

Report On

**Customer Perceptions of Education Franchise of Young
Learners in Dhaka at BRAC Kumon Ltd.**

By
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An internship report submitted to the BRAC Business School in partial completion of the criteria for the degree Masters in Business Administration (MBA).

BRAC Business School
BRAC University
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Declaration

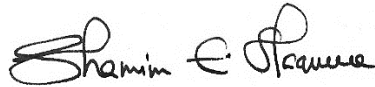
It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

Sayad Hasan Rizvee
ID: 21264031

Supervisor's Full Name & Signature:



Mr. Shamim Ehsanul Haque
Assistant Professor
BRAC University

Letter of Transmittal

Mr. Shamim Ehsanul Haque

Assistant Professor

Brac Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Sir,

I hope this letter finds you well. I am writing to submit my final internship report as a part of my internship program at BRAC Kumon Ltd. I am pleased to present the report which covers my experiences, observations, and contributions during the course of my internship at your esteemed organization.

Throughout my internship, I had the privilege to work closely with dedicated professionals and learn about various aspects of education, learning, development and communication. The practical exposure I gained during this period has significantly contributed to my professional growth and understanding of the industry.

The report includes detailed information about the projects I worked on, challenges I encountered, and the solutions I proposed. It also highlights my learning outcomes and how they align with the goals of the internship program. Additionally, I have included recommendations based on my observations and experiences during my time at BRAC Kumon Ltd.

Thank you once again for the enriching internship experience, and I look forward to staying connected with BRAC Kumon Ltd. in the future

Yours Sincerely,

Sayad Hasan Rizvee

Student ID-21264031

BRAC University

Non-Disclosure Agreement

BRAC and the signatory student at BRAC University have agreed into this agreement. As I reflect back on my internship experience, I am aware that I was granted access to sensitive data, documents, and other information pertaining to the organization's numerous business processes. I want to make it clear that I will not include any information in my internship report that might compromise the company's ideals or reputation if it were to become public knowledge.

Acknowledgement

I would like to take this opportunity to express my sincere gratitude to everyone who supported and guided me during my internship at BRAC Kumon Ltd.

First and foremost, I am immensely thankful to Joysree Sannysi and Aroni Mahmud, my supervisors and mentors, for providing me with the opportunity to intern at this esteemed organization. Their guidance, expertise, and unwavering support played a pivotal role in shaping my learning experience and helping me navigate the challenges I encountered.

My gratitude also extends to my fellow interns and colleagues, whose camaraderie and positive energy made the workplace feel like a second home. The exchange of ideas and experiences with all of you contributed significantly to my personal and professional growth.

I am indebted to the entire staff at BRAC Kumon Ltd. for creating a conducive and inclusive environment that fosters learning and growth. Your collective efforts have left a lasting impression on me.

Lastly, I want to acknowledge my family and friends for their unwavering support and encouragement. Your belief in me has been a driving force behind my success.

In conclusion, my internship experience at BRAC Kumon Ltd. has been both educational and inspiring. I am truly grateful to everyone who contributed to making this journey a rewarding one.

Executive Summary

BRAC Kumon Ltd. is a dynamic and innovative organization that operates at the intersection of education and social impact. Established with a mission to provide quality educational solutions and promote holistic development, BRAC Kumon Ltd. has established itself as a prominent player in the educational sector.

As a subsidiary of BRAC, one of the world's largest non-governmental development organizations, BRAC benefits from a legacy of expertise and commitment to creating positive change. The organization is dedicated to offering innovative educational programs that cater to diverse learning needs, ensuring access to quality education for all.

Through a range of initiatives, including after-school programs, teacher training, and community engagement, BRAC Kumon Ltd. strives to empower learners with essential skills and knowledge that extend beyond traditional classroom settings. The organization's focus on promoting critical thinking, problem-solving, and character development equips students with the tools they need to succeed in an ever-evolving world.

With a team of experienced educators, dedicated professionals, and a strong network of partners, BRAC Kumon Ltd. is well-positioned to make a lasting impact on education. By leveraging cutting-edge technology, innovative teaching methodologies, and a commitment to inclusivity, the organization is driving positive change in education and contributing to a brighter future for learners across the nation.

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Chapter 1: Internship Overview at BRAC Kumon Ltd.

1.1 Information About Student

Name: Sayad Hasan Rizvee

Student ID: 21264031

Department: MBA

Major Subject: Marketing

This report is being presented as a partial requirement for the BUS 599 course, which is the internship course for BRAC University's spring 2024 term. My major is Marketing. The report covers my internship at BRAC Kumon Ltd., which lasted from January 26th to April 25th, 2024.

1.2 Information Regarding the Internship

1.2.1 Organization Details

Name of the Company: BRAC Kumon Ltd.

Address: House 39, Road 15, Sector 3, Uttara, Dhaka.

Internship Tenure: 3 Months

1.2.2 Details about the Supervisors

Supervisor Name: Joysree Sannyasi

Designation: Center Instructor

1.3 Outcomes of the Internship

1.3.1 My Job Scope During Internship at BRAC Kumon Ltd.

During my internship at BKL, I Evaluate and document Kumon worksheets, and administer Achievement and Diagnostic Tests according to Kumon's marking guidelines. Supervise supplementary learning activities and teach ZnZn classes for children aged 3 to 5 years. Conduct classes using a hybrid model (online/on-site): monitor and support students during classwork and Achievement Tests, grade and record results, listen to students read, and document observations in the Kumon record book. Complete monthly surveys, handle phone communication, and manage data collection and reporting. Actively participate in program activities organized by BKL. Participate in training sessions and exams to enhance Kumon knowledge. Conduct picking/setting and sorting of worksheet deliveries. Work effectively and cooperatively with the overall team. Create and maintain Excel student progress reports on a regular basis to precisely monitor each student's progress. In order to find patterns and opportunities for development, I am in charge of tracking and managing Excel spreadsheets that track and evaluate student performance, and completion rates. also draft thorough reports for center management that highlight major accomplishments as well as any areas that might need more time or funding.

1.3.2 Benefits gained from my Internship at BRAC Kumon Ltd.

Being an Assistant Instructor at BRAC Kumon Ltd. is more than a job and an amazing opportunity. As I help students develop their fundamental mathematical and reading skills, I can witness the direct and immediate impact that I have on their lives. I am constantly learning and growing in my role, not only in the subjects I teach but also in my ability to communicate clearly and plan efficiently. BRAC Kumon is an excellent place to work if you're enthusiastic about education

because of its encouraging and collaborative work atmosphere. People who value guiding students to succeed will be all around you. Your prospects, including those to grow within the company or pursue other chances in the education sector, may also be enhanced by this experience.

Overall, a Kumon instructor's duty is to guide and support students on their learning journey, fostering their academic growth, self-confidence, and love for learning. And all of these are done by her very promptly.

1.4 Challenges face during internship at BRAC Kumon Ltd.

The responsibilities of managing several students or administrative tasks, along with the nature of the educational sector, might result in a significant burden for workers, contingent upon their role. Dealing with pupils who may have academic difficulties or behavioral problems can be emotionally taxing, especially for those who care profoundly about their students' achievement. Instructors could feel constrained in their capacity to adapt the curriculum or teaching strategies to suit various learning styles if a certain teaching tactic proves ineffective for a particular student body. Parents may have high expectations for their children's academic performance, which puts pressure on teachers and staff to make sure that students live up to these standards.

1.5 Recommendations

BKL is an excellent suggestion for each new intern, taking into account the work environment, people (colleges), and sort of job involved. There are a few obstacles, nevertheless, for new hires who want to function well in the office. With fewer archives, BKL is a young and expanding organization, so it could be challenging for a new hire to locate enough old internal work samples to draw inspiration and understanding. However, in this case, the current team members are very beneficial in terms of providing hands-on training, support, and insight sharing.

Chapter 2: Background of the organization

2.1 Background of BRAC Kumon Ltd

BRAC Kumon Ltd. is a pioneering educational organization that combines expertise in education with a commitment to social impact. As a subsidiary of BRAC, a global leader in development, BRAC Kumon Ltd. is dedicated to providing innovative and accessible learning solutions to empower individuals and communities. With a focus on holistic development and fostering lifelong skills, the organization plays a vital role in shaping the educational landscape. Drawing from the extensive experience and resources of BRAC, BRAC Kumon Ltd. operates at the forefront of educational innovation, offering a diverse range of programs designed to meet the unique needs of learners across various age groups. The organization's unwavering dedication to quality education, combined with its drive to create positive social change, distinguishes it as a trailblazer in the field.

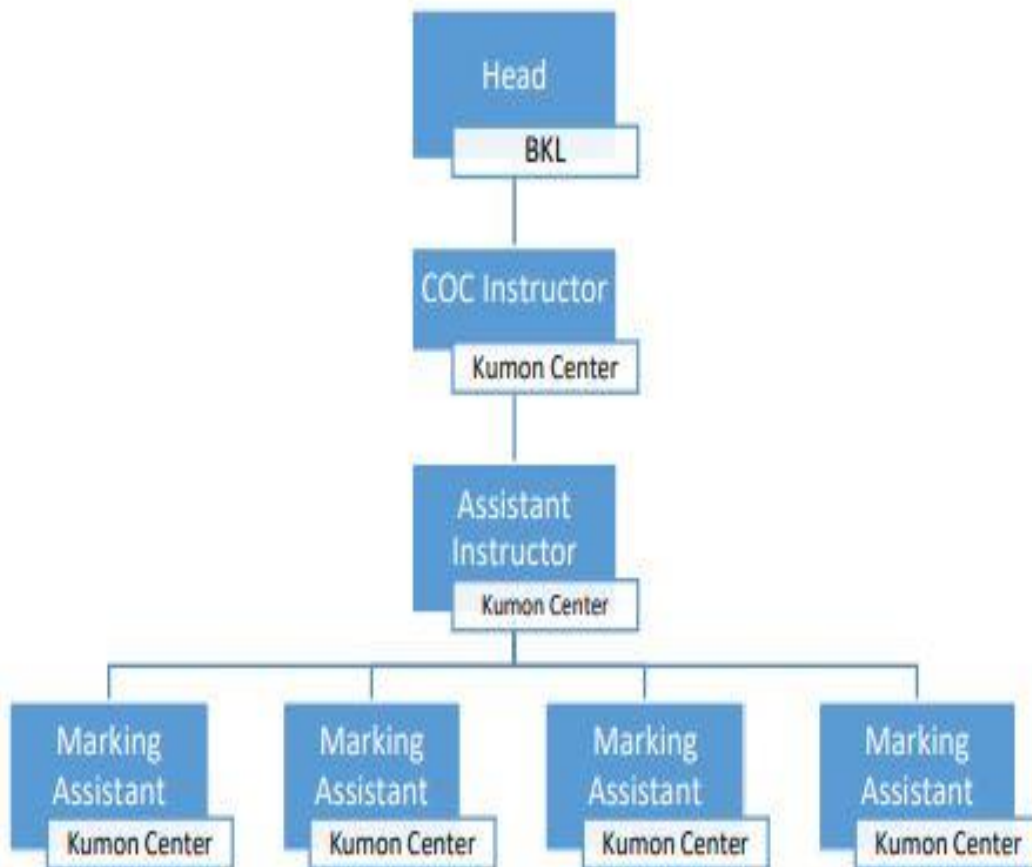
This introduction provides a glimpse into the mission, vision, and impact of BRAC Kumon Ltd., setting the stage for a comprehensive exploration of its initiatives, achievements, and contributions to education and society.

2.2 Company Vision and Mission

Vision: We wish that all people in all countries and regions in the world will have the opportunity to learn with the Kumon Method, and that each individual in the world will be enthusiastically self-learning and making efforts towards realizing his or her goals and dreams.

Mission: By discovering the potential of each individual and developing his or her ability to the maximum, we aim to foster sound, capable people and thus contribute to the global community.

2.3 Organizational Structure



2.4 Current Centers of BRAC Kumon Ltd

Our Centres in Dhaka

Dhanmondi H-08, R-14, 6th Floor, Dhanmondi   	Uttara (Sector-3) H-54, R-13, Sector-03, Uttara   	Mirpur H-1/1, Pallabi, 5th Floor (Lift-5), Mirpur   	Siddheswari H-62/A, 6th Floor (Lift-3), Siddheswari   	Gulshan H-30, R-42, 11th Floor, (Lift-11), Gulshan 2   	Bashundhara H-236, Block-B, 4th Floor, (Lift-4), Bashundhara   
Banasree H-09, Block-F, 1st Floor, Main Road, Banasree   	Wari H-21, 5th Floor (Lift-5), Wyer Street, Wari   	Kazipara H-1286/3, (Lift-5), West Monipur, Kazipara   	Mohammadpur H-06/A, Ring Tower, 4th Floor, Ring Rd., Md.pur   	Zigatola H-23/C, Dream World Tower, Zigatola   	Banani Sher Tower, H-13, 6th Floor, R-17, Banani   
Khilgaon H-232/B, Matir Moshjid Road, Khilgaon   	Jatrabari SA Tower, 101 Dholaiapar Main Road, Jatrabari   	Uttara (Sector-12) Plot-5, 4th Floor, Shah Moghsum Ave., Uttara   	Panthapath 69/B, Monowara Plaza (Lift-4), East Panthapath   	Mirpur DOHS Zaman Park, H-3449, 1st Floor, Mirpur DOHS   	Luxmibazar H#3, Nobodip Bosak Lane, Luxmibazar   

2.5 Note from Kumon's President

“In bettering the life of each person and developing each country, the most important endeavor is education. Together with the late Sir Fazle Hasan Abed and through its partnership with BRAC Kumon Limited, Kumon has drawn the dream of providing high-quality education to children in Bangladesh and overcoming poverty and other social issues in the country.

It is our sincere wish that, through the Kumon Method, Bangladeshi children will improve their concentration, learn to take on new challenges, develop perseverance, gain a positive sense of self, and be imbued with the feeling that “If I give it a try, I can do it!” Thus, we hope that they will acquire the attitude and method of self-study which will be of lifelong use to them.”

2.6 Industry Analysis

In Bangladesh, the most well-known application of the after-school program is as a tutoring center where kids go to get extra help with courses they already take in school. After Aloha arrived in Bangladesh and began instructing kids in mental math's, the situation somewhat changed. Plus, several organizations provide extracurricular activities including art, dancing, singing, reciting, and other pursuits that are regarded as after-school activities in Bangladesh. The details of a few of Bangladesh's well-known after-school programs are provided here. Since Kumon is relatively new in Bangladesh's sector, let's talk about and contrast it with Kumon.

Existing Afterschool Program Information

SL No.	Education Center Name	# of Centers	Enrollment Fee	Tuition Fees	Grade/Age level covered	# of Subjects Covered	Avg. Annual Enrolled
1	Academia	5	4000 plus advance for 2 months	BDT 3000 per subject	Playgroup to A level	All subject	1500
2	ALOHA Dhanmondi	37-40	5900	BDT 1800 (varies by location; Highest BDT 2000 in Banani & lowest BDT 600 in Jessore)	6-14 years of age	Mental Arithmetic	
3	Vertical Horizon	1	N/A	BDT 3000 per subject	O level and A level (some extent junior)	All subject	1200
4	Word Bridge School	2	N/A	BDT 2000-2500	Playgroup to A level	Science subjects, English, Math	1000
5	Flying Colors	1	N/A	BDT 1500-2500	Playgroup to A level	All subject	300
6	ALOHA Uttara	49	4900- 5500 (Junior)	BDT 1800	6- 14 years of age	Mental Arithmetic	500
7	Fourth Dimension	1	N/A	BDT 1500-2500	PG to A level	All subject	700

1. After schooling Industry Analysis

As opposed to these groups, Kumon presently operates two physical locations in Dhaka, each of which has over 400 students enrolled in Kumon Math & English 19 activities. Kumon charges an enrolment fee of BDT 4000 and a program fee of BDT 3000.

Kumon Math encompasses courses from kindergarten to the twelfth grade. Additionally, the annual average enrolment is very nearly 300. Compared to the established projects, the Kumon technique was presented in Bangladesh rather lately, which brings us to our first point of discussion. In comparison to other institutions, Kumon's enrolment and tuition fees are reasonable, given the high quality of materials and services offered. Comparing the new enrolment rate to what is observed in Bangladesh, is likewise easy. While virtually all topic

services are offered by the other institutes, the key distinction is that Kumon does not offer conventional classroom instruction.

With 62 years of experience operating in 57 countries and a demonstrated impact on kids, Kumon is without a doubt the largest after-school program in the world. This experience keeps Kumon ahead of all other programs.

2.7 SWOT Analysis

Strengths: Working at BRAC Kumon Ltd. Offers a range of strengths that make it an appealing place to work. Such as,

1. [Strong Reputation:](#) BRAC Kumon Ltd. Has a reputation as it is affiliated with BRAC, a known global development organization. This affiliation adds credibility and prestige to the Kumon programs.
2. [Opportunities for Professional Growth:](#) By being part of BRAC Kumon Ltd. employees have the chance to grow professionally in areas such as education, teaching methodologies and skill development.
3. [Making an Impact:](#) Working at BRAC Kumon Ltd. Allows employees to contribute significantly to students' educational journeys by helping them develop skills, confidence and a genuine passion for learning.

Weaknesses:

Working at BRAC Kumon Ltd. could have some drawbacks. Such as:

1. [Limited prospects for Career growth](#): The organizational hierarchy may create few prospects for career growth, particularly for those aiming for higher-level positions.
2. [Limited Diversity](#): The organization's emphasis on a particular educational strategy and plan may place restrictions on the range of instructional strategies and professional experiences available to teachers.
3. [High Workload](#): Depending on their position, employees may be faced with a heavy workload, particularly during busy seasons like enrollment periods or when supervising a large number of pupils.
4. [Emotional challenges](#): For teachers who care strongly about their students' achievement, working with pupils who may struggle academically can be emotionally draining.
5. [Limited Autonomy](#): Teachers may only have a limited amount of freedom to modify their lesson plans or curriculum to suit students' different learning preferences or requirements.

Opportunities:

1. [Professional development](#): To improve employees' abilities in education, teaching strategies, and other pertinent fields, the business could provide training, workshops, and courses.
2. [Career Advancement](#): Employees may have the chance to improve their careers inside the company by taking on leadership roles, taking on greater responsibility, or concentrating in particular fields.

3. [Networking](#): Working for BRAC Kumon Ltd. may present chances to get in touch with other teachers, parents, and individuals working in the field of education.
4. [Innovation in Teaching](#): There may be space to integrate cutting-edge instructional strategies that work in tandem with the Kumon methodology to improve learning outcomes.
5. [Community Engagement](#): There may be chances for staff members to interact with the neighborhood through workshops, seminars, and activities, fostering connections and advancing education.

Threats:

1. [Competition](#): There may be other educational institutions or programs that provide comparable services, which could have an impact on student enrolment. The education sector is competitive.
2. [Economic factors](#): Changes in the economy may make it more difficult for parents to pay for their children's education, which could result in lower enrollment or financial hardship.
3. [External Regulations](#): Modifications to government regulations or policies pertaining to education may have an effect on how BRAC Kumon Ltd. conducts business and necessitate changes to conform to the new rules.
4. [Rapid technological improvements](#): It may cause traditional educational approaches to be disrupted, necessitating the adoption of digital technologies like online learning.

5. [Teacher Shortages](#): A lack of qualified teachers may make it difficult to find and keep qualified instructors for the Kumon programs.

Chapter 3:

Customer Perceptions of Education Franchise of Young Learns in Dhaka

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3.1 Introduction

The aim of this research is to examine the variables affecting Dhaka-based consumers' opinions of BRAC Kumon Ltd. The educational services sector, particularly franchised learning programs, has seen tremendous expansion in recent years, owing to increased parental awareness of additional education for young learners. BRAC Kumon Ltd. has been meeting the increasing demand for structured learning methods as a part of a worldwide recognized educational franchise. With this increase, there are still hurdles in analyzing and improving client satisfaction. This study is based on the author's interactions with BRAC Kumon Ltd. and assesses customer attitudes as well as the elements that influence BRAC Kumon Ltd.'s perceptions and growth in Dhaka.

3.1.1 Topic's Background

Parents in Dhaka are concerned about locating top-notch educational programs to support their kids' academic success. Educational franchises such as BRAC Kumon Ltd. have gained popularity due to their ability to provide structured and individualized instruction, particularly in critical areas like reading and math. Because of Dhaka's competitive educational system and cultural emphasis on academic performance, parents now view these programs as critical to their kids' future success. Parents usually anticipate significant gains in their kids' academic achievement as well as help for their general growth from these programs. In large part, parents' satisfaction with the program depends on how successfully these expectations are delivered. This is where Assistant Instructors come in—they not only teach the subject matter but also create a joyful and encouraging environment that fits with the requirements of parents as well as students. According to research, the interaction between teachers and students has a

significant impact on how parents perceive educational franchises. In Dhaka, where educational expectations are high, my ability to communicate properly, organize courses efficiently, and provide personalized attention has a significant impact on the accomplishments of these courses.

Parents' strong opinions of BRAC Kumon Ltd. are therefore mostly due to the instructors' top-of-the instruction and the pleasant atmosphere for learning they offer.

3.1.2 What makes the BRAC Kumon Center an ideal choice for parents seeking educational support for their children?

□ **Structured, Individualized Learning:** Kumon's program tailors learning to each child's pace, reinforcing core skills in math and reading.

□ **Self-Learning Approach:** Kids learn independently, which builds critical thinking, confidence, and problem-solving abilities.

□ **Improved Academic Performance:** Kumon's systematic approach helps children excel in school by strengthening foundational skills.

□ **Develops a Love for Learning:** The program encourages curiosity and continuous learning, making study enjoyable and engaging.

□ **Focus on Future-Ready Skills:** Children gain resilience, self-motivation, and adaptability skills valuable for lifelong success.

3.1.3 What sets the BRAC Kumon Center apart from other after-school learning programs?

- **Individualized Learning Plans:** BRAC Kumon designs learning paths based on each child's current abilities, allowing them to progress at their own pace rather than following a standardized class level.
- **Focus on Self-Learning:** Unlike traditional tutoring, Kumon emphasizes self-learning skills, encouraging children to solve problems independently and build confidence in their own abilities.
- **Strength in Core Subjects:** BRAC Kumon prioritizes foundational skills in math and reading, helping students build a strong academic base that supports future learning.
- **Continuous, Step-by-Step Progression:** The program follows a carefully structured curriculum that breaks down learning into manageable steps, reinforcing concepts through gradual practice.
- **Trusted BRAC Affiliation:** As part of BRAC, one of the world's largest development organizations, BRAC Kumon is backed by a strong commitment to quality education and community impact.
- **Emphasis on Lifelong Skills:** Beyond academic success, BRAC Kumon aims to foster discipline, resilience, and independence—qualities that help children excel in school and beyond.

3.1.4 Aims of Study

1. **Analyze Parents Perceptions:** Analyze how parents see the BRAC Kumon educational franchise for young learners in Dhaka in terms of its worth, efficacy, and value, as well as aspects like educational program, teaching strategies, and total growth of students.
2. **Determine the Main Elements Affecting Consumer Perceptions:** Identify the key factors consumer views, such as brand reputation, instructor talent, accessibility, and cultural relevance, and how these aspects affect the decision to select BRAC Kumon.
3. **Evaluate how customer perceptions affect BRAC Kumon's growth:** Analyze how customer happiness, retention rates, and word-of-mouth recommendations affect BRAC Kumon's growth and performance in the Dhaka market at large.
4. **Engagement in the Community:** The organization's efforts in community engagement and outreach contribute to employees feeling a sense of purpose and connection to the local community.
5. **Positive Work Culture:** BRAC Kumon Ltd. Strives to foster a work environment that promotes dedication, innovation and ongoing progress.
6. **Commitment to Educational Excellence:** At BRAC Kumon Ltd. there is a dedication to providing education through the highly effective Kumon method, which is renowned for building solid academic foundations.

3.2 Literature Review

Educational franchises like BRAC Kumon Ltd. have grown in popularity in Dhaka as more parents search for strategies to guarantee their kids' academic success. These programs are

valued for providing individualized, systematic instruction in foundational topics like reading and math. Parents have high expectations for these supplemental education programs because of Dhaka's competitive educational system and cultural emphasis on academic accomplishment.

The effectiveness of the instruction, the quality of the instruction, and the general learning atmosphere all play a major role in how satisfied parents are with these franchises. Assistant instructors have a crucial role in influencing these attitudes. The way in which they oversee lessons, communicate, and offer personalized support significantly influences parents' perceptions of the program and its advantages for their kids. Ultimately, the abilities and dedication of its teachers are what truly determine the success of educational franchises such as BRAC Kumon Ltd. in Dhaka.

3.2.1 Demand High-Quality Education

Bangladesh's largest and capital city, Dhaka, is home to a highly competitive school system. Several factors, including the drive for academic success, the flaws of the traditional school system, and the aspirations of middle-class and upper-middle-class families, have contributed to the growth in demand for supplemental education. More and more Dhaka parents, according to research by Ahmed and Rahman (2020), believe that education franchises are necessary supplements to traditional education, particularly when it comes to laying a solid foundation in subjects like reading and math.

3.2.2 Parent's Expectations and Satisfaction

A majority of parents hope that educational franchises will assist their kids' overall growth in addition to helping them succeed academically. The effectiveness of the program, the quality of the teachers, and the general learning environment are all factors that influence parents' happiness with these programs, according to a 2019 study by Patel and Singhal. As the primary liaison between the program and the student, instructors are vital in this regard. Their interactions with the kid have a direct impact on the learning process and, in turn, the degree to which parents are satisfied with the program.

3.2.3 Assistant Instructors Effects on Customer Perceptions

I contribute significantly to the successful implementation of the Kumon technique at BRAC Kumon Ltd. as an assistant instructor. According to research by Lee and Lee (2022), one of the key determinants of parents' satisfaction with educational franchises such as ours is how teachers engage with their children. Teachers who can effectively control the classroom, communicate with clarity, and provide individualized assistance are highly regarded by both parents and pupils. My duties at BRAC Kumon extend beyond teaching; I'm also responsible for fostering an encouraging and stimulating learning environment. The fact that this dual role satisfies parents' expectations for both academic discipline and emotional care for their children is crucial in forming positive opinions of our brand among parents. At BRAC Kumon, we get ongoing professional development that enhances our ability to prepare, communicate, and teach effectively. This helps us better meet the unique needs of every student we serve.

3.2.4 Sources of Data Collection

Parent Survey

As previously said, 592 parents and guardians were chosen at random for the field survey; the numbers were about equal in each area. On weekdays, between 8.30 am and 2.30 pm, parents who were waiting outside of schools and coaching centers were contacted by researchers and enumerators. The study was limited to guardians and parents with children between the ages of 4 and 14. When classes end, parents and guardians typically wait outside these locations to pick up or drop off their children, depending on whether they are younger. A few respondents were polled while waiting in groups at public parks and lakeshore during school breaks.

The average interview lasted 15 to 20 minutes, and during that time, a brief introduction discussion about the difficulties students has in school and may encounter in the job as well as the overall advantages of after-school programs like Kumon were covered.

Casual Interviews

Staff members of coaching centers and after-school programs were questioned to find out about the current after-school programs' target market, pricing strategy, and profit-revenue trend. These discussions also charted the extent and magnitude of these initiatives as well as the services they provided. The market environment will then be customized for upcoming franchisees and centers using this knowledge. The legal department of BRAC was also consulted in order to ascertain the prerequisites for launching after-school activities in Dhaka.

BRAC Staff Survey

A simplified form of the parent survey was distributed to one hundred BRAC employees to find out how much they spent on their kids' schooling and extracurricular activities like extra tutoring or participation in extracurricular activities.

Field mapping and secondary research

After-school programs, coaching programs, and schools in our target areas were listed using secondary data, which was then used to drive the field/market mapping process. During this period, the research team also established the starting salary profiles of recent graduates in the market and gathered data on laws that would be pertinent to Kumon franchisees.

3.3 Findings & Analysis

3.3.1 Monthly Performance Overview

The situation is that all the required data has been gathered and the report has been generated. Report A provides an overview of the overall performance of a particular center, including the number of new students enrolled, the number of continuing students, the number of absent and withdrew students, the inventory utilized and remaining, and the income received. Since we're talking about data from a particular center, let's talk about how many of the aforementioned there are. For May 2024-

No. of new Enrollment	Total 15	Math 7	English 8
Absent & withdrawn	Total 28		
Total no of Continuing Student	191	146	55

3.3.2 Guiding the special students

Kumon philosophy believes every child has some potential and we need to find out and work on those. This is why even kids with special needs come to do Kumon. They need special attention, communication skill to learn something new which I try to imply on them. I observe them with special attention and try to figure out the best possible way to teach them Kumon program. If the student comes to do Kumon classes regularly and I imply my Development Communication learnings on them, their positive changes become visible.

3.3.3 Guiding new enrolled students

Kumon has some specific flow to maintain that other school don't have. So when a child comes to Kumon at first, it takes time to set them with that specific flow. I identify them and try to introduce them with this new method and class flow that they're getting to know. And it is very important to teach them the class flow because Kumon philosophy also believes in teaching discipline to the students. Some students struggle in adjusting with these specific rules. It is my duty to ensure they learn it as fast as possible. The behavioral change communication studies help me in these cases.

3.3.4 Parent Consultation

When a child struggles in his/her worksheets for various reasons, the parent become very worried. In parent consultation I consult with them to find out and solve the particular problems or concerns. Also, Kumon believes in a child's overall development. For that it is very

important to know the parent's psychology, student's home environment and overall performance. These all together become possible with parent consultation. In parent consultation parents also get to know about the whole concept of Kumon and all the details of how he/she needs to do their homework, classwork and tests. I also discuss the student's specific goal and progress bar here so that we can move forward with Kumon's method.

3.3.5 Visit of Kumon Institute of Educational Team in Bangladesh

During my internship period the Kumon Institute of Education (KIE) team visited Bangladesh and the Uttara center as well. They visited and also shared their feedback with us. It was really great that I got to meet the Kumon Institute of Education team and learn from them directly.

3.3.6 Making sure overall growth of a child

The Kumon curriculum uses a holistic strategy that goes beyond academics to ensure a child's full growth. Here are some methods that BRAC Kumon Ltd. or any other educational setting might use to encourage the total development of young students:

Individualized Instruction: Tailor the Kumon curriculum to each child's skills and rate of learning. Give them assignments that adequately challenge them so they feel successful and confident.

Character development: Place a strong emphasis on traits that help people develop good character, such as self-control, tenacity, responsibility, and a willingness to take on new tasks.

Encourage pupils to incorporate these qualities into both their academic and personal lives.

Integrate exercises and challenges that promote critical thinking, decision-making, and problem-solving. These abilities will boost a child's general cognitive development in addition to helping them succeed academically.

Exercises that encourage excellent written and verbal communication should be included in the communication skills section. For conveying ideas, posing questions, and fostering relationships, effective communication skills are crucial.

Integrate imaginative and creative activities that inspire kids to think creatively, use their imaginations, and express themselves in a variety of ways.

Physical Development: Provide pauses or activities that encourage coordinated movement. An active lifestyle benefits a child's overall health and happiness.

Cultural and Social Awareness: Introduce games and activities that expose kids to many customs, cultures, and points of view in order to develop their empathy and understanding.

Time management: By setting goals, organizing study sessions, and overseeing their tasks, you may teach them how to manage their time effectively. These abilities go beyond the classroom and into their daily activities.

Celebrate the accomplishments and milestones of your students to increase their motivation and self-esteem. They are inspired to persevere and take pride in their work when they get encouragement.

Collaborative Learning: Include activities or conversations in groups that promote cooperation and cooperation. Children build their social skills and learn from one another when they discover how to collaborate with classmates.

3.4 Conclusions

I've learnt how important instructors are to the development of educational franchises from my work as an assistant instructor at BRAC Kumon Ltd. The Kumon method's effectiveness is mostly dependent on our ability to interact with students, manage the classroom, and provide personalized instruction. These components are critical to satisfying the high expectations that Dhaka parents have for their children's academic performance and overall development.

Parents respect the encouraging and motivating environment that we, as instructors, work so hard to establish, and they select BRAC Kumon not simply for its structured curriculum. Through the consistent enhancement of my communication abilities, classroom management techniques, and individualized teaching approaches, I am capable of catering to the distinct requirements of every student, fostering their development, and guaranteeing that guardians value our efforts. Because of its commitment to both academic success and emotional support, families in Dhaka can trust BRAC Kumon.

3.5 Recommendations

My experience working as an assistant instructor at BRAC Kumon Ltd. suggests a few changes that could improve both the efficiency of the program and the work environment. First, more equitable task distribution, the use of technology for administrative activities, and making sure instructors have enough time to prepare are all ways to improve workload management. It's also critical to provide emotional well-being support through stress management classes and mental health resources. It is possible to lower stress and increase satisfaction by giving teachers more freedom to modify their lesson plans and by keeping in constant contact with parents to manage expectations. Demands can be balanced by using temporary workers and flexible scheduling to address seasonal workload swings. Staff satisfaction may increase if remuneration is raised to meet industry norms and tedious administrative work is automated. It is essential to prevent burnout through wellness programs and a healthy work-life balance.

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