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*by* S Samuel

**BM562 Consulting in Practice**

**CW1 Group Portfolio**

**LSST MARKETING**

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## CW1 Research Report: LSST marketing

## Introduction

The report examines the field of consultancy and identifies various areas of significance. Through its problem statement, it will determine the challenges that LSST presently encounters. The report intends to conduct a SWOT analysis, Porter Five Forces analysis, and STP analysis specific to LSST. Along with offering solutions to address these issues, this document will also present its findings.

## Problem Statement

LSST is a reputable private college with campuses in Wembley, Luton, Elephant and Castle, Birmingham, and Luton. Established long ago, it currently has over 4000 students studying various courses such as management and business, social and healthcare, computing, and IT (London School of Science & Technology, 2023). Students pay fees through Public Funds without requiring student loans from the Student Loan Company but must apply for them. The college aims to assist learners in reaching their full potential, regardless of their background or goals. LSST strives to become a renowned institution that offers accessible and exceptional further and higher education without any hindrances. The values it prioritises include accountability, professionalism, transparency, integrity, and excellence.

LSST's marketing department is facing challenges that are impacting its approach to education. The limited availability of courses for current students and the absence of courses that appeal to potential students are hindering their marketing efforts. Compared to other colleges, LSST has a restricted course selection which limits enrollment options for interested individuals (London School of Science & Technology, 2023). As a result, competing in the market has become more complex as other institutions offer sought-after programs and attract prospective students. The college's senior management wishes to expand its portfolio of courses and offer new professional qualifications to attract more students and gain a competitive advantage in the market. However, this expansion will require significant investment as they currently face marketing difficulties and other problems that need addressing.

## Research

The primary objective of this report is to provide comprehensive assistance to the college in responding effectively to their existing problems and gaining a deeper understanding of the key issues through both primary and secondary research methodologies. The primary research has been carried out by sending a detailed questionnaire, which was promptly responded to by the client as per our request (Yousefli, Ghazanfari and B. Abiri, 2014). Additionally, we have conducted extensive secondary research using various theoretical frameworks such as PEST analysis, SWOT analysis, Porter's Five Force analysis, and STP analysis for gathering further insights into these critical issues faced by the college.

## PEST analysis of LSST to Respond to and Understand the Problem

| Political | <ul><li>Parliamentary democracy is the type of governance practiced in the UK, as outlined by its government policy.</li><li>The UK's Corporate Tax rate, which stood at 19% in 2022, is expected to see a significant rise of 25% in the year 2023 (HMRC, 2021).</li><li>According to the report published by The Global Economy (2023), the political stability rating for the UK stands at 0.54 points.</li><li>The UK holds the 7th position in global trade, which brings about favorable effects for businesses (International Trade Administration, 2021). Moreover, the government of the country ensures protection for product safety in accordance with industry regulations.</li></ul> |
|---|---|
| Economical | <ul><li>In the first month of 2023, there was a decrease of 1.0% in the exchange rates of the UK (HMRC, 2021).</li><li>The mean labor expenses in the UK were 46.91 until 2022 (Trading Economics, 2023)</li><li>According to Lund *et al.* (2019), the UK's globalisation score is 80.</li><li>The inflation rate in January 2023 stays at 8.8% in the United Kingdom (Office for National Statistics, 2023).</li><li>According to a report released in October 2022, the nation's 'economic growth rate' stands at 0.5% (Office for National Statistics, 2023).</li><li>In the UK, consumer expenditure amounted to $1,679.03B in 2020.</li></ul> |

| Social | <ul><li>Household expenditure in the UK continues to stand at an average of 507.2 GBP (Joseph Rowntree Foundation, 2022).</li><li>In the UK, 55% of people can accomplish a harmony between their work and individual life (Cook, 2022).</li><li>In the year 2021, the all-out number of people living in the nation remains at 67 million (Worldometer, 2023).</li><li>The UK has observed a rise in demographics by 8.2 million.</li></ul> |
|---|---|
| Technological | <ul><li>In the UK, there has been an observation of the utilisation of Artificial Intelligence, fast-paced networks, and social media platforms.</li><li>The application of Robotics and automation is observed in the United Kingdom as well (Barnes *et al.*, 2019).</li></ul> |

## Porter's Five Force Analysis

***Competitive Rivalry:*** The educational industry in the UK is fiercely competitive due to the presence of numerous renowned universities and established colleges. These colleges offer diverse courses, catering to students' varying interests in education, leading to heightened competition among them. LSST faces stiff competition from other institutions such as "*The UK College Of Business & Computing*" and "*The London School of Business & Finance,*" making it even more challenging for LSST to maintain its market position in the UK (Isabelle *et al.*, 2020).

***The Threat of Substitution:*** Students are now approaching education as consumers, and colleges must provide what they need to stay competitive. If their current college does not offer desired courses, students may transfer elsewhere for further learning opportunities. In the UK alone, there are numerous colleges offering a variety of educational programs - with 47 UTCs present in London alone (Anastasiu, Gavriş and Maier, 2020). Therefore, LSST faces a moderate threat of substitution within the country.

***The Threat of New Entry:*** As significant investment is necessary to enter this industry, the College is not highly vulnerable to new competitors. If newcomers do manage to establish themselves in this sector, they will encounter considerable obstacles as they strive to gain

recognition from students and other key players (Björk, 2021). Nevertheless, if these entrants offer services that are more appealing than those of existing colleges, they could potentially pose a risk. Overall though, the UK market has a low level of threat from new competitors.

***Bargaining Power of Buyer:*** When it comes to bargaining power, students in the UK possess only a moderate amount of leverage. This is largely because of their low switching costs and lack of dominance limit their ability to make threats toward colleges. However, if another institution were to offer comparable educational services, these students would have the option to switch due to their relatively low level of consumer power (Cho, Ke and Han, 2019).

***Bargaining Power of Supplier:*** The supplier poses a significant threat as it is challenging to switch the faculty and administrators, which would also result in substantial expenses for the college.

## SWOT

| Strengths | Weaknesses |
|---|---|
| <ul><li>LSST upholds greater levels of responsibility, openness, honesty, distinction, and expertise.</li><li>Around 4000 students are affiliated with the LSST organisation (London School of Science & Technology, 2023).</li><li>The students are granted the opportunity to experience flexibility and independence while engaged in their learning journey.</li><li>The LSST provides a range of programs, including social assistance, IT, business studies, and management services.</li><li>LSST's main objective is to advance and attain success while also maintaining a harmonious approach toward learning techniques (London School of Science & Technology, 2023).</li><li>Assistance is extended to a variety of individuals, taking into account their particular requirements, skills, and</li></ul> | <ul><li>The LSST struggles to effectively recruit students from diverse backgrounds.</li><li>The company is facing problems with substantial marketing efforts and implementing an adequate educational program.</li><li>LSST offers just a confined number of courses, which affects both the organisation's tasks and its promoting endeavours (London School of Science & Technology, 2023).</li></ul> |

| Opportunities | Threats |
|---|---|
| history. | |
| - The association gets the opportunity to offer a scope of courses in view of the solicitations and requirements of understudies. <br> - The institution can increase its investments in recruiting additional faculty members to enable the launch of new courses. <br> - LSST has the chance to enhance its marketing division with the aim of drawing in new or foreign students. | - LSST is facing a threat due to increased competition in London. <br> - The organisation is facing a threat due to its ineffective marketing system. <br> - Due to its inability to provide the courses that students desire, it poses a significant threat and subsequently results in a larger number of student dropouts. <br> - The organisation's competitive advantage is undermined by its inadequate investment. |

**STP Analysis**

*Segmentation:* LSST has the ability to cater to individuals aged 18-29, specifically those who are college students seeking various IT and business management-related courses (Wilkins, 2019). Offering a variety of professional course options may entice more students to enrol in these universities, ultimately leading them toward pursuing advanced studies at LSST.

*Targeting:* LSST aims to increase the income of individuals from foreign countries through targeted efforts. This involves targeting both males and females who belong to higher-income groups (Huang and Rust, 2020). Additionally, LSST intends on attracting new investors in order to provide its students with innovative courses. In order to expand its reach globally, LSST must focus on developing fresh marketing strategies that can attract more international students from different parts of the world.

*Positioning:* LSST's success in reaching students relies heavily on effective marketing strategies, which can only be achieved after implementing various courses. The institute's reputation will significantly improve with proper marketing efforts, particularly since it is already a top provider of quality courses (Mei *et al.,* 2021). However, achieving the institute's

objectives requires not only effective marketing and diverse course offerings but also adequate resources and infrastructure as well as qualified lecturers.

**Solution**

The research findings indicate that LSST faces challenges in attracting students with diverse educational interests due to difficulties in promoting the college. Limited course offerings and high costs associated with introducing new professional qualifications contribute to this issue. Keeping up with current marketing trends is crucial since college courses can quickly become outdated, and adapting to technological advancements is essential. Offering online courses could help address this problem as teenagers spend most of their free time on the Internet nowadays (Rippa and Secundo, 2018). Although implementing new programs would incur substantial expenses, it's imperative for LSST to listen to its community's needs while exploring alternative funding options such as government grants or social media marketing strategies that allow organisations to connect better with prospective clients and advertise services effectively.

**Outcomes**

The marketing department's educational approach has encountered several challenges. Colleges offer a limited number of courses, and their customers have diverse educational interests which makes it challenging for them to promote the college effectively. Additionally, there is considerable competition when introducing new professional qualifications (Podsakoff and Podsakoff, 2019). To tackle these issues, the college can invest in attracting new students by considering external factors like government funding and staying abreast of customer trends. PEST analysis is used to understand the institute's external environment while STP and SWOT analyses aid with competitive and internal evaluations respectively. Clients will be able to identify their strengths and weaknesses as well as threats and opportunities through internal analysis - this helps gain potential customers whilst giving them an edge over competitors using targeted segments identified through STP analysis.

**Handover**

The college's curriculum and educational approach have multiple issues, as stated in the aforementioned report. The client must enhance their marketing efforts through social media and online platforms to attract more students to the institution. Additionally, utilising public

funding can enable the institute to create new courses. After completing this project, it is crucial for the client to remain focused on current and upcoming trends so they can plan accordingly for future success. By doing so, these proactive measures will help prevent potential problems that may arise within the college while achieving a competitive advantage over other institutions.

## Conclusion

After conducting extensive research and analysis, it can be conclusively stated that this report delves into the issues and management problems of LSST. This esteemed institute caters to a student body consisting of nearly 4000 individuals. In order to gain insights regarding both its external and internal environment, several analytical tools such as PEST analysis, SWOT analysis, and STP analysis along with Porter's five forces have been employed. It has been observed that despite offering high-quality courses; the limited range on offer poses challenges in terms of generating profits or expanding their existing student base.

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**CW1 Project Portfolio Tasks**

**1. Key information**

| Key information | |
|---|---|
| Consultancy group name | |
| Consultancy group members and student ID numbers | 1<br>2<br>3<br>4<br>5 |
| Client company name | |
| Client contact | |
| Supervisor name | |
| Date of submission | |

| Project title |
|---|
| |

LSST-Marketing

## 2. Client Project Brief

The senior management of the organisation has decided to introduce professional qualifications in the upcoming academic year. LSST is equipped to handle its human resources for subject specialists who require certain qualifications, such as CIMA or ACCA, which they can effectively adopt. A professor from the institute needs to propose adopting these specialist qualifications. Nevertheless, despite being one of the largest colleges in its market segment within the UK, LSST faces a potential risk of market proliferation due to numerous new entrants emerging in recent years.

## 3. Exploration and agreement of the brief from the first meeting with a client

**Date**: 06/04/2023

**Present**:

Student 1

Student 2

Student 3

**Absent**: None

### What is the problem(s) or issue that the client needs to address?

The inadequate management facilities and restricted variety of courses offered by the institute pose challenges in appealing to prospective students with diverse educational interests.

### Why is s/he focusing on this problem?

The group of top executives intends to improve their selection by adding fresh certification programs, with the aim of enticing a larger number of enrollees.

**Further background information about the company/competitors/customers etc, relevant to the problem**

LSST is a private college with four London campuses - Luton, Elephant & Castle, Wembley, and Birmingham. It currently has almost 40000 students studying IT and computing, health and social care, business, and management courses.

**Key deliverables/What would be a 'successful' outcome for the client, by the end of the project?**

Created marketing strategies, invested properly, and created a research report.

**Concerns/limitations raised by the client (e.g. costs, client availability)**

No regulatory or legal issues. Consultants cannot access non-public data.

**Concerns raised by the consulting team**

- To give feedback

- To communicate professionally

**What actions were agreed and what are the deadlines for these?**

Marketing analysis deadline: 24/04/2023. Key actions: Direct competition, course portfolio.

**Next client meeting date (or schedule of dates)**

06/04/2022 – First client meeting

18/04/2022 – Second client meeting

25/04/2022 – Third client meeting

## 4. Project plan

| | Week 1 | Week 2 | Week 3 | Week 4 | Week 5 | Week 6 |
|---|---|---|---|---|---|---|
| | | | | | | |

| Task 1 | | | | | | |
|--------|--|--|--|--|--|--|
| Activity 1 | | | | | | |
| Activity 2 | | | | | | |
| Activity 3 | | | | | | |
| Task 2 | | | | | | |
| Activity 1 | | | | | | |
| Activity 2 | | | | | | |
| Task 3 | | | | | | |
| Activity 1 | | | | | | |
| Activity 2 | | | | | | |
| Activity 3 | | | | | | |
| Activity 4 | | | | | | |

### 5. Partnership Agreement

I. **Introduction**: For the Consulting in Practice module's Portfolio (CW1), partnership agreements set boundaries for team members' expectations, commitment, collaboration, and concerns. Key agreement contents include the following:

1. Communication

2. Decision-making

3. Responsibility

4. Consequences

II. List of Team Members

III. Agreed to details:

*Communication:*

Use WhatsApp, E-mails, and weekly meetings to communicate. Check E-mails daily and reply when necessary. The team meets Thursdays 10 a.m.-1 p.m. Notify the team 24 hrs in advance if absent or face a strike penalty.

*Decision-making*:

Our group shares ideas and aims for consensus. A strike may occur without communication or decision respect.

*Responsibility*:

The tasks must be done by the due date. Support can be offered for understanding them. Unexpected obstacles will be addressed by the group decision-making process.

*Consequences*:

Consequences of strike pattern:

a. Failure in agreement rule management

b. Absence from meetings without notification

c. Poor task management quality

### IV. Summary:

Team members must meet partnership agreement requirements to finish the project.

## 6. Minutes of team, client, and supervisor meetings

### 6.1 Minutes of Team Meeting (first meeting)

**Date**: 17/03/2023

**Present**:

Student 1

Student 2

Student 3

**Absent**: None

**Minutes of Last Meeting**: 120 minute

Group members brainstorm, share thoughts, and take notes.

**Agenda**

1. Choosing a project team for LSST2

2. Outlining tasks and portfolios

3. Briefly reviewing client backgrounds

4. Explaining the partnership agreement

5. Assigning tasks to each team member

**Date of next meeting**: 04/04/2023

**Minutes of Team Meeting (second meeting)**

**Date**: 04/04/2023

**Present**:

Student 1

Student 2

Student 3

**Absent**: None

**Minutes of the last meeting**: 140 minute

**Agenda**:

1. Choosing assignment deadlines

2. Reviewing client questionnaires

3. Listing corrective actions to take

4. Identifying task obstacles and issues

5. Monitoring team progress

**Date of next meeting**: 27/04/2023

**Minutes of Team Meeting (third meeting)**

**Date**: 27/04/2023

**Present**:

Student 1

Student 2

Student 3

**Absent**: None

**Minutes of the last meeting**: 180 minutes

The client feedback and updates will undergo a thorough evaluation, necessary enhancements will be implemented, and a summary of the ultimate outcome will be provided.

**Agenda**

1. Review questionnaire responses.

2. Update reports based on client answers.

3. Monitor team progress.

4. Implement and discuss necessary improvements.

5. Summarize the final work.

**Date of next meeting**: 29/04/2023 (Closure of the project)

6.2 Minutes of Supervisor Meeting (first meeting)

**Minutes of the last meeting (20 minutes)**

Support and guidance from the supervisor

**Agenda**

1. Team members were introduced.

2. Agenda was approved.

3. Issues were addressed and guidance was given.

4. Project was explained for complete understanding.

5. Goals established for 4-5 weeks ahead.

**Date of next meeting: 25/03/2023**

**Minutes of Supervisor Meeting (second meeting)**

**Date**: 25/03/2023

**Present**:

Student 1

Student 2

Student 3

**Absent**: None

**Minutes of the last meeting (20 minutes)**

**Agenda**:

1. Working with the supervisor to plan project strategies.

2. Reviewing academic prerequisites for assignments.

3. Participating in training that meets team learning needs analysis.

4. Updating supervisor on project progress regularly.

5. Presenting the final draft of the report to the supervisor before submission.

**Date of next meeting**: 25/04/2023

**Minutes of Supervisor Meeting (third meeting)**

**Date**: 25/04/2023

**Present**:

Student 1

Student 2

Student 3

**Absent**: None

**Minutes of the last meeting (20 minutes)**

**Agenda**

1. The final work must be shown to the supervisor.

2. Confirm that the progress of work is in line with expectations.

3. Record suggestions for future enhancements based on feedback received from the end result.

4. Guarantee that the report will be delivered to the client.

5. Approval granted for concluding the project.

**Date of next meeting**: Final meeting

**6.3 Minutes of Client Meeting (first meeting)**

**Date**: 11/04/2023

**Present**:

**Absent**: None

**Minutes of the last meeting (30 minutes)**

**Agenda**

**1. What are the challenges that the LSST marketing team is encountering, and why are they having those?**

Many LSST marketing visits are on hold due to lockdowns, press office struggles with large brands' schedules. Pre-pandemic relationships lost during lockdowns, trust hard to establish. Trust is key in PR.

**2. What limitations do you think the market you are operating in has?**

Before lockdown, it was impossible to imagine the extent of the pandemic's impact. Markets today are varied and exhausted due to Brexit, COVID-19, and Russian aggression in Ukraine. The student market is more free now than in 2005 when I entered the HE industry.

**3. What variables are influencing the problems that the LSST marketing team is facing?**

Acquiring top-notch personnel and expanding outreach to international students.

**4. What are LSST's market and brand images?**

The student market felt unsettled due to the dominant focus on Brexit in mainstream media discussions.

**5. How did Brexit and Covid-19 pandemic have affected LSST?**

The student market felt unsettled due to the dominant focus on Brexit in mainstream media discussions.

**Date of next meeting**: 18/04/2023

6.4. Minutes of Client Meeting (second meeting)

**Agenda**

**1. What are the market teams aiming to accomplish?**

Competitive advantage gaining.

**2. Is there any report/data that demonstrate any lack of collaboration across departments (LSST), if there is one?**

No.

**3. How the LSST marketing staff tries to attract customers/students?**

The website provides a range of courses and organizational policies for users to access.

**4. What exactly is the marketing and campaign strategy that the LSST marketing department is following?**

The website contains a variety of strategies for launching courses.

**5. What do you think has to happen to meet your goals?**

Improving the planning procedure

**Date of next meeting**: 25/04/2023

**Minutes of Client Meeting (third meeting)**

Date: 25/04/2023

**Present**:

Student 1

Student 2

Student 3

**Absent**: None

6.5. Minutes of the last meeting (30 minutes)

**Agenda**

**1. Are there any obstacles that stand in your way to reaching a desirable position as an undergraduate provider?**

Yes

**2. Have you tried any marketing solutions before and what was the outcome of them?**

Yes

**3. Do you use social media, is it so which and do you have a defined social media strategy?**

Linkedin, Facebook, and Twitter have been used by us.

**4. What have been your most successful marketing tactics used so far?**

Drawing international students with varying origins.

**5. What is the result you are expecting for LSST as a business?**

Success.

**Date of next meeting: Final meeting**

**7. Showcase evidence**

**8. Client Reference**

| Client name | |
| --- | --- |
| Company Name | |
| Name of consultancy group | |

What feedback would you like to give the whole group on what they did well for you?

| |
| --- |
| The team has delivered a sufficient performance. |

**What feedback would you like to give the whole group on what they could have done better for you?**

| |
| --- |
| The group must enhance its involvement and incorporate more sophisticated technology. |

Please can you give each member of the team a mark out of 10 for their contribution to your project? (4 out of 10 is our pass mark)

| Student name | Mark out of 10 |
| --- | --- |

| Student 1 | 9 |
|---|---|
| Student 2 | 8 |
| Student 3 | 8 |

What advice would you give this group on improving their employability?

It is important to comprehend the strategy of a department in order to improve one's interpersonal abilities, job prospects, and understanding.

Are you willing to offer another project next year?

Yes

## 9. Group log

| | TASK | Completed by ID numbers |
|---|---|---|
| 1 | Copy of original brief provided by the client | |
| 2 | Exploration and agreement of brief, expectations and outcomes of the project following the first meeting with a client | |
| 3 | Detailed Project Plan with monthly updates | |

| | | |
|---|---|---|
| 4 | Signed Partnership Agreement | |
| 5 | Minutes of all team meetings | |
| 6 | Minutes of all supervisor meetings | |
| 7 | Minutes of all client meetings | |
| 8 | Showcase evidence | |
| 9 | Final report suitable for sending to the client | |
| 10 | CLIENT REFERENCE and assessment<br><br>(This is worth 10% of the final mark of this submission) | |
| 11 | Group log of portfolio contributions | |
| 12 | Any further Appendices which add value to the portfolio | |

**Please print name**

1. Student 1

2. Student 2

3. Student 3

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