, we can observe that the company has been successful in operating, earning more than the required minimum profit margin of 20% and exceeding the parents’ and guardians’ satisfaction levels of 95%. However, the attainment of the final objectives of the 2020 strategies is impeded by the constraints posed by the limited availability of classrooms.

2.5.The Analysis of Primary School Market in Lao PDR

Situation Review

In the second phase of strategic marketing planning, the market overview or situation review is evaluated. And assessed every environmental aspect that could have an effect on the business. Based on the microeconomic focuses on the internal environment applying POTER 5 FORCES analysis. When the external environment, the macroeconomic employs PEST analysis, primary school number and location as competition factors, and teacher supply in Vientiane to identify the business’s labor market.

2.5.1.1. Macroenvironment

1) PEST Analysis

i. Political:

Laos is a peaceful and politically stable nation in general. Laos saw a gradual change of government in 2021, due to the Lao People's Revolutionary Party's one-party rule (LPRP). Political violence aimed towards foreign firms or businesspeople is highly improbable. Political violence has been minimal in the recent decade, and Laos' political stability is an appealing characteristic for international investors, (SOULIYAKHOM, 2022).

According to the Education Law of 2000, primary school is fundamental education of compulsory school that contains basic essential knowledge and it is compulsory education in public school without payment of fee by Lao people from the age of six. The elementary school curriculum lasts five years. It is the responsibility of the state to devise adequate measures to guarantee that Lao people of this age have access to elementary education. Local authorities, parents, and guardians must ensure that children of school age get compulsory education, (WORLD BANK, 2011).

In the Educational Strategy Plan for 2021-2025, Lao PDR (MOES, 2020). Ministry of Education policies on Primary Education are:

- Enhance primary school teachers' academic and teaching skills.
- Improvements in primary education development may be achieved by providing institutional support for PESS, DEBS, clusters, and individual schools.
- Improve educational achievements and decrease inequalities via strategic use of scarce resources by focusing on raising the bar for education generally and kindergarten through 12th grade institutions in particular.

Improving the quality of education, especially at the level of primary schools, will be a fundamental goal of ESSDP 2021-25. More information about the results can be found in the ESSDP 2021-25. By the end of the 2022-23 school year, all of the elementary grades will have been updated according to the new curriculum. The Primary Education the Quality Standards have been implemented.

If you want to start a business in Laos's education industry, you'll need a degree in education from a school that is licensed. The Lao National Assembly has legislated in Article 15 of the Enterprise Law, (LNA, 2013); that: "A person intending to conduct business shall give notice by submitting an application for enterprise registration to the relevant registrar for the industry and commerce sector, unless otherwise provided." The application for Primary Schools must be submitted to the Ministry of Education. The sole proprietorship application requires the owner's name and contact information, the business name, the business type, the stated capital, the business location, and the manager's contact information. The registrar's consideration of the application takes typically ten business days. This procedure is applicable to all forms of new school admission, regardless of whether the applicant possesses a kindergarten or secondary certificate. In order to obtain a primary certificate, it is necessary to repeat the process from the beginning. There is no expedited method to obtain a certificate.

According to Lao PDR (MOES, 2015), taxation in the education sector is as follows: "The government supports and encourages individuals, national or international organizations to invest in education by establishing monetary policy and legislations to facilitate them, such as reduced or exempt tax, customs, and fees."

ii. Economic:

The Lao People's Democratic Republic's financial status declined during the previous three years. The incremental economic decline observed since 2012 accelerated during the COVID-19 pandemic, highlighting Laos's susceptibility to external disruptions. The economy virtually stalled in 2020, with GDP expanding by only 0.5%. The second phase of the pandemic in 2021 dashed prospects for a powerful recovery, with a predicted increase of just 2.5% for 2022, down from an earlier estimate of 3.8%, (WORLD BANK, 2023). As a consequence of the accumulation of these setbacks, the nation confronts macroeconomic instability, additional economic risks, and negative trends in state expenditures. Reduced funding for social services like education, healthcare, and social security is a direct result of rising public debt and falling tax revenues.

According to the (WORLD BANK, 2022), currency devaluation and high inflation are becoming more problematic in the Lao People's Democratic Republic. In the year leading up to

September 2022, the kip lost 62% of its value against the U.S. dollar, while annual inflation reached 30%. The combination of the economic downturn, cutbacks to social expenditure, school closures, and unemployment during the COVID-19 lockdowns puts Laos in jeopardy of losing its progress in eradicating poverty, improving education and nutrition, and other key human development indicators. (WORLD BANK , 2023) claims that structural modifications are necessary for stabilizing the economy and foster a more equitable growth pattern.

(EIU, 2023) predicts that Laos's real GDP will increase by 3.3% in 2023, spurred by a revival in tourism (particularly the return of Chinese tourists) and a gain in cross-border transport facilitated by the new Laos-China railway. High inflation, rising petrol costs, and the possibility of a food crisis early in 2023 will all put a damper on consumer spending. After appointing a new prime minister, the government has decided to continue fiscal austerity measures in order to deal with the repayment of debt crisis it is currently facing. These steps will improve the economy's stability over the long term but will limit the government's ability to encourage greater growth in the economy while offering social services to people with low incomes.

iii. Socio-demographic:

According to Lao Statistics Bureau (LSB, 2023), it can be observed from figure 3 that Lao PDR has one of the youngest populations in Southeast Asia due to the majority of its population being between the ages of 0 (newborn) and 35 (representing 78.4% of the population). The age structure and demographic transition indicate a favorable direction and tremendous potential for demographic dividends in the future.

The population of Laos increased from 2.12 million in 1960 to 7.43 million in 2021. This represents a development of 250,1% in 61 years. The greatest rate of growth in Laos was 2.95 percent in 1988. 1978 saw the lowest increase with 1.05 percent. During the same time period, the total population of all nations increased by 160.2%. From 2012 to 2021, the average age in Laos increased by 2.98 years, from 21.02 to 24.00%. Approximately 37% of the population resides in the country's larger communities. This urbanization trend is increasing at a rate of 3.2% annually.

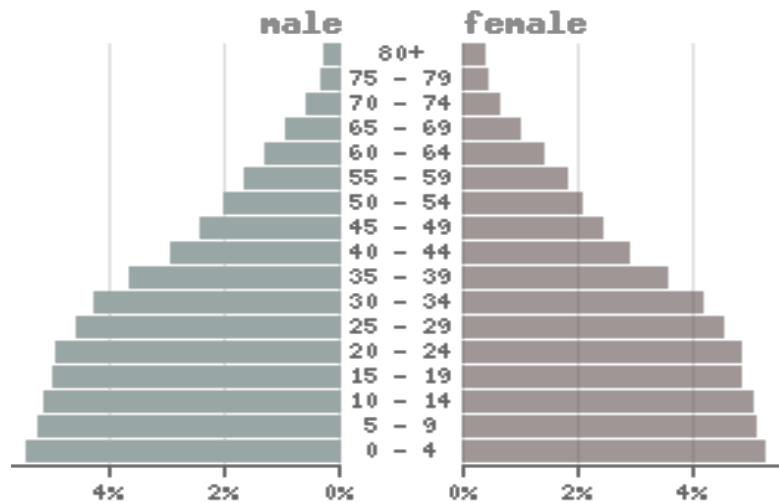


Figure 3: Population Pyramid in Lao PDR. (Source: LSB, 2023)

Population expansion is caused by the birth rate, mortality rate, and migration rate. Over the past decade, the average number of fatalities per year in Laos was 47,634. The annual number of births was 165,738. And approximately 9,100 residents have emigrated to other nations.

To provide Vientiane elementary school businesses with insight. It requires an additional dataset analysis. In 2020, the population of Vientiane, including all municipalities, districts, and urban agglomerations, will be 948,447. The population of children ages 5 to 10 in Vientiane, which is 77,373 people (MOES, 2023); whose represents the education business client base.

iv. Technology:

The Ministry of Science and Technology (MOST, 2023) works to expand socially and globally acceptable research and development in the fields of science and technology.

As per the report published by (RSF, 2021), The media environment in Laos is one of the most restrictive in the globe, the government controls all publications. Virtually all media outlets in Laos are government-owned, and some Laotian journalists are government-affiliated party members. The governing party’s three dailies—Pathet Lao, Vientiane Mai, and Paxaxon—disseminate the Peoples’ Propaganda Commissariat’s directions to the country’s twenty-four newspapers, thirty-two television networks, and forty-four radio stations. The Lao Press in Foreign Languages division of the Ministry of Information and Culture publishes two foreign-language newspapers, the English-language Vientiane Times and the French-language Le

Rénovateur. Lao National Radio is the most significant source of information for seventy percent of the population. In response to restrictions on official media, an increasing number of Laotians are turning to social networks. The development of telecommunications in Laos is severely lagging behind. In 2021, there were a total of 6.12 million connections under the country code +856. There were 4.82 million mobile phones, which equates to 0.65 per person on average. Laos has approximately 1,532 web hosts, which is below the global average. 384 of these, or approximately 25 percent, were SSL- or similarly-secured by the end of 2020, as stated in a report by (WORLDDATA. 2023).

Despite the development and prevalence of new technologies, in Laos, schools are lack the necessary instructional materials and aids, (EUGENE, 2020). However, new technologies play a significant role in education today. Indeed, they have primary benefits is to improve the efficacy of teaching methods and to assist educators in selecting appropriate educational media. And supporting students' learning and inventiveness through educational methods (videos, interactive games, etc.), Based to a report by (AMERICAN UNIVERSITY, 2020) COVID-19 has compelled Laos to join other nations in closing schools and adopting online distance education, across the nation, schools were suspended for many months in 2020 and 2021 due to the pandemic (UNICEF LAOS, 2022); Thus, in Laos's schools, traditional teaching methods remain in use. However, (EUGENE, 2020), rural and urban impoverished the majority pupils among nation lack not only computers and internet access, but also electricity in their residences, but Students were directed to continue their education at home. To continue online learning, they had to pay for their own internet access, making online education problematic. (WORLD BANK, 2023) The internet is frequently unreliable and costly for their family. Lead to at least 70% of Lao students had no access to online courses.

2.5.1.2. Microeconomic Analysis – Porter's Five Force

i. Primary-School Number and Location - Competition

Competition in the education industry It will be in the form of an academic skills competition to measure the ability of students and school education. For the competition in the education business, although there is not much competition, but it is more important to maintain reputation, maintain market share and control the quality of students. So, there are only two educational institutions in the area that offer primary education programs (MOES, 2023)

In the academic year 2021-2022 (MOES, 2023), there will be a total of 545 public and private primary schools in the capital city of Vientiane. Full school maps of the capital city of Vientiane, broken down by district and the Ministry of Education of the Lao People's Democratic Republic (MOES, 2023), reveal the locations of all primary schools for further study.

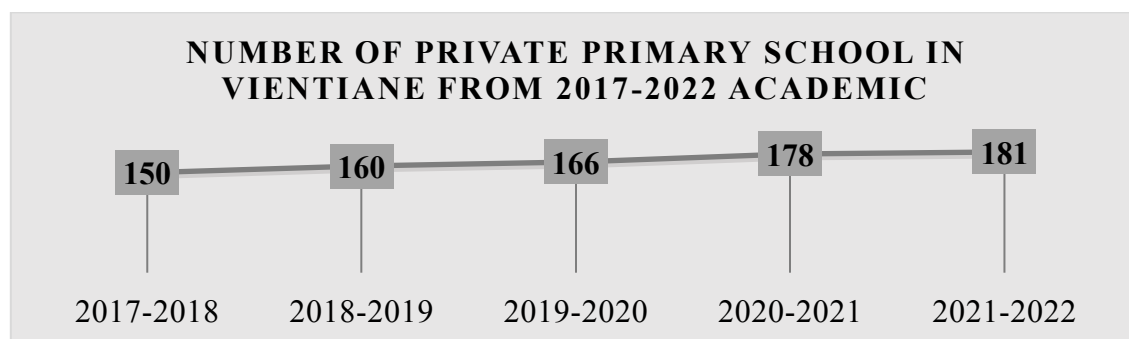


Figure 4: The Number of Private Primary schools in Vientiane Capital.

(Source: MOES, 2022)

The expanding market for primary education is not anticipated to decline in the near future. In relation to Figure 4, it increased by 20,66 percent from 2017 to 2022. Even if the rate of growth in the number of schools was slowly increase over the previous five years, the number of schools continues to expand. But when compare to the proportion of children in aged of study during 2017 through 2022, enrollment in primary education programs in Vientiane has increased from 4,2% to 7.4%, with the rise occurring in urban areas, according to the Ministry of Education of the Lao People's Democratic Republic (MOE, 2023).

Figure 13 in Appendix 1 shows the whole school maps of Xaythany district and, where Vongsengdeuane School is situated, which disclose all of the main school locations for further research. According to the Lao PDR Ministry of Education (MOES, 2023), there are 181 private primary schools in the Capital for the 2021-2022 academic year.

ii. Teacher Supply in Vientiane Capital

The quality of employees, particularly teachers, is a significant factor that can facilitate the efficiency and growth of a school. The recruitment of school teachers is encountering several challenges as a result of a reduction in the quantity of teacher trainees, as indicated in the report titled “Teacher Supply in Vientiane Capital.” An additional issue to be taken into consideration

is the prevalence of a substantial rate of teacher turnover across many private educational institutions.

As illustrated in figure 1. Lao People's Democratic Republic has a three-course system for teaching certificates at the primary level, which can be utilized for primary school instruction: (5+3), (8+3), and (11+3), (MOES, 2011). Dongkhamsang and Bangern College are two establishments in Vientiane Capital that offer primary school training courses.

The first category, (5+3), is targeted for those who have aspirations of becoming teachers at an early age. If a student completes five years of primary level, he or she is eligible to complete three years of teacher training and get teaching certificates. It is prevalent in rural places where obtaining a college degree is a privilege. In urban areas, such as the capital, the (8+3) and (11+1) primary teacher training programs are more acceptable than the (5+3) program. Secondly, (8+3) referring to Figure 1, a person seeking a certification must complete 8 years of lower secondary education and then continue their studies with a 3-year teacher training program. Finally (11+1), this allows a person who has completed 11 years of general upper secondary school to enroll in a one-year teacher training program and earn a certificate.

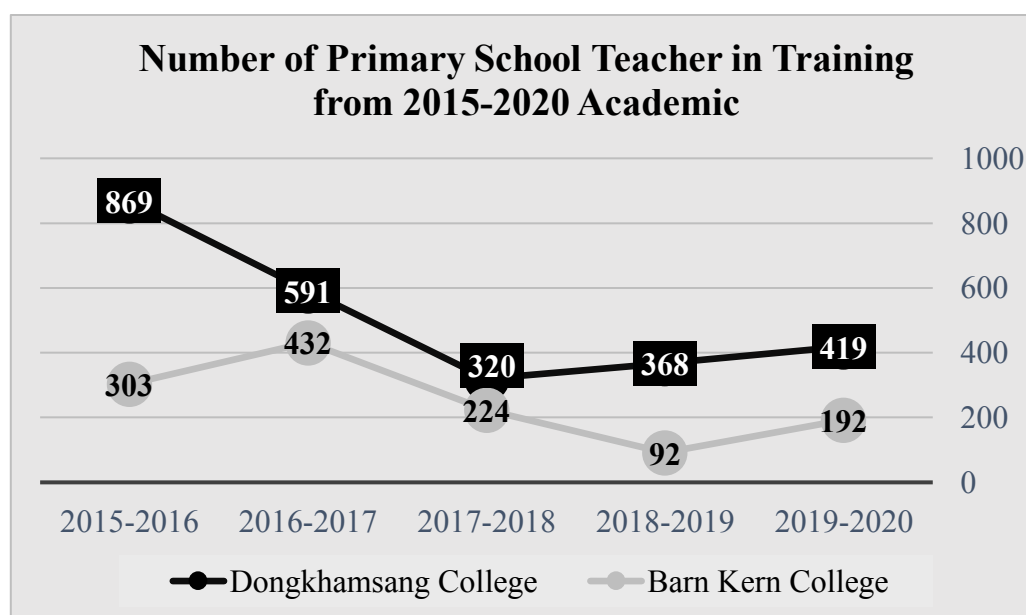


Figure 5: The Number of Teachers in Training for Primary School Education in Vientiane Capital. (Source: MOES, 2023)

Dongkhamsang College performed slightly better due to the greater number of students enrolled in its programs. In five years, the number of trainers has decreased by more than 50 percent, from 869 to 419. While

Bangern College performed in accordance with the fluctuating number of students in its training, it achieved one's maximum score in 2016 with 432 students, but this number declined to 192 in 2020.

Because teaching is such a low-paying profession, with 85% base pay and 15% incentives, supplements, and family allowances, the new generation of workers prefers not to enter this field (UNESCO, IBE, 2011). And the other major issue is the COVID 19 pandemic, which has led in the restriction of study to practical courses. Another significant cause is the high competition among the labor market with the less of demand due to the number of active teacher and newly graduated students.

The majority of teachers in Laos wish to serve in public schools. due to the fact that they will receive state benefits such as health insurance, pension, etc. Even though they receive a small income in teaching and does not reflect their essential role in society.

Table 1: The Number of Teachers in Private Primary-schools, in Vientiane Capital.
(Source: MOES, 2023)

School Year	Total	Female
2017-2018	1310	1082
2018-2019	1389	1145
2019-2020	1465	1193
2020-2021	1589	1290
2021-2022	1568	1290

The growth in student numbers, which increases the demand for teachers, correlates with Figure 5 indicates that the number of teachers has increased annually by between 6 and 7 percent, but the 2021-2022 academic year, there are 1568 teachers employed by private primary schools in Vientiane, Laos which was the lowest employed rate among 5 year showed in the table 1 which received only 1 percentage from year 2020.

Notable is the fact that the preponderance of instructors is female. In Vientiane, only approximately 1% of private primary school teachers are men. In the range of 15 to 24 students per school year over the past five years. Because of the profoundly ingrained belief that women care for children better than males, female educators are favored in primary education.

iii. Bargaining Power of Customers

In the context of education, the individuals assigned with the authority to select a school are the parents or legal guardians of the child. Hence, parents will take into account various factors when choosing the optimal educational institution for their children, within the limits of their own capabilities. The continued rise in birth rates has led to an increase in the number of students, as indicated in the social aspect of the PEST analysis discussed earlier. Consequently, the bargaining power of customers is expected to reduce.

iv. Threat of Substitutes

The potential for substitutes is comparatively low in Laos, as primary education is exclusively permitted within schools that have been officially registered with the Ministry of Education and Sport (MOES, 2023), so none of Home school are allowed. In consideration of the current COVID-19 education disasters, the Ministry of Education and Sports has created the Teaching and Learning Platform “Khang Panya” Lao, (UNICEF, 2021).

v. Threat of new Entrants

The task of getting into the education industry in present day is a challenging one. Consequently, the limited number of new competitors can be attributed to the requirement of acquiring a license, as illustrated in Figure 4. Establishing a reputable standing in the business area proves to be a more difficult mission than the beginning entry, as it poses challenges in creating a school of high quality that receives approval from parents and possesses unique advantages over rivals. It takes time to prove it and requires high investment due to spending money on investments in various field.

2.5.1.3. SWOT Analysis of the School

Conducting an evaluation of an educational institution or school is a crucial task as it allows for an analysis of the institution’s strengths and weaknesses, which are inherent to the

primary school. Additionally, an external review can provide insight into the opportunities and threats that the institution may face.

The following is a SWOT analysis of Vongsengdeuane School

i. Strengths:

Convenient location for family to visits; The percentage of students who receive a degree from the institution; A larger annual income that will enable the institution to continue operating indefinitely; The professionally trained and qualified instructional staff; The school's student friendly environment; Unique and innovative student initiatives.

ii. Weaknesses:

Students' low performance on a variety of tests; Students' negative feedback and assessments

iii. Opportunities:

Ministry of Education policies on ESSDP 2021-25 will be to improve the quality of academic education through improved teaching quality by the training course organized by government. The entry of Lao PDR into the ASEAN Community. Consequently, the advancement of teaching and learning in the English language and other language methods employed in ASEAN nations.

iv. Threats:

Dissatisfied families and parents; insufficient communications between the school and its constituents

The role of a school or educational institution in the growth and development of a student has been determined through a SWOT analysis. The selection of an appropriate educational institution for their offspring is a crucial decision for parents and families.

3. MATERIAL AND METHOD

3.1. Population

The population used in this study was the parents of students, who are currently studying in the 2022 - 2023 academic year of Vongsengdeuane School, totally 380 people, (VONGSENGDEUANE SCHOOL, 2023).

Sample Size and Selection

In this study, the sample group used in the research was the parents of students studying at the kindergarten 1-3 in the 2022-2023 academic year of Vongsengdeuane School, 120 people (VONGSENGDEUANE SCHOOL, 2023).

Participants are obligated to:

- Participate in, or serve as the key decider for, the primary school their kid attends;
- People whose children will be entering primary school within the next one to two school years.

Research Tool

This study used quantitative research methodologies to obtain exploratory and descriptive results and to accomplish the aims established in Chapter 1. In order to gather the required number of participants for this quantitative investigation, we handed out paper versions of the questionnaire.

The questionnaire's formulation was inspired by a survey of related works and prior studies. The attachment of this thesis contains survey questions for further research.

There are five primary parts to the survey, all of which pertain to parents of the current Vongsengdeuane School's students:

Section 1: Screening question

Section 2: Variable affecting parental decisions and rating.

Section 3: Consumer's preferences

Section 4: Education's pricing.

Section 5: Consumers' demographic information

Data Collection

The author submitted 150 paper questionnaires at Vongsengdeuane School, the survey was released through hard copy and aimed to gain at least 100 respondents after one week. The questionnaire data was examined using descriptive and inferential statistical techniques to detect patterns and correlations between variables.

Data Analysis

After data screening has been completed, a basic statistical analysis can be performed. The questionnaire data will be entered into Microsoft Excel for data analysis. Percentages, frequencies, and the mean (\bar{x}) were calculated to conduct the descriptive and inferential analyses of the data. As for categorical variables, they were analyzed and displayed through Microsoft Excel and Word as tables and figure.

Percentage

The percentage formula: $P = \frac{f}{n} \times 100\%$

P= percent

f= number of frequency value

n= number of all samples

Value of Arithmetic Mean

$$\bar{x} = \frac{x_1 + x_2 + x_3 + \dots + x_n}{N} = \frac{\sum x}{N}$$

\bar{x} = the average or arithmetic mean

$\sum x$ = sum of the score in the target of population

N= total number of the samples

Rating Class Interval of Mean

$$Level = \frac{Most\ score - Least\ score}{Amount\ step}$$

$$Level = \frac{5-1}{5} = 0.80$$

Result, Rating scale & Score

There are 5 rating scores which are shown as following table:

Table 2: Result, Rating Scale, Level of Mean & Score (Source: base on my own research)

Scale Rating class	Level: Mean/Average	Rating Scores
4.21 - 5	Strongly Agree	5
3.41 – 4.20	Agree	4
2.61 – 3.40	Neutral	3
1.81 - 2.60	Disagree	2
1 - 1.80	Strongly Disagree	1

3.2.Secondary Research

In summary, parents prioritize certain criteria when selecting a school for their children are:

- Academic achievement, curriculum and extracurricular activities;
- Quality of teachers;
- School characteristics (e.g. environment, safety, etc.)
- Convenience (e.g. transportation)
- Consumer demographics
- Socioeconomic status

3.3.Conceptual Framework

The theoretical factors consist of marketing strategy method and associated studies. This study is centered around the strategic marketing planning process, which is informed by various definitions, concepts, and terms that have been discussed. Following the establishment of an appropriate conceptual framework, the researcher directed their attention towards the identification of influential factors pertaining to the selection of primary schools.

The conceptual framework of the current study is a result of integrating the literature review carried out by (THIPPHAPHONE, 2018) with the author's individual viewpoints and the researcher's prior study, (VITHAYAPHONE, 2020).



Figure 6: The Research Framework. (Source: THIPPHAPHONE, 2018)

The process of obtaining the ultimate product is illustrated in Figure 6. The 7Ps framework of service marketing mix is employed to determine consumer preferences and the effectiveness of choosing to either continue or not enroll in the upcoming primary programs of the school, based on the consumer profile. Lastly, offer insights on the marketing strategy associated to the four-step planning process mentioned in the preceding session.

4. RESULTS AND THEIR EVALUATION

This study aims to identify the most influential variables in deciding whether or not to enroll in Vongsengdeuane School's primary program upon its eventual opening. This research is focused on discovering the long-term significance of marketing management strategies, consumer behavior, Vongsengdeuane School's primary program preferences, the 7Ps of the Marketing Mix, and more. A total of 120 parents and guardians whose children are enrolled in Vongsengdeuane Nursery and Kindergarten responded to the survey. In March of 2023, I completed the questionnaire. To collect information from Vongsengdeuane Nursery and Kindergarten, a hardcopy survey was distributed. The Appendix 2 also includes the questionnaire I employed.

4.1.Sample Characteristics

Table 3: Description of the Study Sample and its Characteristics.(Source: base on my own research)

Description of characteristics		Frequency No.	and &	Percentage %
Gender	Female	49		40.83%
	Male	71		59.17%
Age	Under 20 years old	2		1.67%
	21 - 30 years old	19		15.83%
	31 - 40years old	31		25.83%
	41 - 50 years old	46		38.33%
	Over 50 years old	22		18.33%
Marital Status	Single	6		5.00%
	Married	105		87.50%
	Divorced/widowed	9		7.50%
Education	High school	27		22.50%
	Diploma Degree	6		5.00%
	Bachelor's degree	82		68.33%
	Master's degree	5		4.17%
	PhD	0		0.00%

Occupation	Student	6	5.00%
	Entrepreneur	45	37.50%
	Freelance	2	1.67%
	Private company employees	31	25.83%
	Government employee	18	15.00%
	Housewife	14	11.67%
	Retired	4	3.33%
	Unemployed	0	0.00%
Average Monthly Household Income	Less than 200 USD	29	24.17%
	201 - 400 USD	66	55.00%
	401 - 800 USD	12	10.00%
	More than 800 USD	13	10.83%

The data was collected from the survey's customer profile section. Data from a survey of 120 Vongsengdeuane School parents' students about the factors that affect the decision on continuing to enroll in the future primary program is presented in Table 3.

It was discovered that 71% of the sample (120 persons) were male. This outcome was a total surprise. More men than women were participated in the survey, contrary to expectations. This is because, contrary to common belief, men are not as likely to volunteer information about their children when questioned.

From the data in the table above, we can infer that 56.67 percent of the sample group fell within the age range of 31 to 40 years old, that 20.00 percent were between the ages of 41 and 50, that 15.83 percent were between the ages of 21 and 30, that 5.83% were older than 50, and that 1.67 percent were under the age of 18. Total parental age was 36.92 years. Results from the status question indicate that 87.50% of the sample was married, 7.50% was divorced or widowed, and 5.00% was raised by a single parent.

Sample's average educational background, the majority of the samples had advanced degrees, with 77.50 percent holding bachelor's or more. There were 68.33% respondents with bachelor's degrees, 4.17 % with master's degrees, 5.00 % with diplomas, and 22.5 % with secondary education, but no respondents had a doctorate degree.

It incorporates something more detailed summary of the respondents' personal information. In the survey, 37.50% of participants identified as business owners, 25.63% as corporate employees, and 15.00% as government employee.

The financial position of parents is one indicator of parent's social standing related to socioeconomic disparity; This indicates that 24.17 percent of the sample had a monthly household income of less than \$200 (lower class category). However, whereas the number between \$201 and \$400 is 55.00% (middle class), only 10.83% of the sample had monthly household incomes between \$401 and \$800 (upper middle class). at least 10% of those earning 800 USD or more (upper class).

4.2.Screening Question

First part of the survey is screen question about the Customers' info regarding to information that related to Vongsengdeuane School.

In this section contain 3 question asking about the consumer. Such as "How many of your kids enrolled in our school?", "Would you continue sending your kids to our Primary programs" and also "If No/ Maybe, please explain why?"

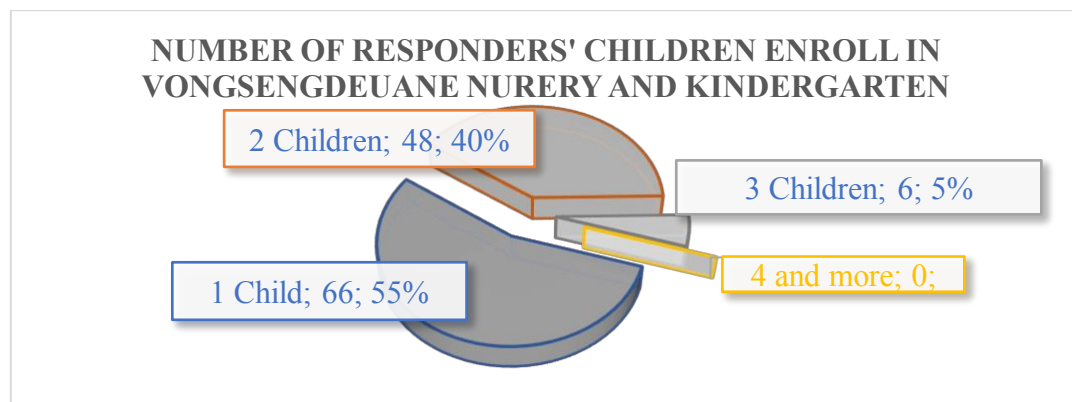


Figure 7: Number of Responders' Children that Currently Enroll in VSD Kindergarten
(Source: base on my own research)

We can see in figure 7 that around 180 students are enrolled in the school. So that led to the less respondents can be use, due to there are 40% of respondents who have 2 children and 5% of respondents who have 3 kids enroll in the kindergarten.

Furthermore, they are 77% of parent who will enroll their kids in our primary programs if it officially open. And 23% of respondents choose maybe. The explanation of the reason why they choice maybe will be used for future develop of the school in conclusion part.

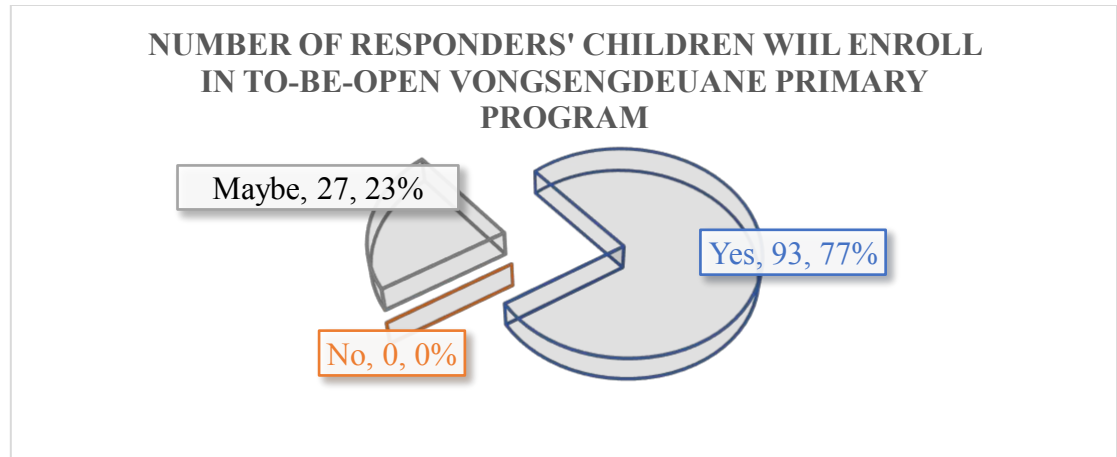


Figure 8: number of responders that will enroll their kids in VSD School's to-be-open Primary Programs (Source: base on my own research)

4.3.Variables Effecting in Choosing Primary School

Among other questions, the respondents were queried regarding the main variables that influence their selection of a primary school, as follows: “What are the most important factors which influence your decision-making process?”

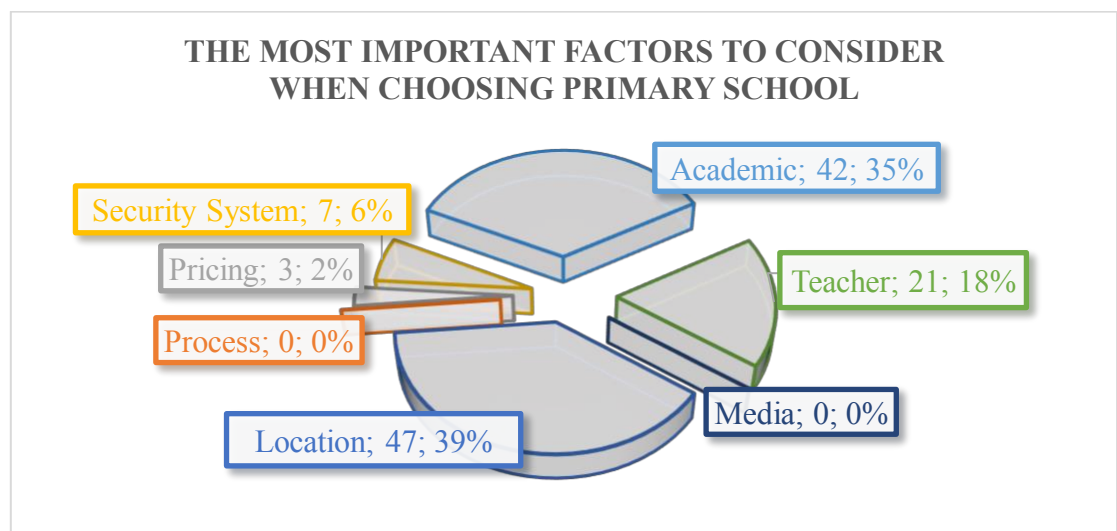


Figure 9: the most important factor to consider when choosing primary school (Source: base on my own research)

Figure 9 summarizes the findings, showing that the following were the 3 most influential in selecting a primary school:

1./ Location (47 counts); 2./ Academic Focus (42 counts); 3./ Teacher (21 counts)

Without any surprise, the top three deciding variables were found to be geographic location, academic discipline, and quality of teaching. Also important to a child's well-being is a reliable security system (7 counts). Price (three counts), media, and process are surprisingly the least effective factors (0 counts).

It would appear that modern parents place a greater emphasis on their children's ability to think critically and make educated choices. As a result, parent tend to prioritize a school's location, academic focus, and instructor quality over its cost.

Using secondary research, we can identify the most important factors for parents to consider when selecting a primary school for their child. These factors were scored on a 5-point scale, with (5) representing Strongly Agree, (3) representing Neutral, and (1) representing Strongly Disagree. We can find a description of the 8 main components and its associated subfactors in Table 4 to 11 illustrated down below.

Table 4: Opinion level result of academic factor which affects parent's preference in choosing primary school (Source: base on my own research)

Academic Focus	\bar{x}	Std. Deviation	Meaning
Curriculum at the school	3.22	0.874	Neutral
Efficient learning method.	4.28	0.712	Strongly Agree
Alternative learning subjects (such as Music, Arts, and Sport)	4.43	0.707	Strongly Agree
Total	3.98		Agree

The first set of factors that influence a parents' decision to enroll in Vongsengdeuane School's primary program, titled "Academic focus," are explained in Table 4. The mean score is 3.65, which is aligned with a level of agreement among respondents with those given in the lists.

Subfactors within this section included “Alternative learning subjects,” with an average score of 4.43 on the strongly agree level, and “Efficient learning approach,” with a score of 4.28 on the strongly agree level, come in second. The lowest rated element was “Curriculum at the school,” with an average score of 3.22, indicating a neutral opinion.

Table 5: Opinion level result of Expenditure factor which affects parent’s preference in choosing primary school (Source: base on my own research)

Expenditure	\bar{x}	Std. Deviation	Meaning
Cost of tuition.	3.87	1.069	Agree
Total	3.87		Agree

The second factor, “Expenditure,” is described in Table 5 and affects parents’ consideration when deciding whether or not to enroll their children in Vongsengdeuane School's primary program when it comes to price of tuition fee. With a mean score of 3.87, it’s obvious that respondents agree with the listings.

Table 6: Opinion level result of Location factor which affects parent’s preference in choosing primary school (Source: base on my own research)

Location	\bar{x}	Std. Deviation	Meaning
Nearby the workplace or home.	4.06	0.813	Agree
playground for children	4.325	0.47034	Strongly Agree
Total	4.19		Agree

Table 6 displays the third factor, under “Location,” that parents will take into account when determining whether or not to enroll their children in Vongsengdeuane School’s primary program after it opens. On average, those surveyed agreed ($\bar{x} = 4.19$ out of 5).

A mean score of 4.325 on the strongly agree scale was discovered for the “Playground for children” variable, whereas the “Nearby the office or house” attribute had a score of 4.06 on this scale that line in level of agree.

Table 7: Opinion level result of Referral factor which affects parent's preference in choosing primary school (Source: base on my own research)

Referral	\bar{x}	Std. Deviation	Meaning
Recommended by family and close acquaintances.	4.21	0.787	Strongly Agree
Know somebody whose children attend this school.	4.14	1.087	Agree
Total	4.18		Agree

While considering whether or not to enroll their children in Vongsengdeuane School's primary program, parents will take into account several factors, one of which is "Referral," as detailed in Table 7. It scored a 4.18 on the agree scale.

Sub-factors "Know somebody whose children attend this school" received a mean score of 4.14 on the agree scale, while "Recommended by relatives and close acquaintances" received a mean score of 4.21 on the strongly agree scale.

Table 8: Opinion level result of Media as factor which affects parent's preference in choosing primary school (Source: base on my own research)

Media	\bar{x}	Std. Deviation	Meaning
Internet & Social media	4.27	0.683	Strongly Agree
Print media	1.62	0.636	Strongly Disagree
TV & Radio	1.59	0.587	Strongly Disagree
Total	2.49		Disagree

Table 8 shows the fifth element, "Media," that parents will consider when choosing whether or not to enroll their children in Vongsengdeuane School's primary program once it opens. It got a mean score of 2.49 on the disagree scale.

With an average score of 4.27 on the strongly agree level, "Internet & Social Media" was the most popular subfactor in this section, while "Print Media" was less popular with an average score of 1.62 on the strongly disagree level. With an average score of 1.59, "TV & Radio" was the least popular feature, with respondents expressing a strong disagree.

Table 9: Opinion level result of Teacher standard as factor which affects parent's preference in choosing primary school (Source: base on my own research)

Teacher Standard	\bar{x}	Std. Deviation	Meaning
Teachers' teaching skills.	4.91	0.29	Strongly Agree
Teachers are having a higher degree.	3.82	0.809	Agree
Teachers' carefulness.	4.84	0.367	Strongly Agree
Total	4.52		Strongly Agree

The sixth factor, "Teacher Standard," is displayed in Table 9 and will be considered by parents when deciding whether or not to enroll their children in Vongsengdeuane School's primary program once it opens. It was approved of by a mean score of 4.52 out of 5.

The "Teachers' teaching skills" subfactor received an average of 4.91 on the strongly agree level, while the "Teachers' carefulness" subfactor received an average of 4.84 on the strongly disagree level. With an average score of 3.82 (which indicates an agree point of view), "Teachers are having a higher degree" received the fewest scores.

Table 10: Opinion level result of School Process as factor which affects parent's preference in choosing primary school (Source: base on my own research)

Process	\bar{x}	Std. Deviation	Meaning
Number of students in class	4.13	0.784	Agree
English is part of Primary teaching language	4.48	0.502	Strongly Agree
Total	4.31		Strongly Agree

Table 10 displays the seventh element, "School process," that parents would consider when deciding whether or not to enroll their children in Vongsengdeuane School's primary program after it opens. On the scale of strongly disagree, it received a 4.31 mean score.

The average score on the strongly agree scale for the "Primary teaching language is English" subfactor was 4.48, while the average score for the "Number of students in class" factor was 4.13 at the agree level.

Table 11: Opinion level result of School's Physical Evidence as factor which affects parent's preference in choosing primary school (Source: base on my own research)

Physical Evidence	\bar{x}	Std. Deviation	Meaning
Safety and environment at school.	4.47	0.686	Strongly Agree
Facilities at the school.	3.55	0.659	Agree
Uniform and logo	3.12	0.32237	Neutral
Total	3.71		Agree

Table 11 displays the eighth element, “Physical Evidence,” that parents will use to evaluate Vongsengdeuane School’s primary program whenever it opens for enrollment. The average rating was 3.71 out of 5, indicating approval.

The average response on the strongly agree scale was 4.47 for the “Safety and environment at school” subfactor, and the average response on the agree scale was 3.55 for the “Facilities at the school” subfactor. The “Uniform and logo” option earned the fewest scores (3.12), indicating a neutral position.

4.4.Customer Preference

4.4.1. The optimal number of students in a classroom setting

Due to the convenience of the school’s location to both homes and places of work, parents’ preferred travel times were surveyed. Travel times of 15 minutes or less are acceptable to 55% of respondents, whereas 44% or more are willing to spend longer time travel to school.

Table 12: Parent's acceptable transportation time (Source: base on my own research)

Transportation time	No.	%
less than 15 mins	66	55.00%
16 - 30 mins	53	44.17%
31 - 60 mins	1	0.83%
more than 1 hour	0	0.00%

4.4.1. The optimal number of students in a classroom setting

The number of students per classroom has a mean score of 4.13. This led to the subsequent inquiry: “What is an appropriate amount of students for a single classroom in your opinion?”

Table 13: Appropriate Number of Students per Classroom (Source: base on my own research)

Students per classroom	No.	%
15 students and less	1	0.83%
16 - 20 students	2	1.67%
21 - 25 students	116	96.67%
26 - 30 students	1	0.83%
31 students and more	0	0.00%

More than 30 students are assigned to each teacher in Vientiane’s primary schools. In fact, most parents would prefer a classroom size of no more than 30 children. Table 13 shows that between 16 and 20 kids (1.67 %) and 21 and 25 students (96.6 %) per classroom is an acceptable range that parents are willing to accept for their children.

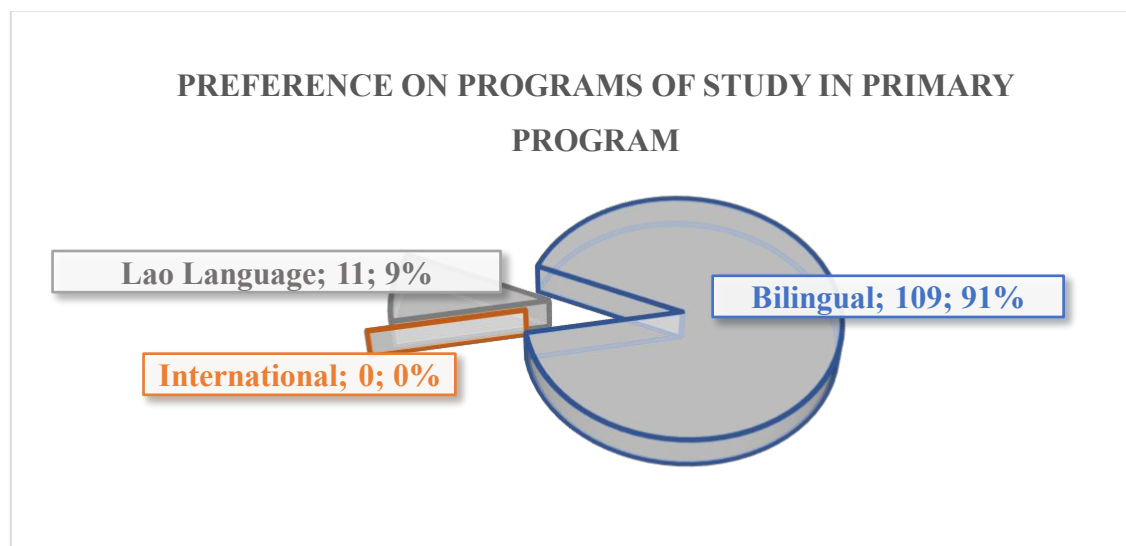


Figure 10: preference on study curriculum programs (Source: base on my own research)

Figure 10 displays the results, showing that the majority of the participants (91%) prefer attending a bilingual school, followed by the lao language (9%), and finally the international school (0%). If you compare the tuition at an international school with the average monthly income, the general school still comes out on top. No one in the sample group is financially unable to attend international school.

4.5.Price Sensitivity and Tuition Fee Meter

4.5.1. Tuition budget per child

Table 14: Average Monthly Tuition Budget per Child (Source: base on my own research)

Total Respondent n =120	
20 USD and less	0
21 – 30 USD	35
31 - 45 USD	84
45 USD and more	1
Average Price	33.77 USD

Participants were required to provide their monthly tuition allotment per student. According to the data in table 14, respondents' average budget is \$33.77.

4.5.2. Correlations between 'Monthly Household Income' & 'Education Budget'

Table 15: percentage of Monthly Household Income Using in Education Budget (Source: base on my own research)

Total Respondent n=120	
Average income	387.5 USD
Average budget	33.77 USD
% of expenditure	8.71%

Table 15 illustrates the allocation of a representative sample of parents' monthly incomes toward their children's educational budget. Moreover, it was found that 8.71 percent of a typical parents' monthly income is allocated to finance educational expenses.

Table 16: Opinion level result of Process satisfaction of parents about Vongsengdeuane School's performance (Source: base on my own research)

Satisfaction	\bar{x}	Std. Deviation	Meaning
Information of children	4.12	0.322	Satisfied
Enrollments process	4.10	0.301	Satisfied
Total	4.11		Satisfied

Table 16 presents the “Process Satisfaction,” of parents about Vongsengdeuane School. With a mean score of 4.11, it's clear that the majority of respondents satisfied with the lists.

The “Information of children” aspect had an average satisfied rating of 4.12, while the “Enrollments procedure” factor had an average satisfied rating of 4.10.

4.5.3. Price sensitivity meter

By using the price sensitivity meter, we were able to determine the optimal tuition rate that parents are comfortable paying, as well as the acceptable ranges around the cost of education.

Table 17: price sensitive mater (Source: base on my own research)

Total Respondent n =120	
Optimal Price Point	34 USD
Indifference Price Point	34 USD
Point of Marginal Cheapness	30 USD
Point of Marginal Expensiveness	37 USD
Acceptable Price Range	30-37 USD

Table 17 provides a quick overview of the acceptable pricing ranges for parents. Price points between \$30 to \$37 USD are acceptable, according to respondents overall. As shown in table 14, most parents have budgeted between 31 and 45 USD per child per month for tuition, which is in line with the acceptable price ranges calculated by the price sensitivity meter.

5. CONCLUSIONS AND RECOMMENDATIONS

5.1. Conclusion

According to the first part of the survey, participants were given a question with the following inquiry: “If a primary program were to be implemented in the upcoming academic year, would you consider enrolling your children in?” Based on the responses, a total of 93 individuals (constituting 77% of the sample) indicated a “Yes” answer, while the remaining participants selected the option of uncertainty “Maybe.” This led to the subsequent inquiry: “If the response is negative or uncertain, kindly explain the reasoning behind it.” The researcher perceives that such responses present favorable prospects for thinking about their implications in the advancement of the school. The majority of the responses pertain to the possibility of advancing to the secondary level without the requirement of an entrance examination. And the relocation of both one's workplace and residence to a different city.

Table 18: Parents’ preference in factors influences decision-making (Source: base on my own research)

7P	Variables	\bar{x}	Meaning	Ranking
Product/ Service	Academic Focus	3.98	Agree	4
Price	Expenditure	3.87	Agree	5
Place	Location	4.19	Agree	3
	Referral	4.18	Agree	
	Media	2.49	Disagree	
Promotion	Total	3.335	Neutral	7
People	Teacher Standard	4.52	Strongly Agree	1
Process	Process	4.31	Strongly Agree	2
Physical Evidence	physical evidence	3.71	Agree	6

The respondents’ preferences factors then, being analyzed in order to determine the test of differences between variables. Table 18 presents an overview of the primary factors that parents will consider when deciding whether or not to enroll their children in Vongsengdeuane School’s primary program, once it becomes available.

The descending order of importance is as follows:

- The “Teacher Standard” is the most highly rated quality, with a mean score of 4.52. The notion of education as a worthwhile investment in the future of their children is widely accepted by parents, with the quality of education being indicative of the ability of teachers.
- In addition to the significant emphasis placed on the quality of teachers, the utilization of “English as the primary language of instruction” in primary education was identified as a crucial component of the school’s operational process. Respondents assigned a mean score of 4.31 to this factor, ranking it second in importance.
- The third factor under consideration pertains to the “Accessibility of the location,” which includes the distance of the school to the respondents’ residence or workplace, as well as the convenience of transportation to the school’s premises. The mean score for this factor is 4.19.
- The respondents’ mean score was 3.98 in relation to their “Academic focus”. This section highlights the tendency of parents to prioritize the teaching abilities of teachers over the reputation of the school and the curriculum.
- According to the findings, the attribute of “Promotion” holds the least significance in the decision-making process for selecting a primary school, as indicated by a mean score of 3.335. The restrictions of mass media have resulted in a significant influence of social media on the majority of the Lao population.

However, when compared to Figure 9, which depicts the three factors that were most important in choosing a primary school, the Location variable came out on top with 47 counts, followed by Academic Focus with 42 counts, and Teacher with 21 counts.

According to the researcher’s perspective, it is advisable to prioritize the outcomes of the study on “Parents’ preference rating in factors influencing decision-making” over those of “the most important factor to consider when choosing a primary school.” As a result of the limitation imposed on respondents to select only the most significant option, the analysis of consumer preferences can reveal a wider range of responses.

5.2.Recommendation

This research aims to identify the variables and the relative importance of each that parents consider when choose which primary school to send their kids to. Education authorities and officials may utilize this knowledge to raise the standard of schools and encourage those that are in high demand by taking into account the factors that parents have identified as motivating them to choose a school. Therefore, as a parent, it's just as important to examine your criteria when selecting a school as it is to concentrate on your child's requirements and preferences.

5.2.1. Benefits for educational institutions and school

In considering the results, significant effort is required to fulfill parents' desires for school choice while offering students with a high-quality education. It is important for schools to create awareness of themselves and work to establish a positive reputation in the view of parents.

5.2.2. Benefits for government

Despite efforts to improve schools via evaluation; apart from school location and curriculum; the quality of teachers is what parents' value most, and policymakers have to accept this fact. The quality of teachers is an important consideration for parents, so they should reevaluate the elements that influence their decision-making. The development of a country depends on a strategy that prioritizes funding and resources for local schools and meets the needs and interests of all students.

5.2.3. Limitation of this study

This study's qualitative research could only be conducted by surveying and interviewing parents who send their children to Vongsengdeuane Schools and who also work and live in the Xaythany area due to a lack of resources. Quantitative study was carried out with no restrictions on demographics like district and family income to generate a city-wide image of parents in Vientiane.

5.2.4. Suggestions for Further Study

To further understand the elements that might impact the choice on selecting primary school, researchers should do the same survey with respondents from outside the school, preferably outside the Xaythany area.

5.3.Elaboration of Strategies for Vongsengdeuane School’s Primary Program

5.3.1. MISSION & VISION

The mission statement will retain its original form as stated by (VITHAYAPHONE. 2020), which envisions a school environment that fosters a sense of home where children engage in both play and learning. The teacher is likened to a parent who nurtures each child’s growth towards becoming a competent individual with strong social values, instilling generosity and preparing them for a successful transition into adulthood.

The primary objective of Vongsengdeuane School is to provide a comprehensive academic education to its students, while ensuring the quality of teaching provided by our teachers. Additionally, the safety and well-being of our students is of utmost importance to us. By offering adequate training to individuals, whether it be in:

- The individual possesses proficiency in both Lao and English languages, including speaking, writing, reading, and listening. Additionally, they exhibit aptitude in mathematics, science, and environmental studies.
- Furthermore, the individual has engaged in alternative learning experiences such as sports, music, and field trips.
- The subject of social studies encompasses a range of topics related to human society and its interactions, including but not limited to history, geography, economics, and political science. Additionally, the acquisition of basic life skills is an important aspect of education and the mental aspect of children’s emotional development.
- It is imperative to ensure the growth and skill development of children by providing them with the necessary tools to prepare them for secondary education.

The school's vision statement aims to sustain the mission statement's high level of outcomes and establish itself as the premier choice for early childhood education in the Xaythany district, as stated by (VITHAYAPHONE, 2020). and Additionally, the school seeks to promote its new primary program, to both current and prospective students. The Vongsengdeuane School places significant emphasis on maintaining high standards and achieving optimal levels of academic performance for all enrolled students.

The strategic objectives of the school entail achieving a minimum profit margin of 20%, attaining a customer retention rate of nearly 100%, and ensuring at least 95% customer satisfaction for the primary program as outlined by (VITHAYAPHONE, 2020). Additionally, the school aims to enroll 200 students within the three-year plan. The ultimate objective is to establish a prominent reputation for the Vongsengdeuane School located in the Vientiane Capital.

5.3.2. MARKET ANALYZE SUMMARY

Chapter 2 of this thesis presents a comprehensive analysis of the primary school market in Vientiane Capital, Lao PDR.

In conclusion, a stable political situation supports the growth of the primary school industry. The aforementioned trend is anticipated to persist due to concomitant economic expansion and a youthful demographic composition. Since the government is promoting the expansion of education in the nation, there aren't many new barriers to admittance.

Vongsengdeuane School is in competition with all other schools in Vientiane Capital that provide primary schooling. In the district of Xaythany, where a school is situated, there exist two primary schools of similar kind, namely Sengsavang school and Xaypanya school. There are primary schools in existence that prioritize the teaching of Lao and English languages as part of their primary education curriculum. In the interim, both establishments implement a bilingual system, such as the one used by Vongsengdeuane School.

5.3.3. MARKETING STRATEGY

The marketing objective of Vongsengdeuane School is to enhance the attractiveness of its service mix and attract customers. According to the market analysis and primary research conducted, it appears that the target demographic for Vongsengdeuane School comprises

primarily of middle-class parents, who are frequently entrepreneurs and place a greater emphasis on expenditure. Individuals often exhibit a tendency towards economic rationality when selecting a school, with location and academic focus being key factors in their decision-making process. This demographic encompasses individuals who reside or are employed in outlying districts, including both larger families and recently married couples.

5.3.3.1. Product

Vongsengdeuane School is an educational institution that offers a bilingual program of education, integrating the Lao National Curriculum with the Global Standard Curriculums. The school provides lessons in all Lao subjects mandated by the Ministry of Education and Sports in Laos. The International Curriculum's frameworks and approaches are implemented in the subjects of Music, Physical Education, and Arts & Crafts.

The subjects that are typically studied by primary school students include:

- **Lao:** The Lao educational program conforms to the Lao National Curriculum with the aim of fostering ability in Lao language skills, including reading, writing, listening, and speaking.
- **English, Language, Reading, Library:** The acquisition of English literacy skills in children is facilitated through the study of the aforementioned four subjects. The acquisition of language involves an understanding of four essential language skills, namely reading, writing, listening, and speaking.
- **Math:** The mathematics syllabus comprises five separate areas of study, namely number, geometry, measure, dealing with data, and solving problems.
- **Science:** The syllabus comprises four separate topics domains, namely scientific inquiry, chemistry, biology, and physics.
- **Physical Education:** The aim is to facilitate children's physical well-being and promote their comprehension of health and safety through appropriate exercise.
- **Arts & Crafts, Music:** The aim is to facilitate the experience of artistic creation among children through activities that involve expression and appreciation, thereby engaging their sensitivity.

- **Integrated Studies:** The aim is to facilitate independent thinking among students through cross-disciplinary and inquiry-based learning, while also nurturing their skills and attributes to identify their own objectives, engage in self-directed learning, exercise critical judgment, and enhance their problem-solving abilities.
- **Moral Education & Social Studies:** The objective of moral education is to foster morality as a fundamental basis for nurturing global citizens who possess a proactive disposition. These individuals are expected to demonstrate a spirit of respect for human dignity and reverence for life in various settings such as their homes, schools, and other social environments. They are also expected to exhibit a generous spirit, respect cultural traditions, and possess an understanding of social life. Social Studies, on the other hand, aims to develop an appreciation for how a peaceful and democratic society operates and the corresponding responsibilities of individuals within it.
- **ICT (Computing):** Children are taught the essential ideas and concepts of computer science and how to apply them.

In keeping with the philosophy of whole-person education, character development in primary school continues to focus on the child's intellectual, ethical, sentimental, and physiological development.

5.3.3.2. Price

The mean score of 3.87 for the School's Price Factor suggests that it is not a significant consideration for parents when determining enrollment in Vongsengdeuane School's primary program. This is likely due to the belief among parents that investing in their children's education is a wise decision for their future.

Based on a cross-analysis of the Price Sensitivity Meter and the monthly education spending budget, Vongsengdeuane School's cost will be determined. Table 17 provides the analysis, which may be used as a price setting reference. Price ranges between \$30 and \$37 USD per month are appropriate for schools that cater to middle-class or higher-class students, and the cost of Vongsengdeuane School would also be valued accordingly. Table 14 shows that the average monthly budget for educational expenses is 33.77. The monthly tuition would be priced at 34 USD per month at the Optimal Price Point, but, due to inflation and the excellent value

proposition that Vongsengdeuane School would provide a higher price than the Optimal Price Point.

5.3.3.3. Place

According to government guidelines, the 9 districts that make up the capital city of Vientiane may be divided into 4 core districts and 5 outlying districts. Sikhottabong, Chanthabouly, Xaysettha, and Sisattanak are among the four inner districts. Sangthong, Naxaythong, Xaythany, Parkngeum, and Hadxaifong are among the five outlying districts, which are typically seen to be less developed than the CBD.

The four inner districts are preferable locations for elementary schools. The closest heavily populated location is their major benefit. However, since land is so valuable there, it would cost more to provide services in the four inner districts. The optimum location for a school should be close enough to the clients' homes to allow for a journey time of 30 minutes or less.

According to (VITHAYAPHONE, 2020), Vongsengdeuane Nursery and Kindergarten is situated in the Xaythany District in the Southwest, next to the National Road, has a large space and provides a convenient location for drop-off, and is also near to the CBD.

Xaythany is one of five districts, there are continuing housing construction, and as the city center becomes more congested, people prefer to relocate outside, according to definition of (THIPPHAPHONE, 2018).

The Mother and Newborn Hospital is just across from the school. A quarter of consumers, or nearly, work in hospitals, according to school statistics. Another benefit is that the student will get fast medical attention in the event of an accident or illness. The primary school should thus be built at the same area as the kindergarten and nursery school, in my opinion, since there are several benefits to doing so.

5.3.3.4. Promotion

Referral received a 4.18 out of 5 on the agree scale, making it the best marketing channel. Internet & Social Media came in second with a mean score of 4.27, but when compared to Media (Main Factor), it received a mean score of 2.49 on the disagree scale since Print Media and TV & Radio both scored Strongly Disagree.

Parent referral programs may be used as a referral and promotional tool. by asking friends, family members, acquaintances, or coworkers to enroll in the school. Both the referrer and the referee will benefit, such as discounts, if the registration is successful.

A Facebook page on social media is another platform for advertising. On social media sites, this will contain details about the school, such as its address, phone number, registration deadline, and start date. Publish images of kids participating in activities or attending class on social media.

Vongsengdeuane School employs a promotional strategy whereby a discount is extended to families with multiple children enrolled in the school. The discount rates are tiered, with a 5% discount applied to the second child, a 10% discount applied to the third child, and a 15% discount applied to the fourth child. To qualify for this promotion, families must provide proof of their familial relationship. This promotional strategy is consistent with the kindergarten sector's approach, as outlined by (VITHAYAPHONE, 2020).

5.3.3.5. People

With a mean score of 4.52, Vongsengdeuane School's People Factor is the key factor to consider for parents considering whether to enroll their children in the school's primary program.

The general face of a primary school is its teachers. Administration workers and security personnel are also included in the term "People." The main concern comes from the anticipated scarcity of teachers. The number of instructors in training is gradually declining because of poor pay and the COVID-19 pandemic. The issue of finding new instructors should worry elementary schools. Additionally, plans would be made to maintain the workers' loyalty. Vongsengdeuane School administration would conduct yearly personnel evaluations and provide advancement opportunities.

According to the study findings, a teacher's personality and teaching style are what the student values most. Teachers should pay attention ($\bar{x} = 4.84$) and have good teaching techniques ($\bar{x} = 4.91$). Finally, one of the key sub-factors is teachers' higher education, which is also taken into consideration. With a 3.82 average score, it is imperative that all instructors at Vongsengdeuane School get training and participate in curriculum preparation in order to

maintain a high standard of service. Therefore, these qualifications need to be used as the main hiring criterion of teacher.

5.3.3.6. Process

Table 16 presents the “Process Satisfaction,” of parents about Vongsengdeuane School, shows that the currently operational Vongsengdeuane Kindergarten and Nursery has satisfied customer procedures. The “Enrollments procedure” element received a 4.10 approve rating. The average agree rating for the “Information of children” component was 4.12.

The start of the first week in September is often when students enroll. The customer would need to complete the registration form and provide the necessary paperwork, such as the student’s identification card or birth certificate, during the enrollment process. Complete the enrollment procedure and pay the course price. There are three payment options: monthly, semesterly, and annual.

The Process aspect at Vongsengdeuane School, averaging 4.31, is the second most important aspect for parents to consider when determining whether to enroll their children in the school’s primary program. Vongsengdeuane primary sectors are going to operate in a bilingual system (91%) with a blend of lao national curriculum and international one in order to pay attention to the preferences of the customers. It divides students into classes of 20 to 25 children (96.67%) per instructor, with the typical school day lasting from 8 AM to 4 PM. The additional service price for an early drop-off or a late pick-up would be taken into consideration by Vongsengdeuane School and would depend on each individual customer instance.

5.3.3.7. physical evidence

School atmosphere and safety. Possibility to dominate the market in Vientiane Capital and apply technology in the classroom. Safety is one of the key considerations for customers when making decisions, as was previously noted. As a result, CCTV will be set up in every area of Vongsengdeuane school.

Facilities at the school, for basic ICT classes and music instrument, Vongsengdeuane School is also planning to install a projector and computer in the library.

The physical evidence will include the school badge with the logo. The uniforms, textbooks, and Facebook profiles of Vongsengdeuane schools all have their logos.

5.3.4. RESOURCE ALLOCATION, MONITORING AND DETAILPLANNING

Each child's service cycle ends after grades 1 through 5 in elementary school. The strategic plan would therefore be in effect for five years. For primary sectors, which include two months of summer school and nine months of regular schooling, the yearly marketing budget would be \$2500 USD, same as (VITHAYAPHONE, 2020). The monthly marketing budget is 227.25 USD. This sum is not excessive considering that the majority of marketing expenses are related to event preparation and social media promotion.

Starting capital as financial assets would include the location and tangible proof. One-time expenses like land, buildings, or equipment make up the largest portion of the mix. Nonetheless, they could be ascribed to the people or human resources, such the pay for the staff or instructors. And it should take into account the monthly expenses for the cost of using utilities.

The marketing plan would be monitored using certain KPIs. For instance, the volume of inquiries or Facebook page visits at VSD school may be utilized for evaluating reputation. The school administration would assess the results of this evaluation annually.

6. SUMMARY

Ensuring access to quality education for all children in Lao PDR is a key objective of the Sustainable Development Goals, which I anticipate will be achieved in the near future. The government provides financial support and promotes educational programs across various domains. Therefore, establishing a new primary school in the city of Vientiane, which is the capital of Laos, would be a favorable decision.

The present study utilizes marketing strategy and service marketing planning concepts, combined with the factors that parents consider when choosing a primary school. Eventually, a study based on quantitative surveys is conducted to assess the market of the thesis. What are the factors that parents will consider when deciding whether or not to enroll their children in the primary program of Vongsengdeuane School upon it operate? The 7Ps of the service marketing mix can be utilized to achieve effective service marketing. It is imperative to provide recommendations for a marketing plan that considers the four stages of the planning process previously discussed.

A review of the research, the researchers have concluded that it would be beneficial for Vongsengdeuane School to operate its primary program in the upcoming academic year. This conclusion is supported by the fact that 77% of parents have expressed a strong intention to enroll their children in the school. However, the Vongsengdeuane school must take into account all relevant factors and preferences that may impact parental decision-making when selecting a primary school.

Based on the findings, it can be inferred that the quality of teachers (people factor) and the implementation of a bilingual curriculum that involve English and Lao (process factor) are the two primary determinants that significantly impact parental evaluations of elementary schools in term of mean score, while the 3 most popular choice when parents choosing primary school are the accessibilities of Location (47 counts), Academic Achievement (42 counts), and teaching quality of teacher (21 counts). As mention in 4.6. (Parents' preference in factors influences decision-making) that the mean score of factors can cause more in investigating the consumer preference as the respondents can rate a wider range of score then "the most

importance factor” that responders can give only one responds each. The researchers are utilizing the mean score of factors as the main source of information for this study.

One of the most significant conclusions obtained from this analysis is that teachers who are attentive to their students can be effective teachers, regardless of whether they have an advanced degree.

The location factor is ranked third in terms of factors to consider. Therefore, it is essential that the researcher is in agreement with previous research conducted by (VITHAYAPHONE, 2020). It has been concluded that the location of a school is among the top three factors that parents consider when selecting a school for their children. Vongsengdeuane School is situated in the Xaythany district, it presents an attractive opportunity for real estate investors. Additionally, it is an especially popular spot for the establishment of educational institutions, owing to the existence of schools and the broad awareness of their locations among parents, it is advantageous to bring together primary programs in these established locations. The author posited that the location of a school is a significant factor, with close distance to either the student’s residence or parent’s place of work being the third most influential factor. The study indicates that 99.17% of parents find a 30-minute travel time to school are acceptable.

In accordance with parental perspectives, Price factor rank fifth in terms of importance when selecting a primary school. Parents believe that enrolling their child in a school that offers superior quality, along with an extensive curriculum and high teacher standards, is an appropriate investment. Schools that fall within the Acceptable Price Range of monthly tuition, which is between USD \$30-37 per month, are categorized as medium price schools. This choice is widely preferred. It is imperative for each educational institution to carefully select the appropriate demographic to concentrate on.

The study revealed that “Referrals” were the most effective mode of advertising, followed by “Social Media” which ranked second in terms of effectiveness. The factor with the least amount of influence, as determined by a mean score of 3.335 based on consumer preferences, is identified as such. Due to the limitations and restricted nature of mass media channels, people in Laos are more easily influenced by the influence of social media.

The common preference among consumers is to enroll their children in private schools with bilingual program (Lao and English), which typically adhere to a standard schedule of 8AM to 4PM and maintain a class size of 20 to 25 students.

The study has yielded insights into enhancing the quality of primary school education. As an existing primary school, utilize market research to investigate potential enhancements to the present service quality.

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STATEMENT ON CONSULTATION PRACTICES

As a supervisor of **Vithayaphone Vongsengdeuane** (Student's name) **BZ8R99** (Student's NEPTUN ID), I here declare that the final essay/thesis/master's thesis/portfolio¹ has been reviewed by me, the student was informed about the requirements of literary sources management and its legal and ethical rules.

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The document contains state secrets or professional secrets: no³✓

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Internal supervisor

¹ Please select applicable and delete non-applicable.

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DECLARATION

on authenticity and public assess of final master's thesis

Student's name:	Vithayaphone Vongsengdeuane
Student's Neptun ID:	BZ8R99
Title of the document:	The effectiveness choosing the primary school of parent for their children: A case study of Vongsengdeuane School, Vientiane, Lao PDR
Year of publication:	2023
Department:	Business Development

I declare that the submitted final master's thesis is my own, original individual creation. Any parts taken from another author's work are clearly marked, and listed in the table of contents.

If the statements above are not true, I acknowledge that the Final examination board excludes me from participation in the final exam, and I am only allowed to take final exam if I submit another master's thesis.

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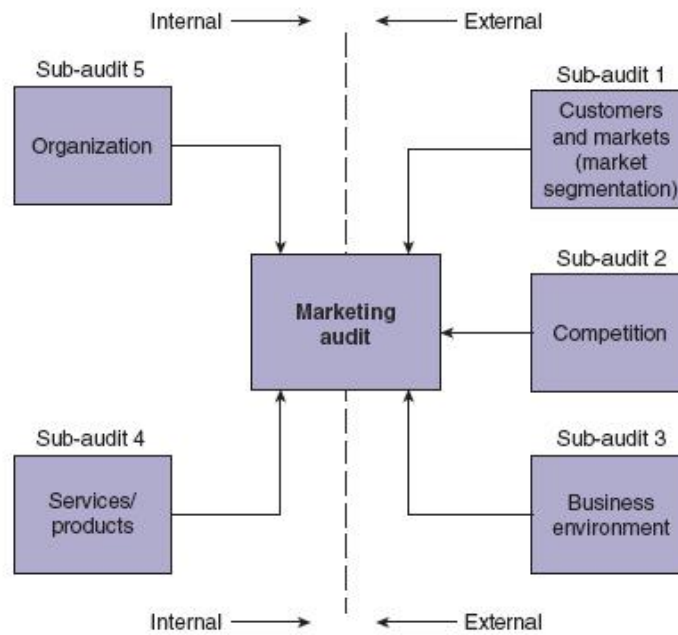


Figure 11: Internal & External Marketing Audit (Source: Malcolm et al. 2011)

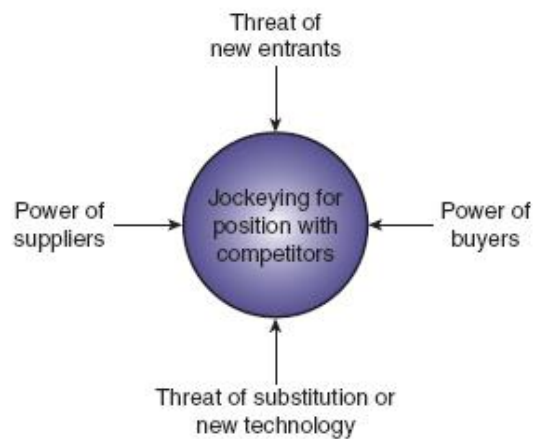


Figure 12: PORTER's Five Forces (source: Malcolm et al. 2011)

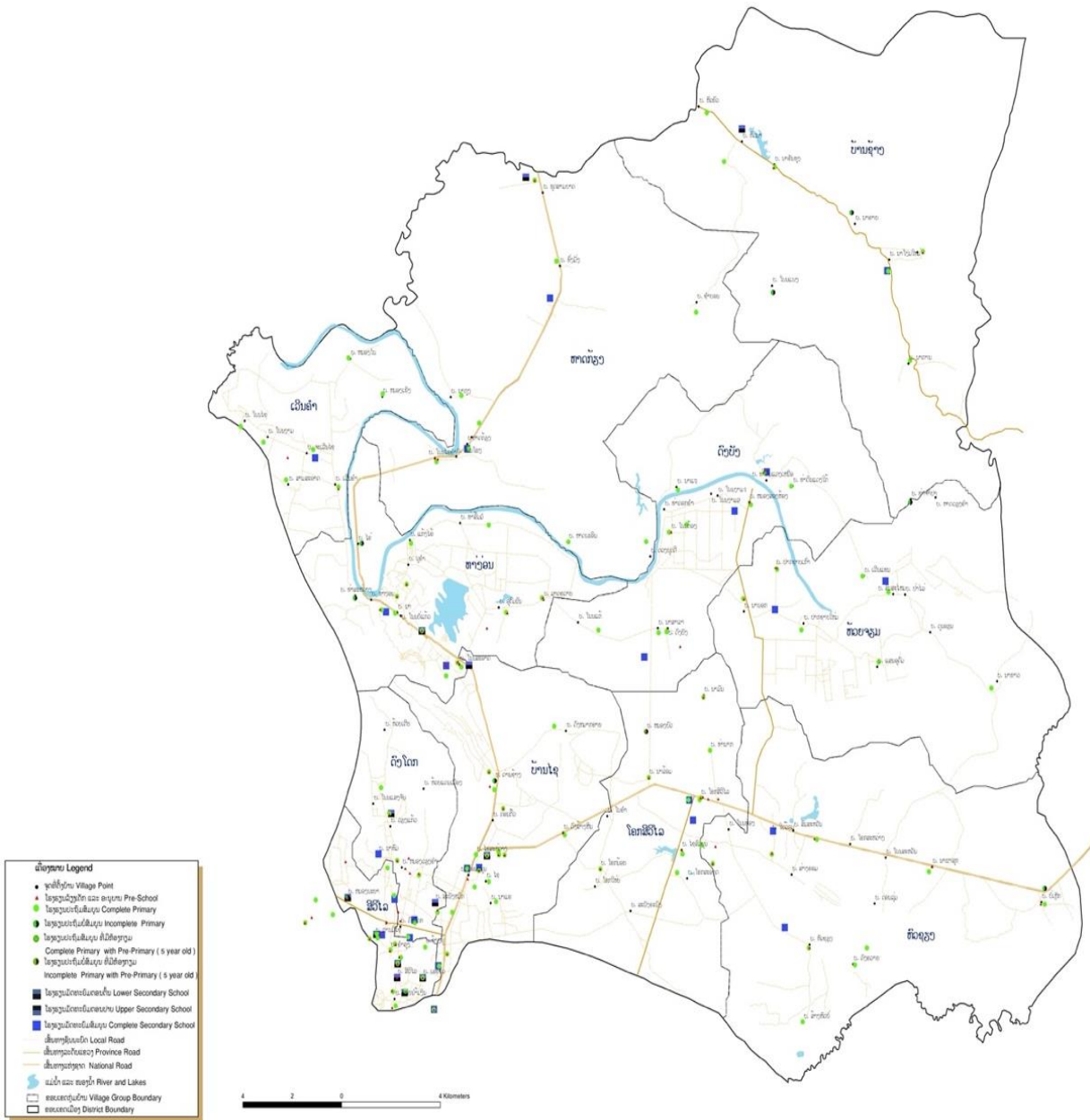


Figure 13: The School Map of Vientiane Capital. (Source: MOES, 2023)

Questionnaire

The effectiveness choosing the primary school of parent for their children: A case study of Vongsengdeuane School, Vientiane, Lao PDR

I am a student from Hungarian University of Agriculture and Life Sciences (MATE) doing a research about parents' primary school choices for their children. It will only take a few minutes, so Please help me in answering this questionnaire. The data provided will be aggregated and your identity will remain anonymous. Thank you so much for your help!

Section 1: Screening Question

1. How many of your children study in this school?
 - ☐ 1 or less
 - ☐ 2
 - ☐ 3
 - ☐ 4 or more

2. How long have your children study in this school?
 - ☐ 1 year or less
 - ☐ 2 years
 - ☐ 3 years
 - ☐ 4 years or more

3. Would you continue sending your kids to our Primary programs
 - ☐ Yes
 - ☐ No
 - ☐ Maybe

Maybe; Please explain why?.....

No; Please explain why?.....X End the survey

Section 2: Variables Effecting in Choosing Primary School

4. What are the key determinants that impact your decision-making process when selecting a primary school?
 - ☐ Academic achievement
 - ☐ Teacher quality
 - ☐ Cost of tuition
 - ☐ School Process
 - ☐ Security system
 - ☐ School location
 - ☐ Media

5. What level of significance do you place on the following variables when selecting a primary school for your children?
On a scale of 1 to 5, where 5 represents strong agreement and 1 represents strong disagreement.

Variable	Rating				
Curriculum at the school	1	2	3	4	5
Efficient learning method	1	2	3	4	5
Alternative learning subjects (such as Music, Arts, and Sport)	1	2	3	4	5
Cost of tuition	1	2	3	4	5
Nearby the workplace or home	1	2	3	4	5
Playground for children	1	2	3	4	5
Recommended by family and close acquaintances	1	2	3	4	5
Know somebody whose children attend this school	1	2	3	4	5
Internet & Social media	1	2	3	4	5
Print media	1	2	3	4	5
TV & Radio	1	2	3	4	5
Teachers' teaching skills	1	2	3	4	5
Teachers are having a higher degree	1	2	3	4	5
Teachers' carefulness	1	2	3	4	5
Number of students in class	1	2	3	4	5
English is part of Primary teaching language	1	2	3	4	5
Safety and environment at school	1	2	3	4	5
Facilities at the school	1	2	3	4	5
Uniform and logo	1	2	3	4	5

Section 3: Customers' Preference

6. What is the maximum acceptable duration of travel that you consider appropriate for transporting your children to their educational institution? (open answer)

Hour		Minute	
------	--	--------	--

7. What is an appropriate amount of students for a single classroom in your opinion?

- ☐ 15 students and less
- ☐ 16 – 20 students
- ☐ 21 – 25 students
- ☐ 26 – 30 students
- ☐ 30 students and more

8. Types of program

- ☐ Lao language (General)
- ☐ Bilingual
- ☐ International

9. What is your level of satisfaction with the educational process of your children's school? On a scale of 1 to 5, where 1 represents Very Satisfied and 5 represents Very Unsatisfied.

	Rating				
Getting information regarding your child	1	2	3	4	5
The enrolments process of your child	1	2	3	4	5

Section 4: pricing

10. What is the monthly tuition fee for primary education? What is your estimation, how much do you think? (open answer)

It's too pricey for my budget.	
Pricey but willing to pay	
cheap but still take into account	
Fees are too low to enroll	

11. Tuition budget per child

- ☐ 20 USD and less
- ☐ 21 – 30 USD
- ☐ 31 - 45 USD
- ☐ 45 USD and more

Section 5:

12. what is your gender?

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

13. How old are you?

- ☐ Under 20 years old
- ☐ 21 - 30 years old
- ☐ 31 - 40years old
- ☐ 41 - 50 years old
- ☐ Over 50 years old

14. What is your relationship status?

- ☐ Single
- ☐ Married
- ☐ Divorced/widowed

15. What is the highest education certificate you have?

- ☐ High school
- ☐ Diploma Degree
- ☐ Bachelor's degree
- ☐ Master's degree
- ☐ PhD

16. What is your occupation?

- ☐ Student
- ☐ Entrepreneur
- ☐ Freelance
- ☐ Private company employees
- ☐ Government employee
- ☐ Housewife
- ☐ Retired
- ☐ Unemployed

17. What is your average monthly household income (in LAK)?

- ☐ Less than 200 USD
- ☐ 201 - 400 USD
- ☐ 401 - 800 USD
- ☐ More than 800 USD

Thank you so much!!!

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