

The Ministry of Education and Science of Ukraine
Ukrainian-American Concordia University
Management and Business Faculty

MASTER'S QUALIFICATION WORK
**Organization of market research on foreign markets (based on “Best
Language Centre”)**

Master's student of
Field of Study 07 – Management
and Administration
Speciality 073 – Management
Specialization – Business
Administration

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Abstract

In the Master thesis were analyzed the theoretical background of modern market research, the developing of the market research scheme for educational service industry based on Best Language Centre BLC enterprise and market research for service sector. Particularly was analyzed theory of market research, classification of market research types and contemporary trends for market research.

Conducted researches allowed to formulate approaches to market research analysis for the educational industries. Likewise, was developed Best Language Centre enterprise's competitiveness for the foreign market, possibilities for the improvement of the business.

Keywords: market research, service industry, language centers.

У магістерській роботі проаналізовано теоретичні основи сучасного дослідження ринку, розробку схеми дослідження ринку для галузі освітніх послуг на базі підприємства Best Language Centre BLC та дослідження ринку для сфери послуг. Зокрема було проаналізовано теорію маркетингових досліджень, класифікацію видів маркетингових досліджень та сучасні тенденції дослідження ринку.

Проведені дослідження дозволили сформулювати підходи до аналізу маркетингових досліджень для освітніх галузей. Так само було розроблено конкурентоспроможність підприємства BLC на зовнішньому ринку, можливості для вдосконалення бізнесу.

Ключові слова: дослідження ринку, сфера послуг, мовні центри

В магистерской работе были проанализированы теоретические основы современного исследования рынка, разработка схем исследования рынка для образовательных услуг на базе предприятия Best Language Center BLC и исследования для сферы услуг. Именно была проанализирована теория маркетинговых исследований, классификация видов маркетинговых исследований и современные тенденции исследования рынка.

Проведенные исследования позволили сформулировать подходы к анализу маркетинговых исследований для образовательных отраслей. Так же была разработана конкурентоспособность предприятия BLC на внешнем рынке, возможности для совершенствования бизнеса.

Ключевые слова: исследование рынка, сфера услуг, языковые центры

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Specialty 073 «Management»

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Head of Department _____

“ ”

20

TASK

FOR MASTER'S QUALIFICATION WORK OF STUDENT

Viacheslav Zhuravlov

(Name, Surname)

1. Topic of the master thesis

Organization of market research on foreign markets (based on “Best Language Centre”)

Consultant of the master thesis

Dr. of Sci. Liubov Zharova,

(surname, name, degree, academic rank)

Which approved by Order of University from “ ” 20 №

2. Deadline for master thesis submission “ ” 20

3. Data-out to the master thesis *Data received during the internship, also all information about similar business in Ukraine and abroad, information from the open sources about the market, competitors, and perspectives to enter the different segments for the small language learning business.*

4. Contents of the explanatory note (list of issues to be developed) *The general overview of marketing research methodologies and their transformation through time (special focus on transforming influence of the pandemic). Focus should be made on the service sphere. The next step of the research is based on the in-depth analysis of the “Best Language Centre” – finance and economic indexes, competitors, analysis of the internal and external environment, assessment of how the company mitigates pandemic challenges. Next step – analysis of international markets and perspectives for the BLC to enter these markets today or in the future. The last step – is to develop recommendations for the marketing strategy development.*

5. List of graphic material (with exact indication of any mandatory drawings)
There are should be economic consequences of implementing or not implementing the mediation process for the world practice and possible estimation for the Ukraine.

6. Consultants for parts of the master thesis

Part of the project	Surname, name, position	Signature, date	
		Given	Accepted
1	Liubov Zharova		
2	Liubov Zharova		
3	Liubov Zharova		

7. Date of issue of the assignment

Time Schedule

№	The title of the parts of the diploma project (work)	Deadlines	Notes
1.	I part of master thesis		
2.	II part of master thesis		
3.	III part of master thesis		
4.	Introduction, conclusions, summary		
5.	Pre-defense of the thesis		

Student _____

(signature)

Consultant _____

(signature)

Conclusions: *The work is designed according to the requirements. All parts of the work were presented within the established timeline. The content of the thesis connected with the internship and reflected all necessary issues that were selected for the aim of this research. The amount and range of the sources confirm the quality of the research. All recommendations were implemented and the main position discussed was reflected in the text. All conclusions were adopted for the "Best Language Centre". In general, the work represents the completed research, that reaches the aim and covers all selected sub-aims represented in tasks. The Uni-check research results show originality higher than 95%. To summarize, the thesis in the current version is completed research with clearly formulated aims and conclusions. It is ready for external review and public defense.*

Consultant _____

(signature)

CONTENT

INTRODUCTION	2
CHAPTER 1. THE THEORETICAL BACKGROUNG OF MODERN RESEARCH.....	5
<i>1.1. Theory and methodology of market research</i>	<i>5</i>
<i>1.2. Classification of market research types</i>	<i>8</i>
<i>1.3. Contemporary trends for foreign market research</i>	<i>15</i>
CHAPTER 2. MARKET RESEARCH FOR THE SERVICE SECTOR	25
<i>2.1. Analysis of «Best Language Centre»</i>	<i>25</i>
<i>2.2. Approach for market research for services</i>	<i>34</i>
<i>2.3. English Language courses market research of the first decade of a current century</i>	<i>39</i>
<i>2.4. Primary and secondary school's language trends 2021</i>	<i>51</i>
CHAPTER 3. DEVELOPING THE MARKET RESEARCH SCHEME FOR «BEST LANGUAGE CENTRE».....	67
<i>3.1. Assessment «Best Language Centre» enterprises competitiveness in the foreign market</i>	<i>67</i>
<i>3.2. Recommendations on improvement of the «Best Language Center» enterprise's competitive position and forecast of its effectiveness</i>	<i>70</i>
CONCLUSION.....	72
REFERENCES	80

INTRODUCTION

The world has changed significantly in many different directions, which caused the rapid increase in the speed of growing the businesses. Scientists, explorers, analysts and businesspeople are working hard to make all the working process as effective & efficient as they can in order to maximize margins and minimize all possible losses. It is partly affected by customers and competitors. Marketing research began in 1879 in the United States, when the advertising agency NY Ayer & Son surveyed officials in agriculture. In 1911, Curtis Publishing Company established the world's first marketing department, and in 1916, the Eastman Research Bureau began its activities, the first clients of which were Cosmopolitan magazine and General Electric.

Marketing research is now a must-have in any business plan. Neither bankers nor investors will give money for business development until they are sure that the money will return and make a profit. Marketing research is sociological research focused on studying the market situation, desires, preferences, and behavior of consumers and other market players. In practice, it consists of systematic search, collection, and analysis of information to make the right management decisions in the field of production and marketing of the company.

All of the customers are influenced with massive advertisement of high-quality products and services in every corner. It makes them feel the need to buy newer and better goods. Competition in all the industries is a key reason for that, all companies try to make their goods of higher quality and with better marketing solutions.

The world is open to new companies and ideas from young businessmen. Because any people are able to begin their career almost without any investments. It is because of the fact that being the mediator is trendy now. Any human being are able to contact the manufactory managers where they can buy anything and then customize it.

Big problem appeared in service industries due to the fast globalization process which makes those industries work differently. Most of the companies are not able to go through the pressure from the competitors due to the fact that companies combine their powers and become bigger every day

When we consider global issues, we have to look at the depth of the problem. The first reason was the time when many countries in Europe got independence. These states couldn't produce most of the good due to the reason that the factories which worked together, at that moment were in different countries and it added certain problems for production.

The next reason is that most of these manufactories were sold and rebuilt into warehouses, supermarkets.

Most of the entrepreneurs were solving the issues, but then understood that the companies are different to what they used to be. These problems were solved by easy decision, to produce good on existing manufactories in other countries. First reason for the was working machines. The second was the fact that people had a chance to save money on production and delivery costs.

There is a solution that is the most effective to realize whether the enterprise can start or cannot is market research. It may be identified by economical sources listed on the last pages.

This Master Thesis consists of an introduction, three chapters, conclusion and references. The thesis has been outlined in the chapters in the following order: The theoretical background of modern market research, Market research for the service sector (case of «Best Language Centre»), Developing the market research scheme for «Best Language Centre». The first section provides the necessary theoretical framework for understanding market research as well as the types. The second is about market research for service industry and educational industry. The third applies theoretical information to the real life business case of the enterprise.

The relevance of this work defined by the growth of service & educational enterprises in a whole. What makes Market analysis essential instrument for all educational start ups.

The aim of the master thesis is to study how market analysis helps businesses in service sector.

In order to achieve the aim, the following **tasks** were set:

- develop the understanding of market research
- learn to understand how market research affects business environment in Ukraine
- learn about contemporary market research approaches
- conduct a research about market research based on Ukrainian enterprise (BLC)

Methodological basis for the Master thesis consists of the information from acclaimed internet publications, journals, magazines and librarian material.

The research object is Market research on foreign market within the context.

The research subject is the set of theoretical and practical approaches to establish the possible solutions for service industry and educational services based on Market research knowledge.

CHAPTER 1

THE THEORETICAL BACKGROUNG OF MODERN RESEARCH

1.1 Theory and methodology of market research

Market research is the process of determining the viability of a new service or product through research conducted directly with potential customers. Market research allows a company to discover the target market and get opinions and other feedback from consumers about their interest in the product or service.

It is the systematic collection and evaluation of information about persons or organizations using statistical and analytical tools and techniques of the applied social sciences to acquire insight or enhance decision-making. It encompasses social and opinion research.

Market research, marketing research, and marketing are various commercial operations that are occasionally done informally.

Marketing research is a considerably older discipline than market research.

Market research may be used to look at the following factors:

Market data: Market data allows one to learn about the pricing of various commodities on the market, as well as the supply and demand situation. By assisting their clients in understanding social, technological, and even legal elements of markets, market researchers play a larger role than previously recognized.

Market segmentation is the separation of a market or population into segments that share common incentives. It's commonly used to segment based on regional differences, demographic differences (age, gender, ethnicity, etc.), technographic differences, psychographic differences, and product differences. Market data: Market data allows one to learn about the pricing of various commodities on the market, as well as the supply and demand situation. By assisting their clients in understanding social, technological, and even legal

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Market segmentation: The split of a market or population into segments having comparable incentives is known as market segmentation. It's commonly used to segment based on regional differences, demographic differences (age, gender, ethnicity, etc.), technographic differences, psychographic differences, and product use differences. Firmographics are often used for B2B segmentation. Market trends are the rising or downward movement of a market over a certain time period. If you're launching a new product, determining the market size may be more challenging. You'll have to calculate the statistics based on the number of possible consumers, or customer groups,

Market trends are the rising or downward movement of a market over a certain time period. If you're launching a new product, determining the market size may be more challenging. You'll have to calculate the statistics based on the number of possible consumers, or customer groups, in this situation.

A PEST analysis is a study of the external environment. It comprises a thorough examination of a firm's external political, economic, social, and technological aspects that may have an influence on the firm's goals or profitability. They might either help or hurt the company's productivity.

SWOT analysis is a written assessment of a company's strengths, weaknesses, opportunities, and threats. A SWOT analysis for the competition will help you figure out how to improve your marketing and product mix. The SWOT approach is useful for determining and reassessing strategies as well as analyzing corporate processes.

Brand health tracker: Brand tracking is a method of monitoring a brand's health over time, both in terms of how customers use it (i.e. Brand Funnel) and how they feel about it. Brand awareness, brand equity, brand usage, and brand loyalty are all ways to assess the health of a brand.

Another factor that can be measured is marketing effectiveness. This includes:

- Advertisement research
- Audience research
- Choice modelling
- Competitor analysis
- Customer analysis (Segmentation of target customers)
- Marketing mix modeling
- Product research
- Risk analysis
- Simulated test marketing

A market research project may usually have 3 different types of goals.

Administrative: Help a company or business development, through proper planning, organization, and both human and material resources control, and thus satisfy all specific needs within the market, at the right time.

Social: Satisfy customer's specific needs through a required product or service. The product or service should comply with the requirements and preferences of a customer when it's consumed.

Economical: Determine the economical degree of success or failure a company can have while being new to the market, or otherwise introducing new products or services, and thus providing certainty to all actions to be implemented.

There are 4 research types that we may use and all of them are used in different cases. But occasionally some of the types are used at the same time

- Primary Research

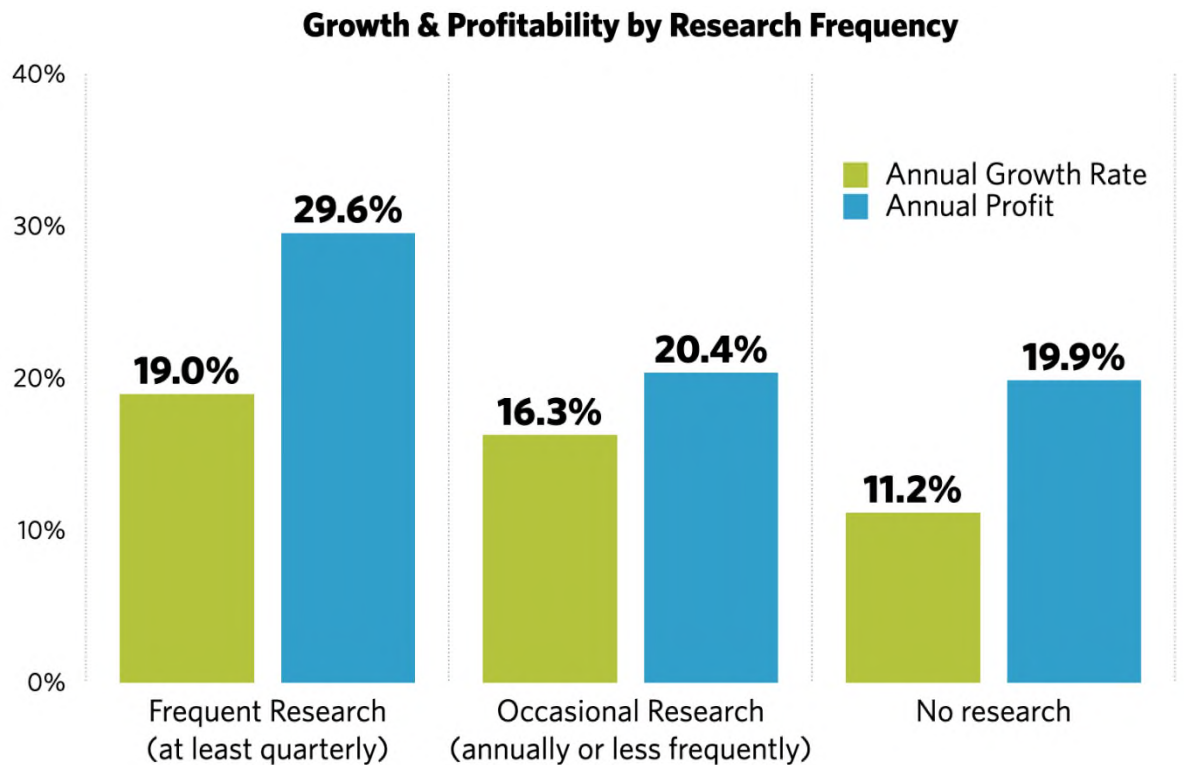
First-hand data or knowledge is referred to as primary research. You're not citing any other source's work, thus first-party data or information is all the data and information you've gathered on your own. The following are some examples of primary market research:

Focus groups are small groups of people who come together to

Interviews

Polls

Surveys



(fig. 1.1 Profitability and market research)

Source Research Frequency website

1.2 Classification of market research types

With data and information straight from your customers, this sort of market research may assist boost your marketing approach. Because it's specific to your consumer base, it's likely the most valuable sort of market research. This helps you to obtain truthful information about the company's strengths and faults in order to have a better understanding of the whole client experience.

- **Secondary Research**

Second- or third-party data or information is referred to as secondary research. Data from second- and third-parties is gathered from what is currently available on the market. Other firms or groups conduct the study, not you. The following are some examples of secondary market research:

Articles vs Books

Infographics vs Videos

White papers are a type of paper that is used

This form of market research might assist you in gaining a deeper grasp of your whole business. You'll learn how rivals work, essential industry data, and other useful information that you can utilize to develop a better educated marketing plan in general.

Secondary research is the most effective technique to gain a sense of the data and information currently available in your sector and among your rivals. Identifying that data and information offers you a better picture of not just what you're up against in terms of marketing, but also where you can improve. Perhaps a rival has published a wonderful post that is generating a lot of organic search traffic or social shares, and you have an opportunity to write a counter-argument that might be equally popular. That opposing viewpoint not only demonstrates that you are aware of your competitor's material, but also that you are prepared to provide an original argument.

- Qualitative research

The collecting of data that cannot be quantified is referred to as qualitative research.

Qualitative research may be done in two ways: primary and secondary. You may find out how people feel about your product or service through primary market research methods including interviews, polls, and surveys. The idea is to figure out what they're thinking. Open-ended questions can be asked, such as:

What prompted you to purchase our product or service?

What do you think of our product or service in comparison to the competition?

What aspects of our product or service do you find appealing, and why?

What aspects of our product or service do you believe might be improved, and why?

This form of market research allows us to learn about our consumers' thoughts; it's the only method to learn why a customer chooses to trust your—or another—brand. You may ask customers specific questions about your product or service while doing customer research. The answers to these questions can aid you in developing stronger marketing tactics that take into account all of their views and opinions about your product or service.

A wonderful time to do qualitative research is during the introduction of a new product. The idea is to obtain as much input from customers as possible regarding your new product. Qualitative research may help you determine whether your product meets or exceeds customer expectations. If it does fall short, look into it more to see where it fails to fulfill client expectations. Is it a problem with the quality of the product? What is the price range? Competitors with superior products? Qualitative research provides you with crucial information about your clients' perceptions of your product or service.

- Quantitative

Quantitative research is the process of gathering data for statistical analysis. Quantitative research, like qualitative research, can be either primary or secondary.

It's important about having the numbers to back up your marketing approach in this form of market research. The numbers represent empirical facts, not interpretations. Quantitative market research can take the following forms:

Bounce rate

- Pageviews
- Share of the vote
- Followers on social media
- Participation in social media

This information may be used to determine where you should invest more time and money in your marketing efforts. You may change your marketing plan to suit your results once you know where you are in a market in terms of particular dimensions like pageviews or subscriptions.

Unlike some of the other methods of market research, quantitative research provides the distinct benefit of being able to measure your progress using analytics systems.

The first step is to define the issue.

Researchers will have an easier time asking questions if they have a well-defined study topic. These inquiries should be geared at solving challenges and tailored to the project. Ensure that the questions are stated clearly and that the responders are able to answer them. Researchers can do a test with a small group to see if the questions are clear and sufficient for obtaining insightful findings.

The research goals should be expressed in a clear and concise manner, with a brief summary of the information required and how it will be obtained. They should be able to respond to the question "why are we doing the research?"

The second is to define a sample

Researchers require a representative sample to do market research, which may be acquired using one of several sampling procedures. A representative sample is a small group of people who, as closely as possible, represent a broader group.

A company can't afford to squander resources gathering data from the wrong people. It is critical that the population in the sample represents traits that are significant to the researchers and that they need to study.

Take into consideration that marketers will always be prone to sample bias since there will always be individuals who do not answer the survey because they are too busy, or who answer it incompletely, resulting in researchers not getting the data they need.

In terms of sample size, the bigger the sample, the more likely it is to be representative of the population. A bigger representative sample allows the researcher to be more confident that the persons included are the ones they require, as well as eliminate bias. As a result, they should have representative and balanced samples if they wish to prevent inaccuracies in our surveys.

Almost every survey that is taken seriously is based on scientific sampling, which is based on statistical and probability theory.

There are two ways to obtain a representative sample:

Probability sampling: In probability sampling, the sample is chosen at random, ensuring that every member of the population has the same chance of being selected and included in the sample group. Researchers should make sure they have up-to-date information on the population from which they will draw the sample and conduct a poll of the majority to guarantee that the sample is representative.

Non-probability sampling: Different sorts of individuals aim to get a more balanced representative sample in non-probability sampling. Knowing our group's demographic features will surely aid in narrowing the profile of the targeted sample and defining the factors that researchers are interested in, such as gender, age, and place of residence. Researchers can have control over creating a representative sample that is efficient for us by understanding these criteria before getting the information.

The third is to carry out the data collection

In the start we can create a data gathering instrument. They will produce research mistakes if they do not respond to a survey or answer it incorrectly. This may be avoided if data is collected correctly.

The fourth is to analyze results

Each stage of the market research process is connected to the next. If all of the above is done well, but no accurate analysis of the outcomes is done, the decisions made as a consequence will be ineffective. In-depth investigation that doesn't leave any loose ends can help you find answers. Data analysis will be documented in a report, which should be prepared in a clear and concise manner so that effective choices can be made based on it.

The goal of analyzing and interpreting the results is to find a deeper significance in the data. All of the preceding phases have been built up to this point. But How can researchers evaluate the outcomes? Age, sex, occupation, and

number of interviews will be the only quantifiable data collected; the rest will be feelings and experiences relayed to us by the interlocutors. For this, we may use a tool called empathy map, which pushes us to put ourselves in the shoes of our customers in order to find the traits that will allow us to better match our products and services to their requirements and interests.

When the research has been meticulously planned, the hypotheses have been well-defined, and the appropriate data gathering strategy has been employed, the interpretation is usually carried out easily and successfully. What follows after conducting market research

The fifth is to make a research report

When presenting the results, researchers should focus on: what do they want to achieve using this research report and while answering this question they should not assume that the structure of the survey is the best way to do the analysis. One of the big mistakes that many researchers make is that they present the reports in the same order of their questions and do not see the potential of storytelling. The greatest analysts advise the following when it comes to writing good reports: To convey the findings, utilize an inverted pyramid format, beginning with the most important questions about the firm that prompted the research. Instead of gathering evidence, start with the conclusions and give them the basics. Following that, scholars can give details to readers who have the time and desire to learn more.

The sixth is make the decisions

A company or researcher should never question, "Why do market research?" Instead, they should just do it!

Market research allows researchers to learn a wide range of facts, such as customer purchase intentions or comments on the target market's growth. They may also obtain useful information that will assist them in predicting the pricing of their product or service and determining a point of equilibrium that will benefit both them and their customers.



(fig. 1.2 Guide to conduct market research)

Source Michaela on June 27, 2021

The sheer volume of data makes it difficult to distinguish between signal and noise. Every day, more than 500 new websites are added to the internet.

Scanning the data by hand is time-consuming and difficult. The difficulty of acquiring the proper data is exacerbated by the several available strategies to juggle with.

Quality

Manually collected data has a high probability of being of low quality. As the volume of data collected grows, human weariness can lead to manual mistakes. When the collected data is of low quality, the insights gained from it are likely to be of poor quality as well.

Research Outcomes

Because the complicated business realities, clients' demands are rising. Clients want market research firms to provide actionable insights that will enable them to make timely, well-informed business choices. Market research firms throughout the world are finding it increasingly difficult to provide insightful strategic studies on schedule.

Clientele Constraint

With ever increasing competition, the clients need the latest up-to-date insightful information delivered super-fast. This would help the clients get an edge over their competition and grow rapidly in the market. The clients often have constraints in terms of the timelines, budget and scope of work involved.

1.3 Contemporary trends for foreign market research

Today, more and more companies are shifting their focus towards the consumer-centered experience of the marketplace they operate in, and there has never been a better time to witness the emerging trends and technologies through which enterprises are striving hard to offer better solutions to their customers' problems. Here, we bring to you 10 market research trends which will help you to foresee the bigger picture of the market, and plan accordingly.

Artificial Intelligence Will Dominate the Consumer Engagement

Artificial Intelligence (AI) has effectively produced a wave in our daily lives thanks to Amazon's Echo, Google Home, and other conversation bots. The Internet has become the new hangout for the majority of today's customers. As a result, businesses are capitalizing on this trend to sell online. According to David Sackman, CEO of Lieberman Research Worldwide, AI will make field engagement, survey, and questionnaire production easier in the future.

Enterprises will need data scientists to collect a particular quantity of data on consumer behavior trends and preferences in order to better understand their consumers' behavior.

Market analysis will be greatly aided by AI, but completely eliminating traditional research methods will be difficult.

Traditional market research approaches like as surveys and qualitative research will continue to be important.

The Use of Blockchain in Marketing Will Grow in Popularity

Blockchain has made it to the list of market research industry trends in 2018. Of late there has been an emergence of companies providing market research through blockchain. While the market has witnessed blockchain in its financial form, the era has arrived when blockchain will start expanding into different verticals of global markets. If the advocates of blockchains are to be believed, then blockchain is going to be the biggest turnaround technology for consumer surveys.

Blockchain will reduce the risk of fraudulent surveys because of immutable records and new ID verification

It may also make it easy to pay research participants through blockchain enabled currency

In case of multiple similar surveys over long periods of time, it will be easy to locate the participants of the earlier surveys through the blockchain

Blockchain will help companies distribute their content in a way that will ensure fairness in payment, security and trust to contributors, writers, editors, and consumers alike.

Mobile Technology Will Redefine the Buying Game

Of the many technology-based trends in market research, mobile technology will continue to be an important trend to watch out for in 2018. Augmented reality (AR) and virtual reality (VR) will present a whole new level of experience through the digital world. Mobile AR is predicted to be the primary driver of the \$108 billion of AR/VR market by 2021. AR provides a realistic and unambiguous look at product and services. The day isn't long enough when it will dominate industries

such as retail, life sciences, manufacturing, and many other domains through the integration of apps into AR.

As of today, AR and VR have already started to revolutionize the gaming industry and will continue to do so

Apple and Google have already taken a leap into this new technology through ARKit and ARCore respectively and these trends will continue in the same way.

- Automation will become more prevalent.

It goes without saying that automation boosts productivity while also saving time. One of the reasons why some firms utilize VBA in MS Excel is because of this. In the marketing industry, machines are being utilized to automate a variety of tasks. Data collection and processing is a time-consuming procedure, especially when dealing with huge amounts of data. Automation aids in increasing the precision of the process while also speeding it up. It also aids in the speeding up of the ad testing process while human researchers are busy studying the outcomes.

Consumer data gathering will continue to benefit from automation, as you can present customers with one-click forms and wait for the data to arrive.

It may appear to be less important at first, but automation will have a significant influence on the market over time.

- Social media platforms' voices will gain traction.

People's voices have risen on social media

Analysis of thoughts and evaluations about your products/services on social media may help you engage more directly with your target customers and increase the effect of your marketing efforts. Due to the widespread availability of smartphones and personal computers, social media has become popular with the 80 percent of the population who own them. As a result, performing market research on social media has significantly expanded the audience size. In 2018, this will continue to gain traction.

- Experience-driven Market Will Flourish

Previously, product and customer cycles were calculated using the formula "brand = promise Plus experience," with the brand having the ability to shape the product. Because the customer has easy access to information in the age of the Internet, they want to sample a product digitally before getting their hands on it. There will be no broken promises in an experience-driven market since a customer's next purchase will be based on their past purchasing experience. The market of the twenty-first century demands delivering customer experience first via the product, then going back in the cycle to align the brand promise.

- Emotional advertising will be the king of the hill.

Making an ad that captures people's emotions will lead to effective brand communication, rather than choosing the mechanical road of marketing items and services by simply presenting a product in a film or through creative images. Companies will create emotion-based commercials in 2018 to connect with their target audience, since ad accessibility will not be limited to a select groups of people. Businesses will employ a variety of emotions in their advertisements. Because dull advertising are no longer fashionable, firms will strive to perfect the art of eliciting the appropriate level of emotion from their consumers.

- Taking the Agile Approach to Marketing

Among the other recent market research developments, agile methodology will be one of the most significant in 2018. The agile methodology is based on the software development framework. However, most marketers are now following the same path to meet their customers' needs. Agile marketing aims to improve areas of a company's marketing operation like

Predictability

Speed

Ability to adapt to change

Agile marketing success will come from trying a variety of things over time and then repeating the ones that succeed. Companies will prosper over a

longer period of time if they can quickly iterate successful campaigns and then translate them into effective brand communication messaging.

- **Serving Community Over Bunch of Buyers to Gain Momentum**

The primary driving factor for successful firms has always been solving the problem for the people. The idea is to concentrate on the major features of the solution rather than the little ones. Businesses must now focus on establishing a community of trusted customers who will defend, advertise, and offer candid feedback on their products and services

With over 100+ data sets spanning 2011-2024, the 2020 Language Schools Market Research Report is one of the most complete and in-depth examinations of the business in the US. Due to the impact of COVID-19, the study has modified its 2020 and 5-year predictions.

Market size, product lines, profitability, financial ratios, BCG matrix, statistics by state, operating expense details, organizational breakdown, consolidation analysis, employee productivity, price inflation, pay bands for the top 20 industry jobs, trend analysis and forecasts on companies, locations, employees, payroll, and much more are included in this Kentley Insights report.

Language Schools are businesses that specialize in teaching foreign languages. These businesses provide language training ranging from basic conversational skills to comprehensive training courses.

Companies largely involved in offering foreign language training make up the Language Schools industry. These businesses provide language teaching ranging from basic conversational skills for personal enrichment to intense training courses for professional or educational advancement.

The results of thorough business surveys and econometrics were used to create this study. Market sizing, benchmarking, strategic planning, due diligence, cost-cutting, planning, understanding industry dynamics, analyzing opportunities, forecasting, streamlining, gap analysis, and other analyses are all used by professionals in this research.

SIZE OF THE INDUSTRY

In 2019, the sector generated \$2.1 billion in revenue.

GROWTH OF THE INDUSTRY

The industry has increased at a 0% yearly pace during the last three years.

Historical, yearly, and predicted growth rates are included in the study.

GROWTH OF THE COMPANY

SALES PER COMPANY: There are 1,373 firms in the industry.

The average revenue per firm in 2019 was \$1.5 million.

PRICING & INFLATION

Inflation is expected to be -1.5 percent in 2020.

The study includes historical data, four years of monthly information, and a five-year **PROFITABILITY** prediction.

The average net loss for unprofitable businesses is -13.3 percent.

ANALYSIS OF RIGHTSIZING

The average employee productivity is \$75,739 per year.

EXPENSE BENCHMARKING Health insurance accounts for 2.6 percent of total costs.

EXPENSES OF OPERATION

Operating expenditures in the industry increased by 4.3 percent in 2019.

PAYROLL

Payroll per employee was \$21,273 in 2019.

STATE-BY-STATE PAYROLL

Payroll per employee in California averages \$20,431 on average.

BENCHMARKS FOR JOB CATEGORIZATION

Management occupations account for 4.8 percent of the industry's workforce.

Compare yourself to 13 other job categories.

KEY DESTINATION COUNTRIES

The United Kingdom continues to be the most popular destination for overseas English language students. Following a four-year period of decline, the EL industry in the United Kingdom grew every year from 2001 to 2004. However, based on student week enrolment numbers, early data for 2005 reveals mixed

outcomes and a likely overall moderate reduction in the market. Phase two of the Prime Minister's Initiative, on the other hand, should improve the EL sector's future prospects in the UK. Japan (though demand from that source is declining), South Korea (which has witnessed massive development in recent years), Italy, and China were the biggest supplier nations for the UK in 2004. (including Hong Kong). Between 1999 and 2004, Chinese enrolments in the UK market skyrocketed, but then plummeted in 2004.

In the meanwhile, despite its small size, Australia has emerged as one of the most popular places for English language instruction, with rapid growth from 1997 to 2005, with a peak in 2005. In 2005, the Asian area provided the majority of ELICOS students to Australia, accounting for 80% of all such students. China is now Australia's most important source nation (25 percent of all ELICOS students), while Chinese enrolments are now expanding at a slower rate than in previous years. South Korea, Japan, Thailand, and Brazil are other major providers of students for this «EL market.

The top source countries for the global EL Market are:

- from Asia – clearly Japan, China, and South Korea, with over 50,000 students from each of those three countries enrolled in EL programs in 2004;
- from Europe – Italy, Germany, and France, all of which experienced growth from 2000 to 2004;
- from Brazil – with enrolments in the US, Australia, and New Zealand increasing by more than 50% from 2000 to 2004, with Brazilian enrolments in the US, Australia, and New Zealand increasing by South East/East Asia was highlighted as a rising source market, followed by the Middle East, which included the Gulf States, Latin America (particularly Brazil), and Central and Eastern Europe.

Market possibilities

Thought leaders identified contract work and consulting opportunities for providers, such as providing English training and exams for international corporations, governments, and specialized industries; establishing or strengthening partnerships or links with overseas and local universities and

colleges; English teacher training; in-country provision of English Language learning; accreditation of EL providers and teachers; and high-level business English. The growth of the international higher education sector, transnational education (TNE), global and UK-bound tourism, the skilled labor shortage in the developed world, the Bologna Process, and the massive Chinese interest in English Language learning are all potential opportunities for EL providers, according to research and market analysis.

«A good place to start is to first find out whether there is room in your area for another English language school. There's a number of ways that you can do this, such as:

searching the online directory of English UK's 450 or so members, of which around 350 are private sector schools. Search results can be filtered by UK region. (Around 70% of all private language schools in the UK are members of English UK). The smaller Accreditation Body for Language Services also includes member details on its website. Both of these associations are aimed primarily at private language schools and their members must be accredited by a Home Office approved accreditation scheme

searching the online directory of the British Accreditation Council's approved institutions. The British Accreditation Council accredits around 230 colleges and other independent providers of further and higher education, including short course providers

searching the online directory of the Accreditation Service for International Schools, Colleges and Universities, which has around 110 accredited colleges

Although private language schools are likely to be your closest competitors, it makes sense to include colleges and universities as well when you do your research to build up as comprehensive a picture as possible of English language provision in your area.

Once you have made a count of the number of local competitors, it will be useful for you to get an idea of how they operate. Look online for individual schools' websites or ask them to send you their promotional brochures.»

Why students choose the center

«You need to make sure that enough people choose to come to your school rather than going to one of your competitors. Once you have completed your review of the range of courses offered by your competitors and the prices that they charge for them, you will hopefully have a good idea how to make your school attractive to prospective students. You may decide to:

package your courses in a way that is completely new

offer the same types of course but hope to attract students by undercutting your competitors' prices

focus more on the quality of service offered, so giving you the opportunity to charge higher fees

use the services of language travel agents

focus a lot of your efforts on marketing your school, perhaps by targeting students from emerging markets. A well-focused social media strategy can also play an important part in attracting students, in particular those in their teens and early twenties

Remember that, while any school can take students from within the EU, to be able to take those from outside the EU a school must either be a licensed Tier 4 Sponsor and accredited by a public body such as the Independent Schools Inspectorate or be accredited by a private organisation like Accreditation UK.

Tier 4 Sponsors can take students from outside the EU that require a Tier 4 general visitor visa to enter the UK but privately accredited schools can only take non-EU students travelling on a short term student visa on courses of up to 11 months. Both can offer courses of no more than six weeks duration (30 days of study) to students who are travelling to the UK on a general or business visa, as long as the study is incidental to the main purpose of their visit. The study can be a single six-week block or split into weekly sessions.

Find out what people want

Finding out what courses and services that your prospective customers want can be a time-consuming and relatively complex task. Some of the things that you could try are:

attending language fairs and exhibitions. Remember that due to the international nature of the EFL sector, the main fairs are often abroad and can be expensive to attend

contacting language travel agents. As it is in their interests to build profitable partnerships with language schools, you may find that agents will help you with your queries

contacting professional associations

asking your local tourist board which attractions are the most popular with foreign tourists so that you could incorporate them into your EFL packages»

CHAPTER 2

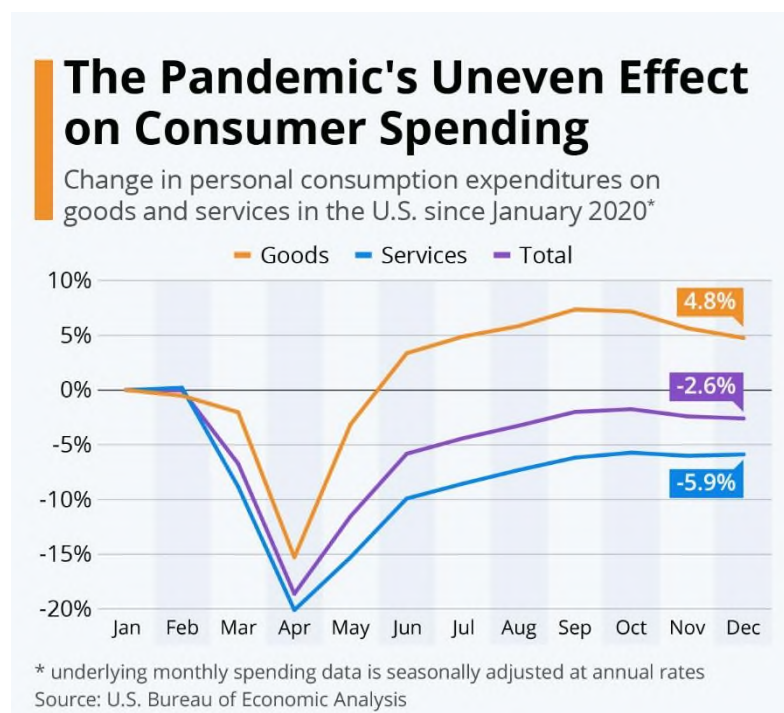
MARKET RESEARCH FOR THE SERVICE SECTOR

2.1 Analysis of «Best Language Centre»

Business industries suffered a lot during Coronavirus in 2019 and 2020 (fig. Different types of the businesses were trying to find solutions and save their companies from the COVID-19 consequences. There were perfect instances of multiplying the incomes during this crisis. One of the most efficient type of business was educational. Educational industry managed to go digital faster and more efficient than others.

There were certain approaches for these businesses. First was going online in order to continue the work and not to put clients at a risk. Big advantage was for businesses which had distance learning experience. In such case, businesses needed to make full online teaching from partly online type of the teaching. Most of the educational businesses did not have any distance learning background. So, they had to learn how to use all the distance teaching resources to make educational service on the same level as it was.

The main issue was to assure clients that the educational service will not change in a bad way. First couple of months, businesses were working on the assuring their customers. About 10-20% of clients decided to stop their learning process. About 85% of clients agreed to continue their courses. The main reason for the pause in studying was not bad service of educational service (ONLINE), but high level of firing in many enterprises. So, people had to minimize all extra sources of spending their money.



(fig. 2.1.1 Change in personal consumption)

Source: «Statista platform» Internet source

Due to CUDOD.COM «The requirement of any teacher is to know his or her subject well. However, in most cases, it is vital to remember that, as a teacher, you are guiding a learner to new knowledge and helping them discover the subject you are teaching. Doing is learning.

This is especially important in language teaching as many students may enter the course as complete beginners, false beginners, or have little knowledge of the language but lack confidence. As a teacher, recognizing what the learner knows and doesn't know is paramount. The learning doesn't always happen quickly. Give it space and time to happen. Patience with the learning process is one of the greatest qualities of a good teacher. Patience inspires confidence in the learner. Vulnerability is a hindrance to the learner. Having patience gives the learner the courage to learn.»

«Best Language Centre» is a business that works in educational industry. It is a language school that has 2 branches. The average number of students is 300

students. «Best Language Center» is one of the companies which work in Kyiv region. That's why they have many competitors. In that region, there're approximately 120 similar centers. The company has two offices with 4-5 rooms each. Enterprise owns its own method of teaching. Best Language Center was founded in 2014. The biggest achievements are two new offices in good area and opportunity to teach distance lessons.

General characteristics of «Best Language Centre»

«Best Language Centre» is service provider in teaching field. The services «Best Language center» provides are teaching, translating, consulting. The main is consulting and helping customers with learning foreign languages such as English, Polish, Spanish. The main office is in one of the Kyiv regional apartment complexes «Sofiya».

The target market is kids, teenagers and adults. Approximately 50% are kids, 35% are teenagers, 15% are adults. There are 2 ways of studying. First is on campus and second is online. 90% of on campus learners live from 1 to 3 km from the «Best Language Centre». 10% of learners live further than 4 km.

In 68% adults take individual or mini group classes. Adults try to get maximum from the lessons that's why the educational program and the mentor should be chosen by their preferences in order to fit their expectations.

Teenagers study in mini groups or groups in 95%. Teenagers usually need the course to improve their knowledge for their school subjects, so they do not need to have individual way of learning. One more reason is the price. The difference between individual lessons and groups is 200-245 hrn, which is a great difference for most of teenagers.

Kids usually take groups. More than 75% take group, because it is cheaper and young children prefer to be with other learners in the classroom.

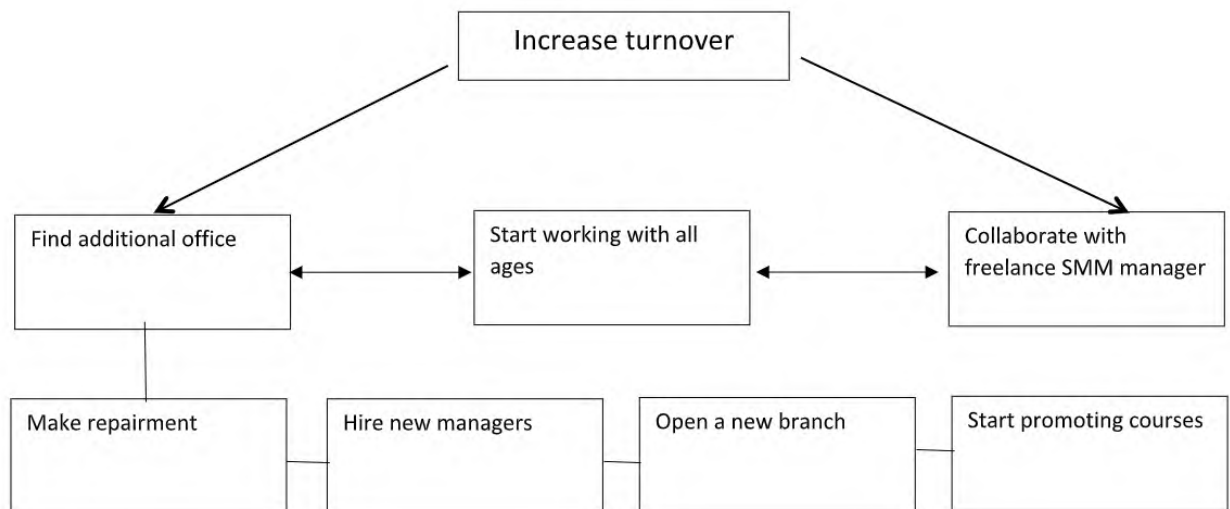
There are some advantages of studying alone.

Fewer distraction is considered to be an advantage. Students who choose to study alone can focus completely on the material. They don't have to worry about study sessions turning into hangout sessions because they're with friends. With

self-study, students can place 100% of their attention on what they have to learn for the test.

Control over study environment. All students have different study strategies for preparing for tests. Some students want to sit in their own rooms listening to soft background music. Others need to be in a public space with lots going on around them to keep focused. Studying alone allows students to study in an environment that's perfect for them.

Control over study schedule. Some students work better at night time, others work better during the day. When students study alone, they can plan a study schedule that works best for them and take breaks when they please. When students study in a group, the priority is finding a time that works for everyone, not finding a time that is most effective for studying. Studying alone allows students get their freedom to choose when they want to study and for how long

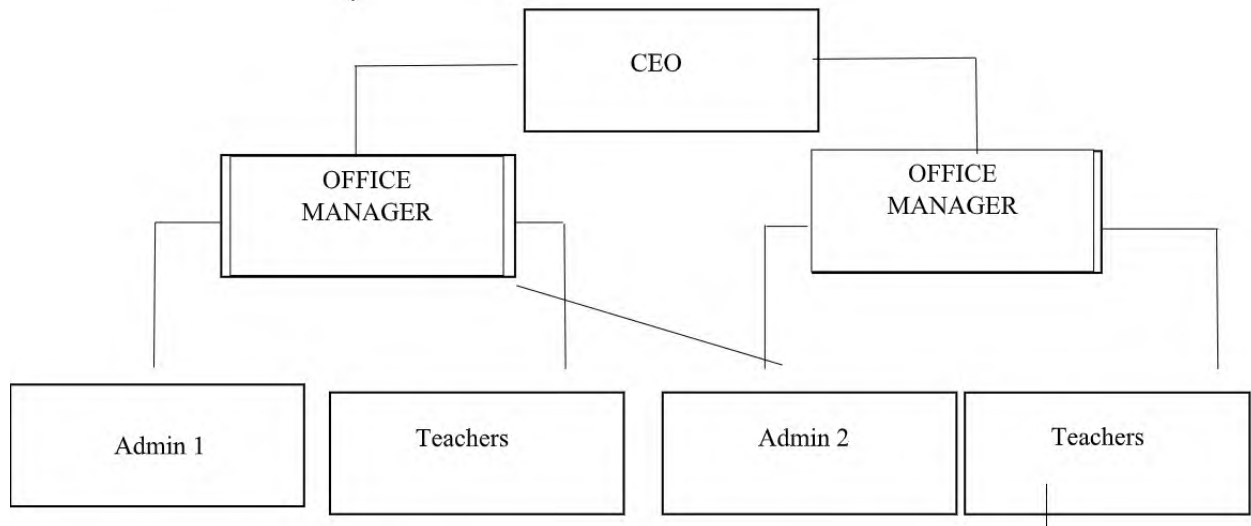


(fig. 2.1.2 Tree of goals of «Best Language Center»)

Source Prepared by author in accordance to official information by the company

Organizational structure of the «Best Language Center»

The organizational structure of «Best Language Center» is the mix between line and functional organizational structure. Because there are far more lines of communication.



(fig. 2.1.3 Organizational structure of «Best Language Center»)

Source Prepared by author in accordance to official information by the company

There are many advantages of this structure. Aforementioned information about the number of offline offices is mainly connected to the information we could analyze in the structure. The first advantages are that it is possible to replace some classes using other administrators and do not change working policies.

The main cons are complexity, dual command, limited perspective. Operation of the functional organizational structure is, complicated also, isn't handily perceived because of its different details. Laborers are shocked by various guidelines from various utilitarian Heads.

The next is that it violates the principles of unity of command since someone is in control of over one bosses. Functional managers tend to establish boundaries around themselves and only consider their own departments rather than the entire company. This results in a loss of overall perspective in dealing with business problems.

On the whole, this organizational structure has been quite successfully followed in an enterprise like banks, insurance companies. For the division of work into various departments. So, this is the best structure for «Best Language Centre».

The Description of competitors of «Best Language Center»

As the industry is growing rapidly the competition is growing too.

«Best Language Centre» faced many competitors. Most of them were distance centres which invested a lot in its marketing and employment. The most popular are

Englex is the distance centre. They have selection of programs:

general conversation course;

English for schoolchildren, businessmen and travelers;

express courses, including for quick preparation for an important event (interview);

preparation for exam

staging pronunciation;

practical grammar;

English for IT specialists.

Training takes place on its own platform and via Skype. At any convenient time with an intensity of 2-3 sessions per week.

It has a variety of classes.

EnglishDom

is an online English language school, the leader of EdTech in Eastern Europe. The school integrates one-to-one Skype lessons, a digital textbook, online courses

If we take offline industry, we will understand that competition is not very strong, because «Best Language Centre» has the most attractive location in its area. The second reason is that «Best Language Centre» has promotion plans. The last is that they were the first center of this kind in the area, so they managed to build loyalty customer base.

Characteristics of the «Best Language Centre» enterprises competitiveness in the foreign market

«Best Language Centre» is a local business with excellent service and big plans.

I think the most attractive solution is to work online in foreign countries. Because if we consider online business; it is faster to start and the cost to make it happen is low.

«BCG analysis is (also known as the Boston Consulting Group analysis, the Growth-Share matrix, the Boston Box or Product Portfolio matrix) is a tool used in corporate strategy to analyse business units or product lines based on two variables: relative market share and the market growth rate» Business To You.

BCG analysis has:

Dogs: These are products with low growth or market share.

Question marks or Problem Child: Products in high growth markets with low market share.

Stars: Products in high growth markets with high market share.

Cash cows: Products in low growth markets with high market share

In order to find out the best project for «Best Language Centre» I conduct the BCG.

Conducting BCG, we used four types of development of the company.

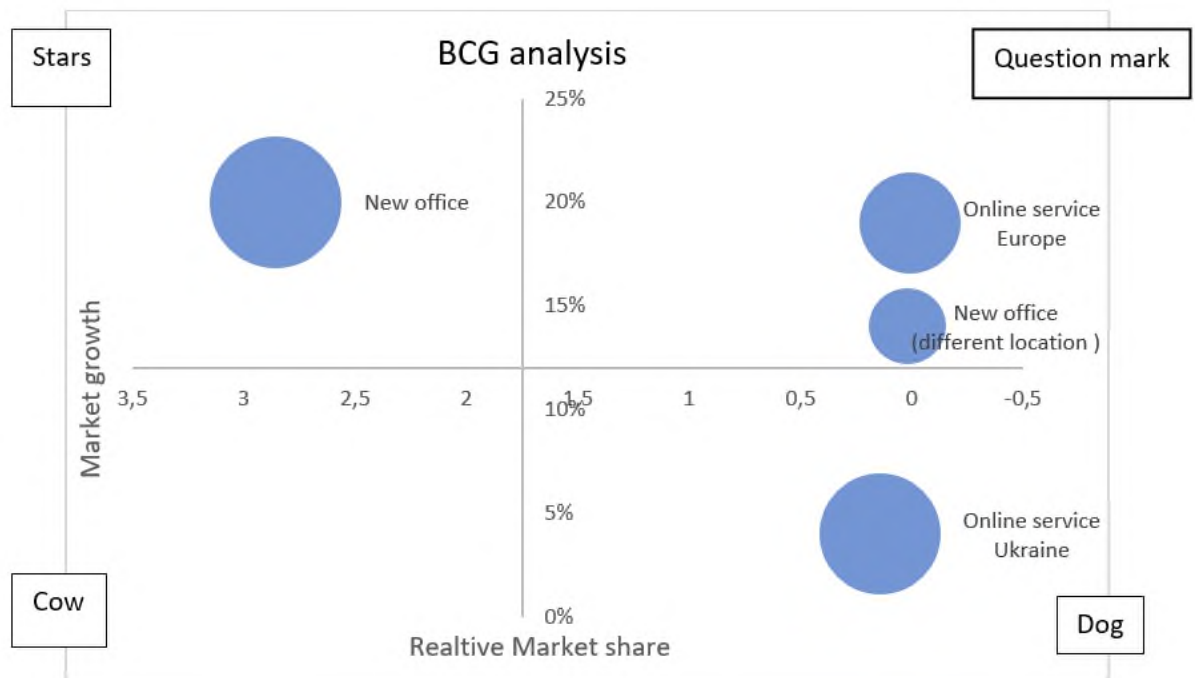
The first is starting online service in Ukraine.

The second is starting online service in foreign countries.

The next is to change the office to newer in the same place.

And to change an office to completely different place.

«Best Language Centre» may take project which falls in question mark. These merchandise frequently require big funding to push them into the celebrity quadrant. The project is that a whole lot of funding can be required to get a return. For example, Rovio, creators of the very a success Angry Birds recreation has evolved many different video games you can now no longer have heard of. Computer video games corporations frequently increase masses of video games earlier than gaining one a success recreation. It's now no longer continually smooth to identify and this could bring about probably wasted funds.



(fig. 2.1.4 Best Language Centre's 4 types of project)

Prepared by author in accordance to official information by the company

Strengths and weaknesses of the «Best Language Centre» enterprises competitive position

If we consider business we try to figure out all the things. When we are trying to do that we always use analysis to identify how good is the company

For this I used SWOT analysis. A SWOT analysis is a tool for taking a realistic, fact-based, data-driven look at an organization's, initiative's, or industry's strengths and weaknesses. The organization must maintain the accuracy of the study by avoiding preconceived notions or gray zones and instead focused on real-world scenarios. It should be used as a recommendation rather than a prescription by businesses.

Strengths, a devoted consumer base, a solid balance sheet, innovative technology, and so on are examples of strengths. A hedge fund, for example, may have created a proprietary trading technique that outperforms the market. The company must next determine how to utilize the data to attract additional investors.

Weaknesses prevent an organization from reaching its full potential. A poor brand, higher-than-average turnover, high levels of debt, an insufficient supply chain, or a lack of capital are examples of areas where the company has to improve in order to stay competitive.

Opportunities that may provide a competitive edge to a company are referred to as opportunities. If a government lowers tariffs, a car manufacturer, for example, can export its vehicles to a new market, increasing sales and profits and market share.

Threats are variables that have the potential to cause harm to a company. A drought, for example, poses a risk to a wheat-producing firm since it might destroy or diminish crop production. Other typical challenges include growing material costs, increased competition, and a limited labor supply.

<i>Strengths</i>	<i>Weakness</i>
<ul style="list-style-type: none"> -Qualified teachers -Well trained staff -Organized approaches -Simple registration for potential customers 	<ul style="list-style-type: none"> -Not enough customers -Lack of projects at work -Lack of free rooms -High employee turnover
<i>Opportunities</i>	<i>Threats</i>
<ul style="list-style-type: none"> -Start new projects -Hire more teachers -Hire more administrators 	<ul style="list-style-type: none"> -Clients go to a new LC -People stop paying -New offices of competitors will be more effective -Well trained employee will leave the Best Language cent

(fig. 2.1.5 SWOT of «Best Language Centre»)

Prepared by author in accordance to official information by the company

Conducting SWOT of «Best Language Centre», I may conclude that the main strength is their intellectual possession. The biggest threat is having a competitor in the area they work.

In order to make the company stronger, business needs to be promoted. It will help with customers awareness.

2.2 Approach for market research for services

Way To Promote Language Academy

- Create a great logo and a recognizable school name.
- Create a website and keep it up to date with the necessary information, such as examinations, courses, and professors.
- To attract more students, form partnerships with other educational institutions.
- To remain in touch with partners, guests, or students, provide business cards or visiting cards.
- Conduct lectures, sessions at schools, and meetings with colleagues to market your business.
- Sponsorship is the most effective approach to get your brand visible to the public.
- To attract visitors, place a sign or a board with the necessary information.
- Niche

When it comes to marketing the language school, it's critical to define the target demographic and niche of customers to whom you'll sell your services. For both national and vernacular languages, you may choose target international or local pupils at the school.

On the other hand, you might choose a specialty that caters to solely older applicants or especially to children as part of summer camps and other activities. These are some of the niches that might be pursued in order to properly define a target market for the company.

- Personal recommendation

The most successful way to sell a language school like this is to gain personal recommendations from current students. Their word-of-mouth messaging is significantly more successful than any other form of marketing.

To Request that they spread the word about the institution to others who are seeking for language training. Also, if they can strongly recommend you to others and the quality of your teaching, you can be sure that people will be interested in learning more and maybe enrolling.

-Quality of teaching

Because students are the cornerstone of a language school, it is critical that only the finest of the best are hired. Students are more concerned with outstanding education than with everything else, which is why the school's reputation is so important.

Make certain that the school hires experienced teachers, since they are the ones who can be trusted and have a good name in the market. Your school's brand will gain recognition and exposure if you choose skilled and recognized professors.

-Costs

Conduct a comprehensive investigation of all of the local language schools. It will give you an estimate of the candidate pricing. You may then establish a pricing with discounts and special offers to attract additional customers, and once you have students, you can raise the price for further enrollment. Introductory deals are a terrific method to attract new customers to your company.

-Websites

It is critical for a company to have a website in order to obtain prominence on the internet. You'll need to employ a web developer to create a fantastic language school website. A professional-looking website is certain to attract a large number of consumers and establish a favorable image for the language school.

To let people know about the school, including photographs of the school as well as other pertinent information such as fees and teaching personnel. Add a blog component to the website with useful posts on linguistic studies as well.

-Associate with libraries

Libraries are a popular destination for those looking for information. If the language school's flyers and leaflets are distributed throughout the libraries,

individuals who visit for language study can be immediately recruited to join the school.

Candidates will be intrigued and will contact the school, with the expectation that these leads will convert at a greater rate owing to their strong interest in the subject.

-Social Media

Because the majority of people use social media, it is an excellent area to engage with potential clients. You may create a Facebook page for the language school and communicate with the students through it.

Regular posting will keep the audience interested, and favorable Facebook evaluations will improve the language school's public image.

-Web directories

When people are looking for a service, they turn to the internet, and this is where online directories come into play! Make sure your language school is listed in the many prominent online directories so that when people search in those directories, your language school appears among the results.

This is an extremely important metric that may help you attract a large number of new students to your language school.

- Despite the fact that it is a classic type of marketing, it may assist you in maintaining a positive relationship with your current and former candidate base.

You can send them an email informing them of the school's numerous offerings as well as language activities. You may also give them referral incentives, such as discounts or a cash award if any of the individuals they suggest are accepted into the language school.

Create good text so that even skimmers will understand what the email is about and take the required action, bringing you more business.

Ways to attract new students

- Give students a terrific discount offer, group discounts, and promotional packages in order to increase the number of admissions.

- Local radio and newspaper advertisements might help you promote your language school.
- To attract students' attention, start a referral program, an early-bird discount offer, or a test-based concession offer.
- To attract tourists, place banners, hoardings, and boards at the crossroads.
- Distribute brochures and leaflets in public locations to get people's attention.
- Keep in touch with students by updating their social media profiles on a regular basis.
- Share video testimonials from dedicated students and encourage them to leave comments on your website and social media networks.

Group classes allow for more pupils in the classroom while requiring fewer resources than one-on-one courses. Two teachers guide the class in overcoming the challenge of managing a large group of kids at once. A component of a teaching staff may be assigned to the higher echelon of the market, such as physicians, specialists, and military people.

It will increase revenue while also broadening the client base. Keep a selection of language study books, CDs, and resources on hand for your students to purchase to supplement your in-class studies. Online education will nearly indefinitely broaden your horizons.

Skype, Google Hangouts, and other web networks make hosting Internet classes and the growing demand for online learning simple and safe.

Recognize possibilities to assist distinct client groups.

Verify and comprehend the unmet demands of a certain consumer group (or market). What do they claim to desire? What exactly do they claim they require? Conducting focus groups, interviewing customers and investors, reading the newspaper and other significant library publications, and listening to what clients say and seeing what they do are all examples of helpful data collecting approaches. You may even design a rudimentary version of your product that you pilot, or test market, later to see if it sells or not.

- Examine the size of a market

Identify the many subgroups, or market segments, inside that larger market, as well as their distinct characteristics and preferences. Reading about demographic and socioeconomic trends in publications at the library, for example, might be a useful data gathering approach. You may even spend some time observing each group to see what they do, where they go, and what they talk about. Consider conducting interviews with members of each group. Finally, try holding one or two focus groups with each group.

- Determine the most effective techniques for meeting the target markets' unmet demands.

How can you create a product that has the features and advantages to fill that gap? How can you be confident that you'll be able to satisfy demand in the future? Focus groups can be quite useful in this situation. Conduct focus groups to learn about people's preferences, unmet needs, and how those needs may be satisfied. Pass your thoughts by them. At the same time, inquire as to what they would require in order to employ your services and how much they would be willing to pay for them.

- Investigate a competition

Examine their products, services, marketing strategies, price, and location, among other things. Using your rivals' services is one of the finest methods to learn about them. Visit them in person, take a look around, and read some of their publications. Keep an eye out for their advertisements in newsletters and the newspaper. Examine their websites.

- Define your distinct value proposition.

Your pitch explains why people should use your company instead of the competition's. Focus groups are a very valuable data collecting approach in this field. Gather a group of potential clients and present your ideas to them. Tell them how unique your ideas are. Tell them how you want your show to be perceived (its positioning). Inquire about their opinions.

- Conclude if the product is effectively meeting the needs of the customers.

One of the best ways to make this conclusion is to conduct an evaluation. An evaluation often includes the use of various data collection methods, usually several of them, for example, observing clients, interviewing them, administering questionnaires with them, developing some case studies, and, ideally, conducting a product field test, or pilot.

- Conclude if your advertising and promotions strategies are effective or not.

Examining the advertising outcomes is one of the most effective approaches to get this conclusion. This might entail using a variety of data collecting techniques with your clients, such as observing them, interviewing them, administering questionnaires to them, and creating case studies.

2.3 English Language courses market research of the first decade of a current century

«The Department of Education, Science and Training (also called DEST) was an Australian government department that existed between November 2001 and December 2007.»

Administrative Arrangements Orders, yearly Portfolio Budget Statements, annual reports, and the Department's website all include information regarding the department's activities and/or government funding allocation.

The Department dealt with according to the Administrative Arrangements Order (AAO) issued on November 26, 2001.

Other than migrant adult education, education

Scientific Policy Collaboration in science and technology research is encouraged.

New Apprenticeships and training services are included in the training.

Policy coordination in research

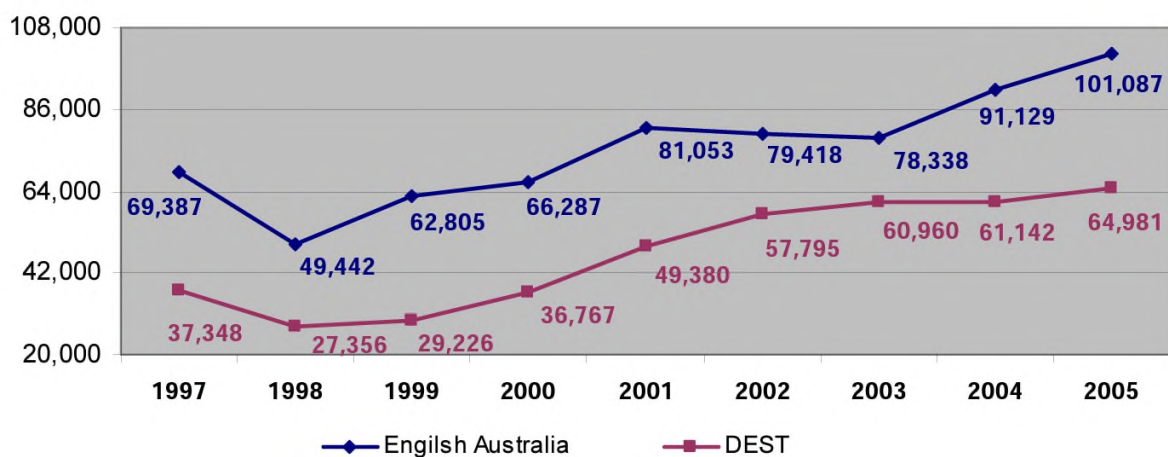
Research grants and fellowships

The UK's competitors in the EL sector

Australia

The information in this section comes from either an English Australia study of key ELICOS (English Language Intensive Courses for Overseas Students) regional markets in 2004 or DEST. English Australia members provide 87 percent of EL tuition in Australia, and their data also include student visa enrolments in EL and other forms of visas. In order to determine the entire size of the EL market, English Australia will be the major source of ELICOS data in this research.

Because DEST data only accounts for students in Australia on a student visa, it underrepresents the overall number of students registered in English language courses in the nation.



(fig. 2.2.1 Trends in ELICOS enrolments)

Source: English Australia and DEST

The demand for Australia EL courses has gradually increased since 1998, as seen in the figure below, which includes both DEST and English Australia statistics. The bulk of students taking EL courses in Australia have always been from Asia. According to English Australia, ELICOS student enrolments climbed from 69,387 in 1997 to 101,087 in 2005, as seen in Table 2.2.1 Enrollment rose from 1998 to 2001, then fell somewhat between 2001 and 2003 before rising dramatically after

2003. Enrolments are estimated to have climbed dramatically after 1998, as Asian countries began to recover from the mid-to-late 1990s economic crisis.

DEST data also shows how the EL market in Australia has grown since 1998. (although it should be noted that there was a change in data collection after 2001). DEST data shows an increase in enrolments from 37,348 in 1997 to 64,981 in 2005, keeping in mind that DEST only records students in Australia studying on a student visa. From 2003 to 2005, English Australia reported a 29 percent rise in market share. During the same time period, DEST had a 7% increase.

This can indicate a rise in demand for English language study in Australia from students who are pursuing courses that do not need a student visa, such as language travel and general English students, rather than those studying English for academic purposes (EAP). This is reinforced by data from English Australia, which will be shown later in the study, which shows that the percentage of students enrolled in EL programs in Australia who are on a student visa is falling (58 percent in 2003 compared to 49 percent in 2005). DEST data just released demonstrates continuous expansion in the ELICOS industry in Australia year to date (2006).

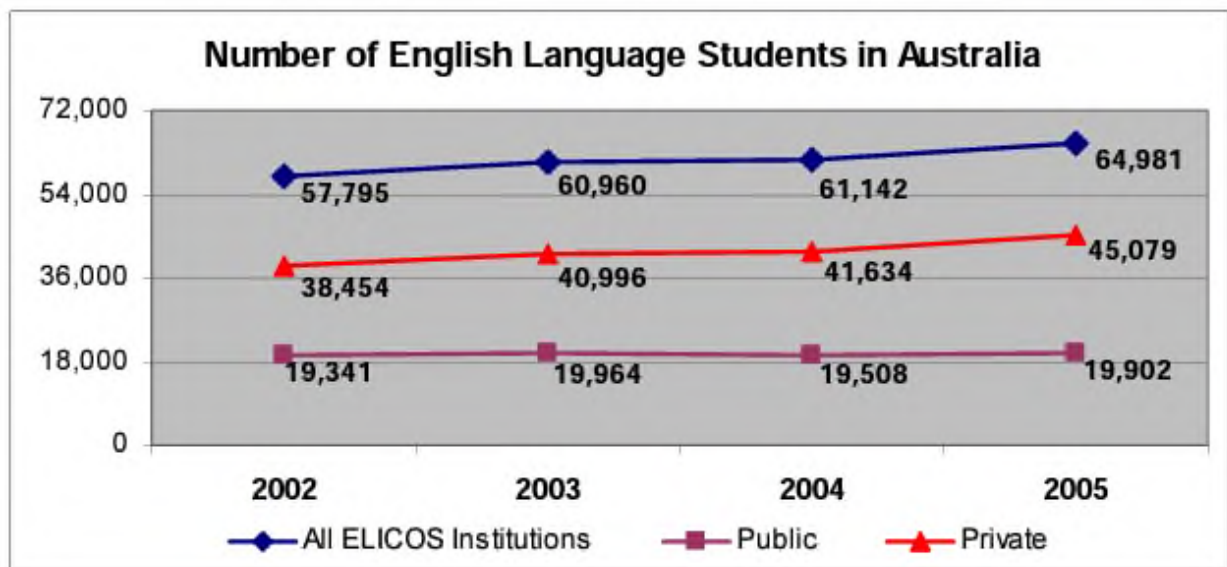
According to English Australia, not only did student enrolments reach an all-time high in 2005, but total student weeks also did so at 1,142,016. (see Table 2.2.2). In 2005, the average ELICOS student in Australia studied English for 11.3 weeks, down from a high of 12.1 weeks in 2003. In 2005, the economic effect of ELICOS was predicted to be \$1,082 million in Australia, up from \$932 million in 2004.

	1997	1998	1999	2000	2001	2002	2003	2004	2005
Total enrolments	69,387	49,442	62,805	66,287	81,053	79,418	78,338	91,129	101,087
Total student weeks	921,477	498,706	608,715	699,315	872,921	915,867	946,241	995,918	1,142,016
Average student weeks	12.6	10.1	9.7	10.6	10.8	11.5	12.1	10.9	11.3
Total economic impact	\$688.6	\$377.8	\$599.0	\$546.8	\$710.2	\$802.1	\$849.2	\$932.0	\$1,082.0

(Fig. 2.2.2 Enrolments, student weeks and economic impact (\$m) 1997-2003)

Source: English Australia

ELICOS students are listed in Table 2.2.3 by provider type. The bulk of ELICOS students are enrolled at private institutions, as seen in the graph. At 2005, 45,079 overseas students were enrolled in private universities (or 68 percent of students with visas). Between 2002 and 2005, enrolments at private colleges climbed by 11%, while enrolments at state institutions remained relatively steady, growing by less than 3%.



(fig. 2.2.3 Total number of English Language students in Australia by provider type (2002-2005))

Source: DEST

Asia continues to be Australia's primary supplier of ELICOS students. Since 2000, the ratio of ELICOS students from Asia has fluctuated from 76 percent in 2000 to 84 percent in 2004 according to English Australia. As a result, it's no surprise that Asian countries account for nine of the top 11 source countries. Table 2.2.4 shows the top countries from which ELICOS students come. In 2005, Chinese students made up a quarter of all ELICOS students (25 percent). Chinese enrolments peaked in 2005 at 16,175; nevertheless, from 2002 to 2005, they climbed at a slower pace of 12.7 percent, around the same rate as total national enrolments 12.4 percent.

	2002	2003	2004	2005	% Growth	
					02-05	04-05
China	14,350	14,416	14,876	16,175	12.7%	8.7%
South Korea	6,964	9,559	10,143	11,194	60.7%	10.4%
Japan	8,308	8,838	8,888	8,063	-2.9%	-9.3%
Thailand	5,945	5,806	5,081	5,279	-11.2%	3.9%
Brazil	2,236	1,784	2,358	3,952	76.7%	67.6%
Taiwan	3,603	3,802	3,463	3,288	-8.7%	-5.1%
Hong Kong	4,047	3,587	2,730	2,213	-45.3%	-18.9%
Indonesia	1,997	2,009	1,608	1,418	-29.0%	-11.8%
India	82	452	1,079	1,308	1495.1%	21.2%
Czech Republic	1,264	1,198	963	1,165	-7.8%	21.0%
Vietnam	693	756	1,035	1,129	62.9%	9.1%
Total Australia	57,795	60,960	61,142	64,981	12.4%	6.3%

(fig. 2.2.4 Number of English Language students in Australia by leading source countries (2002-2005))

Source: DEST

South Korea (11,194 enrolments in 2005), Japan (8,063), Thailand (5,279), and Brazil are also major suppliers of English Language students (3,952). Brazilian and South Korean enrolments have climbed dramatically since 2002, and early data from DEST for 2006 (as of end April) suggests that South Korea and Brazil are continuing to expand. With 25.1 percent in enrolments and 21.4 percent in commencements for South Korea and 73.7 percent and 61.5 percent for Brazil, these two markets had the highest growth rates for the ELICOS industry this year. Enrollment of Japanese and Thai students, on the other hand, has decreased over time.

The only non-Asian main source nations are Brazil and the Czech Republic. Since 2002, the main growing markets have been Brazil (whose enrolments increased by 77 percent from 2002 to 2005), India (1495 percent), Vietnam (63 percent), and South Korea (61 percent).

It's also worth noting that enrolments in Thailand and the Czech Republic were higher in 2005 than they were in 2004. According to English Australia, the majority of ELICOS students (51 percent in 2004) enter Australia on a student

visa, however 31% enter on a tourist visa and 11% on a working holiday visa (see Table 3.1). The number of ELICOS students with a student visa fell from 58 percent in 2003 to 51 percent in 2004, while the percentage of students with a tourist visa climbed from 31 percent to 38 percent during same time.

	2003	2004	2005
Student Visa	58%	51%	49%
Tourist Visa	31%	38%	37%
Working Holiday Visa	11%	11%	14%

(Fig. 3.1. Visa status of ELICOS students 2003)

Source: English Australia

ELICOS is a major area in Australian education, according to Australian Education Overseas (AEI), because international students frequently take EL courses as a prelude to study in other fields. 3 According to an AEI survey of overseas students' study paths in Australia from 2002 to 2004, about three-quarters (327,478) enrolled in single sectors, with around one-quarter (101,544) enrolling in several sectors. More than one-third of single-sector students (38.6% - 165,791) enrolled in higher education. The ELICOS industry (13.5% - 57,285) came in second.

The majority of multiple sector enrolments (26%) followed the ELICOS road to Higher Education, while 16 percent followed the ELICOS pathway to VET. China accounted for about a third of all multi-sector students. ELICOS to Higher Education (34 percent) and ELICOS to School (33 percent) were the most popular sectoral pathways for Chinese students (19 percent).

New Zealand destination

Since 2000, the number of EL students in New Zealand has increased significantly. New Zealand, which was formerly a minor player in the business, is now a significant source of EL training. Enrolments climbed from 18,054 in 2000 to 51,456 in 2005, despite reaching a peak of 71,503 in 2003. (see Table 3.1.2). Between 2000 and 2005, the overall number of students climbed by 185 percent, however the market has not performed as well in recent years. The number of language students fell by 29% between 2003 and 2004, however the market stabilized in 2005.

	2000	2001	2002	2003	2004	2005	% Change		% of All Students	
							00 - 05	04 - 05	2000	2005
Japan	8,815	9,014	10,122	13,736	11,840	13,417	52.2%	13.3%	48.8%	26.1%
China	2,105	5,057	11,717	27,598	18,617	11,673	454.5%	-37.3%	11.7%	22.7%
South Korea	1,884	3,826	8,193	12,283	7,845	8,663	359.8%	10.4%	10.4%	16.8%
Switzerland	771	1,363	1,124	1,615	1,561	2,332	202.5%	49.4%	4.3%	4.5%
Thailand	907	1,310	2,050	2,944	1,511	2,115	133.2%	40.0%	5.0%	4.1%
Taiwan	831	1,494	2,178	3,056	1,416	1,744	109.9%	23.2%	4.6%	3.4%
Germany	533	1,127	1,056	1,215	1,130	1,506	182.6%	33.3%	3.0%	2.9%
Brazil	226	498	882	1,046	743	1,240	448.7%	66.9%	1.3%	2.4%
Russia	90	157		383	367	970	977.8%	164.3%	0.5%	1.9%
Saudi Arabia				229	317	922	na	190.9%	na	1.8%
France	-	79		171	236	489	na	107.2%	na	1.0%
Hong Kong	319	341	514	655	325	375	17.6%	15.4%	1.8%	0.7%
World Total	18,054	26,203	41,725	71,503	50,689	51,456	185.0%	1.5%		

(fig. 3.1.2 Number of English language students in New-Zealand 2000-2005)

Source: Ministry of education

The number of students from most of New Zealand's major source nations has increased significantly. This appears to be the result of a number of factors, including the New Zealand government's increased national marketing activity to position New Zealand as an international education destination; the appeal of New Zealand as a migration destination; and the weak New Zealand dollar, which appears to have been a significant attraction in a market where the audience can be price sensitive.

Asia is the primary source region for New Zealand EL students, which is no surprise given the country's geographic position. Asian countries account for over

half of New Zealand's top six source countries. In New Zealand in 2005, 50 percent of EL students were from either Japan (26 percent) or China (14 percent) (23 percent). A further 17% of the students were from South Korea. In 2005, these three sources combined produced two-thirds of all EL students.

Since 2003, there has been a significant decrease in the number of Chinese students. In the two years between 2003 and 2005, Chinese EL enrolments fell by more than half (58%). China was the only nation whose enrolments continued to decline in 2005, despite dropping enrolments from its top eight source countries between 2003 and 2004. Each of the other major source nations saw a rise in enrollment.

The leading non-Asian source nations are Switzerland, Germany, and Brazil. In New Zealand, over a thousand students from each of following countries were enrolled in EL programs in 2005.

US

The United States is said to be the second most popular location for EL training. The US had the lowest enrolments of any of the countries represented in the summary table presented at the beginning of this section, but this is primarily due to overall recent declines in international education in the US and the fact that US enrolment figures capture only a portion of the actual market. The Institute of International Exchange provides the most trustworthy data for the US EL business (IIE). The information provided by IIE is based on annual surveys done with US institutions, however it is largely confined to AAIEP and UCIEP members. Annual figures on the EL market in the United States understate the true size of the market since they generally include only students at member universities that choose to participate in any particular year

Despite these disclaimers, the number of EL students enrolled in the United States decreased every year between 2000 and 2003 until leveling out in 2004. The AEI cites "the events of September 11, 2001, associated security concerns, following changes in visa processes, and economic conditions" as reasons that continue to affect EL enrolments "more steeply than enrolments of overseas

students coming to the United States for degree studies." According to JWT Education8's research into the EL market, many EL students are more safety aware than their university counterparts, hence the events of September 11 are more than likely to have had an influence on this market.

Enrolments in ELs in the United States peaked at 85,238 in 2000, but had nearly half by 2003, when they totaled 43,003. (see Table 4.1). In 2004, the number of students enrolled grew by 3.6 percent to 44,565. Enrolments from 14 of the top 15 source nations for the United States fell between 1999 and 2004. Korea was the only market that grew throughout this period. Even Chinese enrolments, which had risen rapidly in places like Australia and New Zealand during that period, fell from 1,509 in 1999 to 1,026 in 2004.

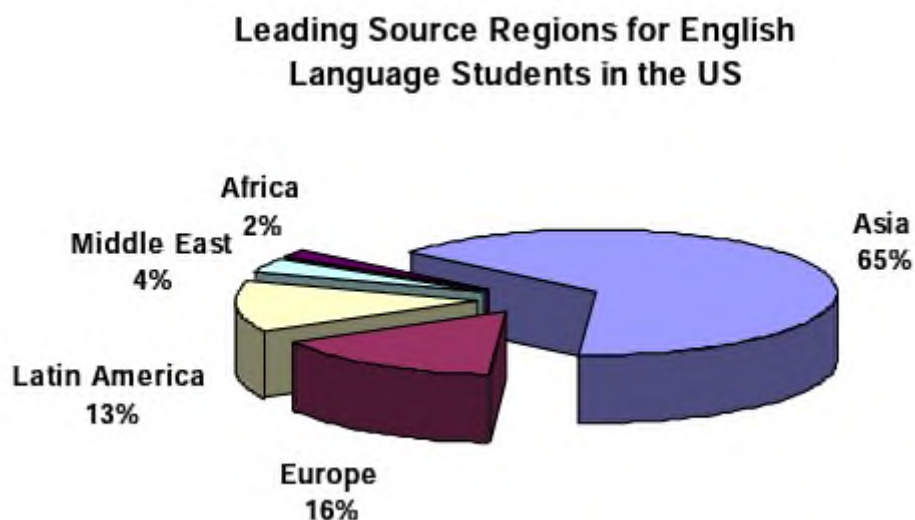
The United States, like the United Kingdom, is a very varied EL destination in that the largest source nations of students are unlikely to be concentrated in a single location. Despite the fact that Asian countries (Japan, Korea, and Taiwan) accounted for the top three sources of EL students for the United States in 2004, three of the top 11 source countries were European (Italy, France, and Turkey), and four of the top 15 were South/Central American (Brazil, Mexico, Colombia, and Venezuela). Physical location appears to be a major lure, since the United States has historically attracted more students from South America than any other destination, despite the fact that Australia is beginning to attract an increasing number of EL students from this region.

	1999	2000	2001	2002	2003	2004	% Change 99 - 04	% of All Students	
								1999	2004
Japan	17,123	19,585	16,470	13,047	10,519	10,804	-36.9%	23.3%	25.1%
South Korea	7,714	12,772	13,110	10,000	10,412	10,386	34.6%	10.5%	24.2%
Taiwan	7,591	9,325	7,605	5,919	4,235	5,126	-32.5%	10.3%	11.9%
Brazil	5,699	6,020	5,253	2,363	1,359	1,402	-75.4%	7.8%	3.3%
Turkey	1,241	2,118	2,254	1,102	1,034	1,133	-8.7%	1.7%	2.6%
France	1,704	1,683	1,587	1,231	1,156	1,093	-35.9%	2.3%	2.5%
Thailand	1,381	2,009	1,929	1,245	943	1,088	-21.2%	1.9%	2.5%
China	1,509	1,839	1,760	1,048	796	1,026	-32.0%	2.1%	2.4%
Germany	1,739	1,332	1,396	1,199	849	950	-45.4%	2.4%	2.2%
Mexico	1,513	2,797	4,369	936	883	949	-37.3%	2.1%	2.2%
Italy	2,297	2,471	1,924	1,171	1,408	917	-60.1%	3.1%	2.1%
Switzerland	2,839	1,494	1,584	1,564	732	729	-74.3%	3.9%	1.7%
Spain	1,004	1,265	742	539	728	721	-28.2%	1.4%	1.7%
Colombia	2,416	2,549	2,255	1,089	858	700	-71.0%	3.3%	1.6%
Venezuela	1,830	2,614	2,487	1,216	742	648	-64.6%	2.5%	1.5%
World Total	73,357	85,238	78,521	51,179	43,003	44,565	-39.2%		

(fig. 4.1. Number of English Language students in the USA from 1999 to 2004)

Source: Institute of international exchange

As previously stated, Asia is the primary source of international students in the United States. Asian students accounted up 65 percent of EL enrolments in the United States in 2003, according to Table 4.2. Students from Europe (16%) and Latin America (16%) made up a sizable portion of the student body (13 percent).



(fig. 4.2 Leading source regions for English language students in the US)

Source: Institute of international exchange

Table 4.2.1 shows the states where EL programs were most popular in 2004. California got more than twice as many EL students (10,045) than any other state, accounting for 23% of all EL students in the United States. New York (ten percent), Washington (ten percent), Florida (five percent), and Texas (five percent) were the other top states (5 percent)

	Number of Students	% of All Students
California	10,045	22.5%
New York	4,295	9.6%
Washington	4,250	9.5%
Florida	2,428	5.4%
Texas	2,213	5.0%
Massachussetts	2,107	4.7%
Hawaii	2,068	4.6%
Total All States	44,565	

(fig. 4.2.1
for
students in 2004)

Leading US states
English Language

Source: IIE

Italy, Germany, France, Switzerland, Spain, and were the top European suppliers of EL students in 2004. The number of students from each of these nations increased between 2000 and 2004. (table 4.2.2)

	2000	2001	2002	2003	2004	% Change 00 - 04
Italian Students						
UK	17,265	15,786	14,247	15,484	21,505	24.6%
US	2,471	1,924	1,171	1,408	917	-62.9%
Australia			244	305	227	
Malta	6,847	8,035	9,691	9,325	8,080	18.0%
Total Italy	26,583	25,745	25,353	26,522	30,729	15.6%
German Students						
UK	7,617	6,565	7,221	8,551	9,216	21.0%
US	1,332	1,396	1,199	849	950	-28.7%
Australia			219	234	244	
New Zealand	533	1,127	1,056	1,215	1,130	112.0%
Malta	14,340	15,067	15,125	13,302	14,596	1.8%
Total Germany	23,822	24,155	24,820	24,151	26,136	9.7%
French Students						
UK	8,125	5,939	8,392	9,013	10,752	32.3%
US	1,683	1,587	1,231	1,156	1,093	-35.1%
Australia	571	641	713	774	747	30.8%
New Zealand		79		171	236	
Malta	4,819	6,100	6,081	7,196	7,138	48.1%
Total France	15,198	14,346	16,417	18,310	19,966	31.4%
Swiss Students						
UK	9,648	9,378	11,515	11,786	12,544	30.0%
US	1,494	1,584	1,564	732	729	-51.2%
Australia	746	756	1,108	962	840	12.6%
New Zealand	771	1,363	1,124	1,615	1,561	102.5%
Malta	1,970	2,953	2,872	2,841	2,928	48.6%
Total Switzerland	14,629	16,034	18,183	17,936	18,602	27.2%
Spanish Students						
UK	9,987	8,284	9,954	11,786	14,337	43.6%
US	1,265	742	539	728	721	-43.0%
Australia			262	306	347	
Malta	418	817	1,090	1,450	2,008	380.4%
Total Spain	11,670	9,843	11,845	14,270	17,413	49.2%

(fig. 4.2.2 Trends in leading European source countries (2000-2004))

Sources: English UK, IIE, DEST, New Zealand Ministry of Education

Since the year 2000, Italy has continuously been the main European source of EL students. From 2000 through 2003, enrolment remained nearly steady until growing by 16 percent in 2004. Surprisingly, Italian enrolments fell in the United States, Australia, and Malta during this year of expansion. The UK market was the only one to grow.

Germany's enrolments have been largely stable since 2000, however they did climb by 8% in 2004. The United Kingdom and Malta got the most German EL

students. Since 2001, the number of students enrolled in France has consistently increased.

Spain; after decreasing by about 16% in 2001, Spanish enrolments increased by 74% from 2001 to 2004.

2.4. Primary and secondary school's language trends 2021

The 2020-21 school year has presented educational problems in England in ways we could never have predicted. As a result of the Covid-19 outbreak, language instructors had to immediately rethink their goals, which they accomplished admirably. We would like to express our heartfelt gratitude to teachers for participating in our study in this historic year on behalf of the British Council and Queen's University Belfast. Our study would not be feasible without the cooperation of instructors. Language Trends is a nearly two-decade-old yearly survey of primary and secondary schools in England, aimed to gather data on the state of language teaching and learning.

Its goals are to evaluate the influence of policy initiatives on languages, as well as to analyze strengths and shortcomings based on quantitative evidence and instructor input. An annual survey has been conducted in Wales since 2015, while a biannual survey has been conducted in Northern Ireland since 2019. The Language Trends series highlights overall data movements and aims to inspire teachers, school administrators, researchers, inspectors, policymakers, and the general public to think more carefully about specific elements of language development.

Characteristics of the schools that responded

In England, the survey was delivered to 6,000 public elementary schools. The key criterion for selection was schools with students aged five to eleven years old.' It is noted that this left out middle schools and elementary schools that do not serve the whole age range, which is a particular problem in the North East, where there

are several middle and junior high schools. It's encouraging to see that responding schools came from all across the country, and there isn't a one region that is significantly underrepresented in the sample. The South East had the highest response rate, which was closely followed by the North West.

Region	Sample	Achieved	Response Rate
London	365	45	12.3%
South East	1,082	181	16.7%
South West	995	116	11.6%
East Midlands	686	64	9.3%
West Midlands	494	48	9.7%
East of England	875	113	12.9%
Yorkshire and the Humber	480	43	9%
North East	161	19	11.8%
North West	862	127	14.7%
Total	6000	756	12.6%

(fig. 5.2 Responding of the primary schools by region)

Source: British Council

In terms of socioeconomic profile, the major indication is the Free School Meals Entitlement (FSME) figure for each school. The current FSME average for primary schools in England is 17.7% (up from 15.9% in 2019), and given the Covid-19 epidemic, it is expected that this percentage will rise in the next years. The FSME quintiles for state primary schools in England were created using raw data from the Department for Education's 2020 school census:

	Free School Meals Entitlement
Quintile 1 – least deprived	0 - 6.3%
Quintile 2	6.4% - 10.8%
Quintile 3 – around FSME average	10.9% - 16.8%
Quintile 4	16.9% - 26.6%
Quintile 5 – most deprived	26.7% and above

(fig. 5.3 Free school meal quintiles)

Source: British Council

In an ideal world, each quintile would have 20% of responding schools. Table reveals that 58 percent of schools responding to Language Trends England were in quintiles 1 and 2, indicating that they were more favourable than the FSME average and located in less impoverished parts of the nation. While the profile of

responding schools is slightly more balanced this year than in past years, more work has to be done to encourage involvement from primary schools with a large proportion of students eligible for free school meals. Because of the profile of responding schools, the data reported in this study may depict a picture that is slightly more rosy than reality:

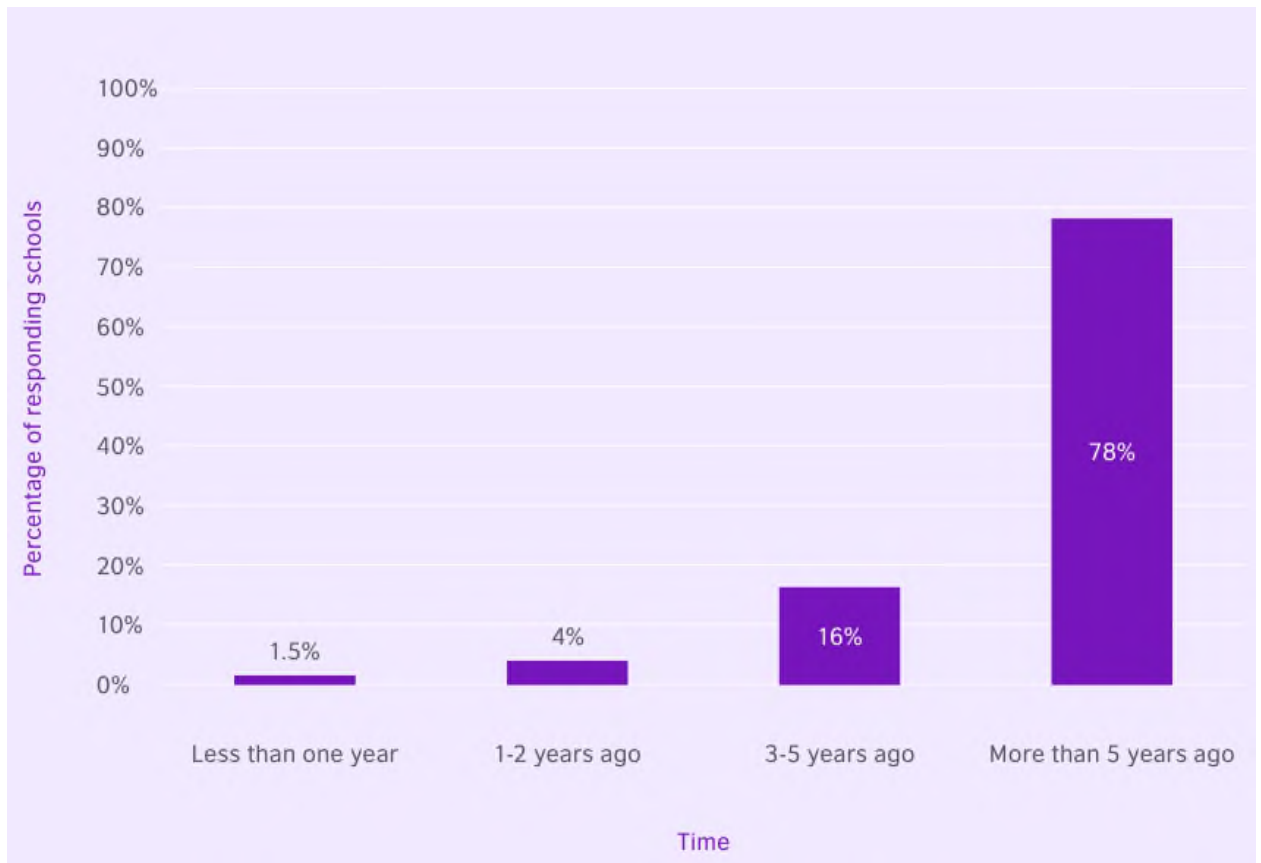
	Percentage participation in our survey
Quintile 1 – least deprived	29%
Quintile 2	29%
Quintile 3 – around FSME average	19%
Quintile 4	13%
Quintile 5 – most deprived	10%

(fig. 5.4.1 Participation in survey by quintile)

Source: British Council

Under normal conditions, languages are currently an integral part of the majority of schools' curricula: Figure shows how long it has been since responding elementary schools began teaching languages. Seventy-eight percent of responding schools said they've been teaching languages at Key Stage 2 (Years 3-6, ages 8-11) for more than five years, up from 75% in Language Trends 2019.

Almost every school's curriculum now includes a strategy for significant growth in one language during the four years of Key Stage 2. (now 91 percent of schools, up from 78 percent in 2019). The Key Stage 2 Framework for Languages is used by 66 percent of schools, the DfE Programmes of Study by 48 percent of schools, commercial schemes of work by half of schools, and in-house schemes of work by four out of ten schools in constructing the curriculum. When it comes to evaluating students, the most common method is to conduct an informal assessment of each student.

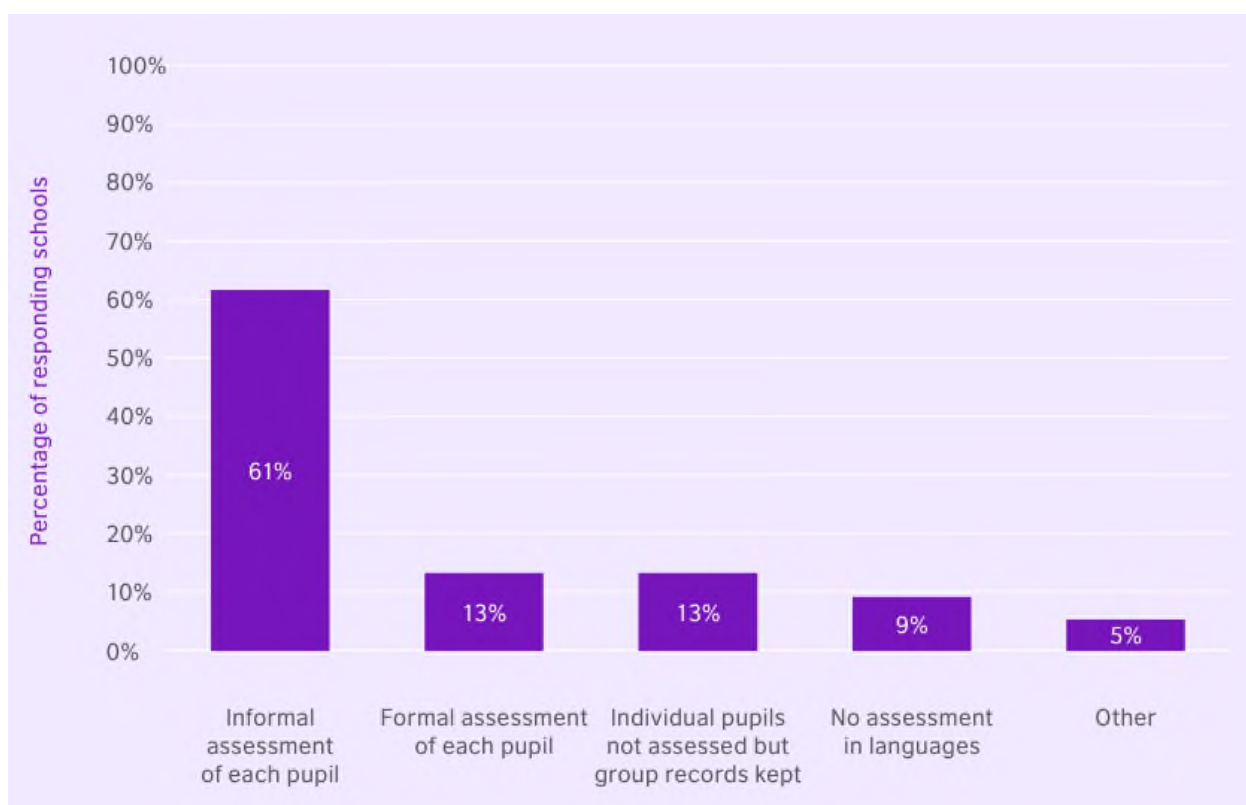


(fig. 5.4.2 The time since responding primary schools started to teach languages)

Source: British Council

More innovative forms of assessment were found in the 'other' category, including:

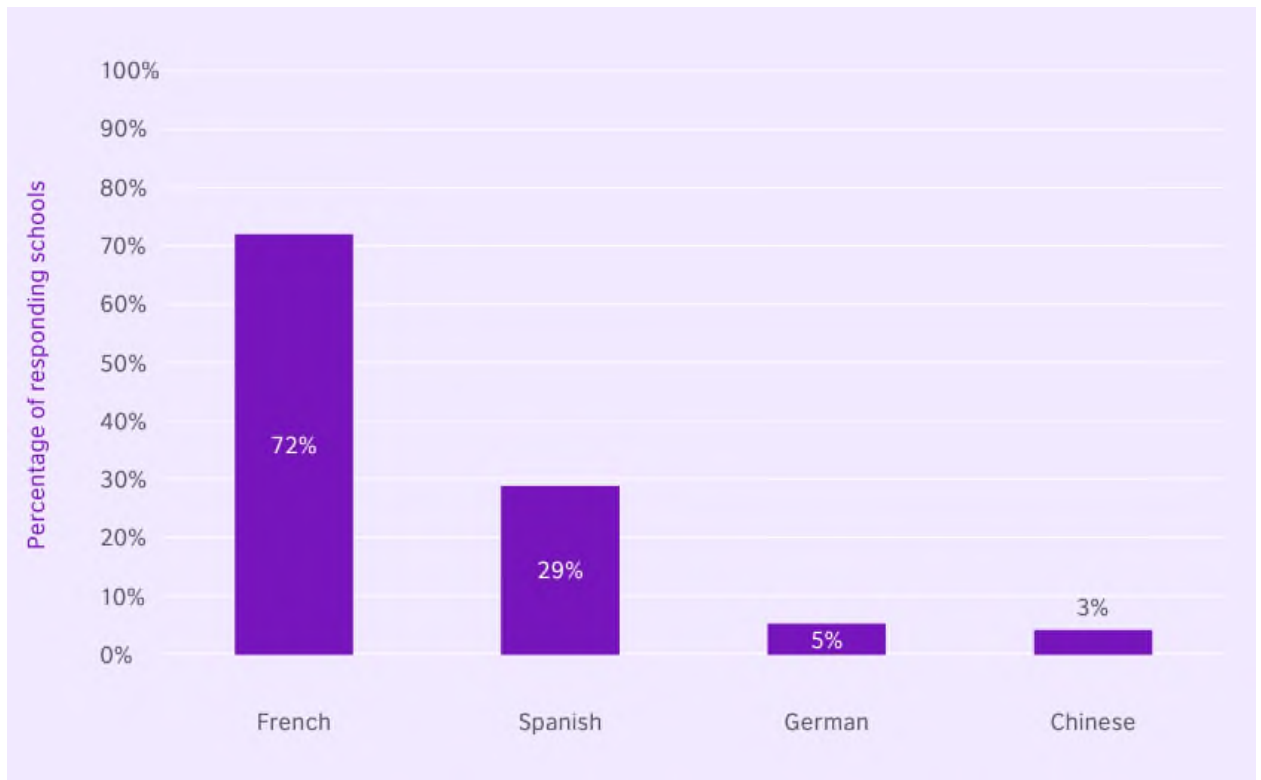
- A language passport, in which students 'traveled' to a series of francophone countries as they learned more words;
- A lingua badge system, developed in consultation with local education advisors to motivate children;
- Use of the free Language Magician assessment tool; and use of assessment materials provided by the Primary Languages Network.



(fig. 5.4.3 How primary schools assess students)

Source: British Council

Languages that are most commonly taught in primary schools Spanish French remains the most often taught language in elementary schools, much ahead of Spanish. This pattern is not duplicated at GCSE or A level, as shown later in the paper. It's possible that the popularity of French in elementary schools is due to instructors teaching a language that they learnt as a child. Fascinating facts 5% 3% German Chinese Three of the four primary schools that offer German are located in FSME quintiles 1 and 2, i.e. in more wealthy districts. Makaton is being taught as a cross-curricular activity in a few schools. In its heyday, when French was practically regarded as a global subject for everybody, school was the place to be. Less than 3% of those who responded said yes. Less than three per cent of responding primary schools offer one of Ancient Greek, Arabic, British Sign Language, Danish, Hebrew, Italian, Japanese, or Latin



(fig. 5.4.4 The most often taught languages in primary schools)

Source: British Council

In 72 percent of schools, languages are taught for less than 30 minutes throughout Key Stage 1 (Years 1-2, aged 5-7). In most schools, by the time obligatory language study begins in Key Stage 2, time has increased to an average of 45 minutes each week. Teachers reported the following time for languages in Years 3 and 6.

	Less than 30 minutes	30 – 45 minutes	More than 45 minutes but less than 1 hour	Between 1 and 2 hours	No language teaching
Year 3	8%	52%	29%	11%	-
Year 6	5%	45%	34%	15%	1%

(Fig. 5.5 Time for languages in Years 3 and 6)

Source: British Council

According to Language Trends, international involvement chances for students and instructors will diminish between 2018 and 2020. Given the Covid-19 epidemic, it's hardly unexpected that we've seen a drop in foreign interaction this

year across all important indicators: Table 5.6 shows longitudinal statistics on foreign school activities.

	2018	2019	2020	2021
The school has one or more partner schools abroad	35%	27%	19%	18%
Involvement in international projects wInvolvement in international projects	22%	16%	10%	8%
Host a language assistant	5%	5%	2.5%	2%
None	46%	50.5%	61%	64%

(fig. 5.6 Longitudinal data relating to international activities)

Source: British Council

Teachers of primary languages strive hard to instill a love of language study in their students. Teachers were polled on what they thought worked effectively in elementary languages in general. A total of 668 teachers submitted detailed feedback, all of which were quite good. Thematic analysis was used to examine this enormous data collection (Braun and Clarke, 2006). The data set yielded three primary themes: 1. the teacher's ability; 2. the students' motivation; and 3. resources.

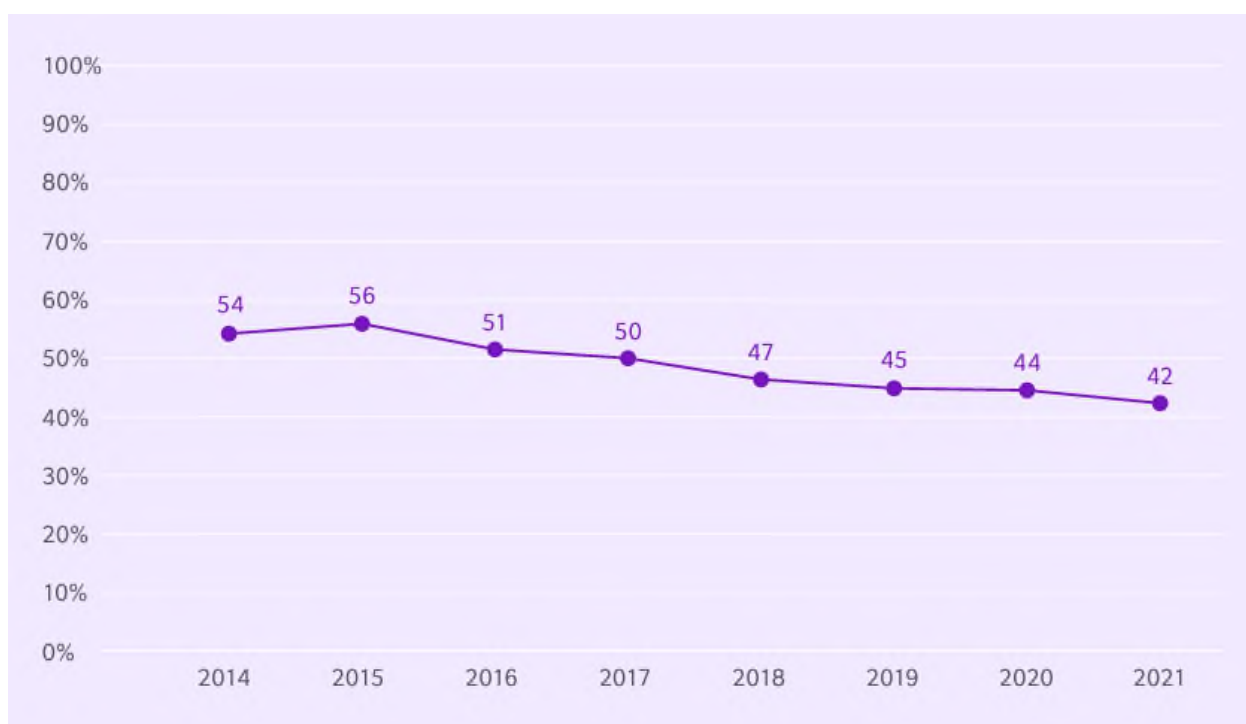
Children tend to adopt the attitudes of their significant others (e.g. parents/carers, siblings, friends, and the teacher) in the early stages of learning a language; after some first-hand experience in learning and using the language, children form their own attitudes, which are mostly shaped by classroom processes. Children's early attitudes toward language learning, as well as their language learning self-concept and cultural worldview, influence their future attitudes toward language learning (Mihaljevi Djigunovi, 2020). Where teachers indicated that their primary language instructor was a topic specialist, an overwhelming majority stated that languages in their school were progressing well.

According to study (Graham et al., 2017), the teacher's own language proficiency is a major determinant of success:

The second theme relates to the motivation and enthusiasm of the pupils – unsurprisingly, as any teacher of primary-aged children will tell you, children generally love learning a language. Comments such as the following were frequent:

“Children have a real enthusiasm for learning a new language. It also means that children with English as an Additional Language enjoy sharing their language with their peers.” (Teacher, quintile 5 school, London)

Teachers reported that resourcing of primary languages has improved over the years. There was plentiful evidence of teachers building on commercial resources and being connected to subject associations. The Research in Primary Languages Network (RiPL) received notable mentions (n=27) across the data set. Language Trends data show a seven-year decline in contact between primary and secondary schools. Consistent with previous years’ findings, nearly half (49.7%) of state secondaries report that they have no contacts with any primary schools and the majority (71.9%) report receiving no information on pupil prior attainment in relation to languages. The primary school data evince a continued deterioration.

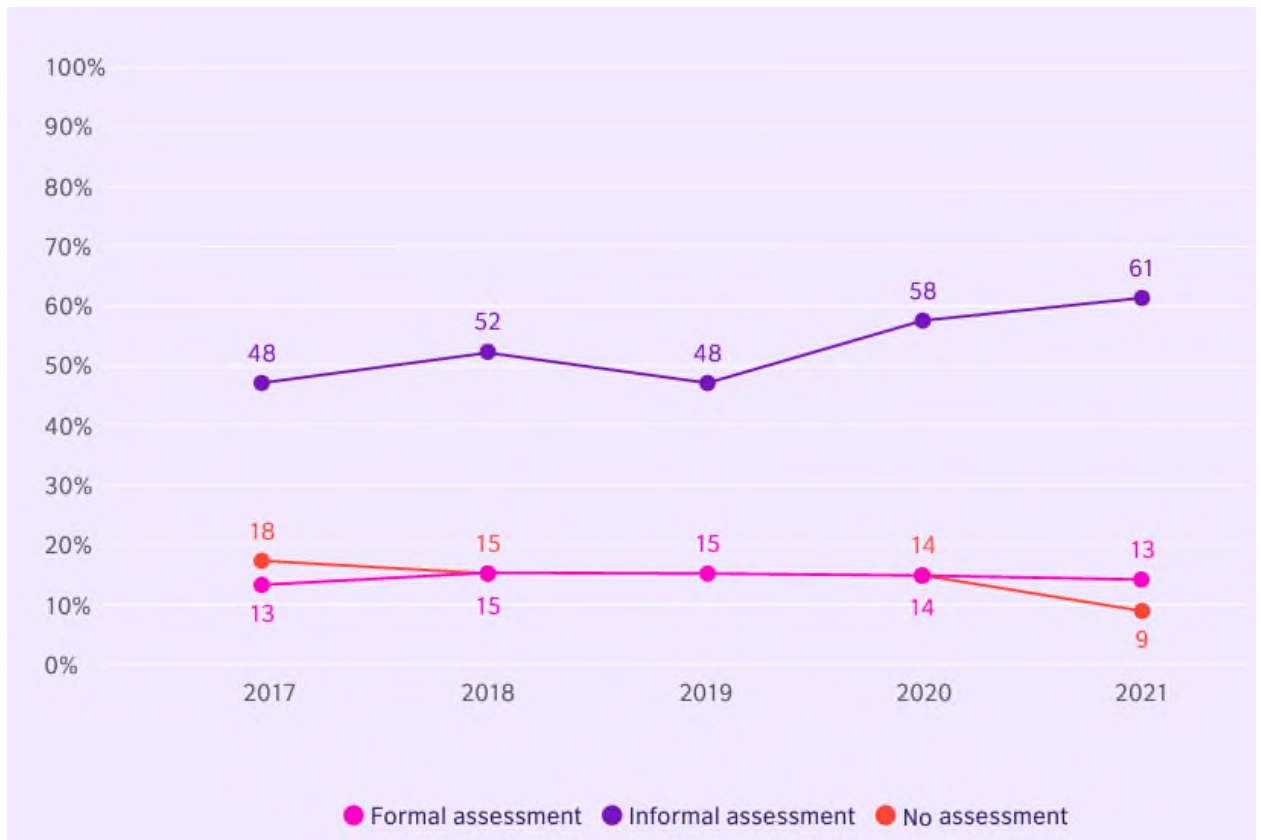


(fig. 5.7 Percentage of primary schools reporting contact with secondary school)

Source: British Council

Trends in assessing levels of language learning progress (primary) Informal information exchanges are still the most common type of interaction (48.7%), followed by 'other' (36 percent). Twenty-five of the 109 primary schools that indicated 'other' methods of interaction shared their thoughts on how the Covid-19 epidemic has influenced attempts to link KS2 and KS3:

Despite the epidemic, the pace of decline in reported contact is consistent with previous year. Face-to-face interaction, such as outreach teaching and sending students into primary schools, has decreased slightly in state secondary schools.



(fig. 5.8 Trends in gauging levels of progress in language learning)

Source: British Council

Collaboration appears to be hampered by underlying difficulties such as a lack of employees and resources. Teachers from both elementary and secondary schools offered their perspectives on these systemic issues:

What kind of contact, if any, does your school have with any of your local primary schools in relation to language learning? (State Secondary)	2020	2021
None - we do not have any contacts with any primary schools in relation to languages.	47.9%	49.7%
We go into one or more primary schools to provide outreach language teaching for children	18.5%	17.4%
We send our pupils into primary schools to work with Key Stage 2 pupils	16.6%	12.7%
We participate in joint projects, festivals or competitions	11.2%	11.2%

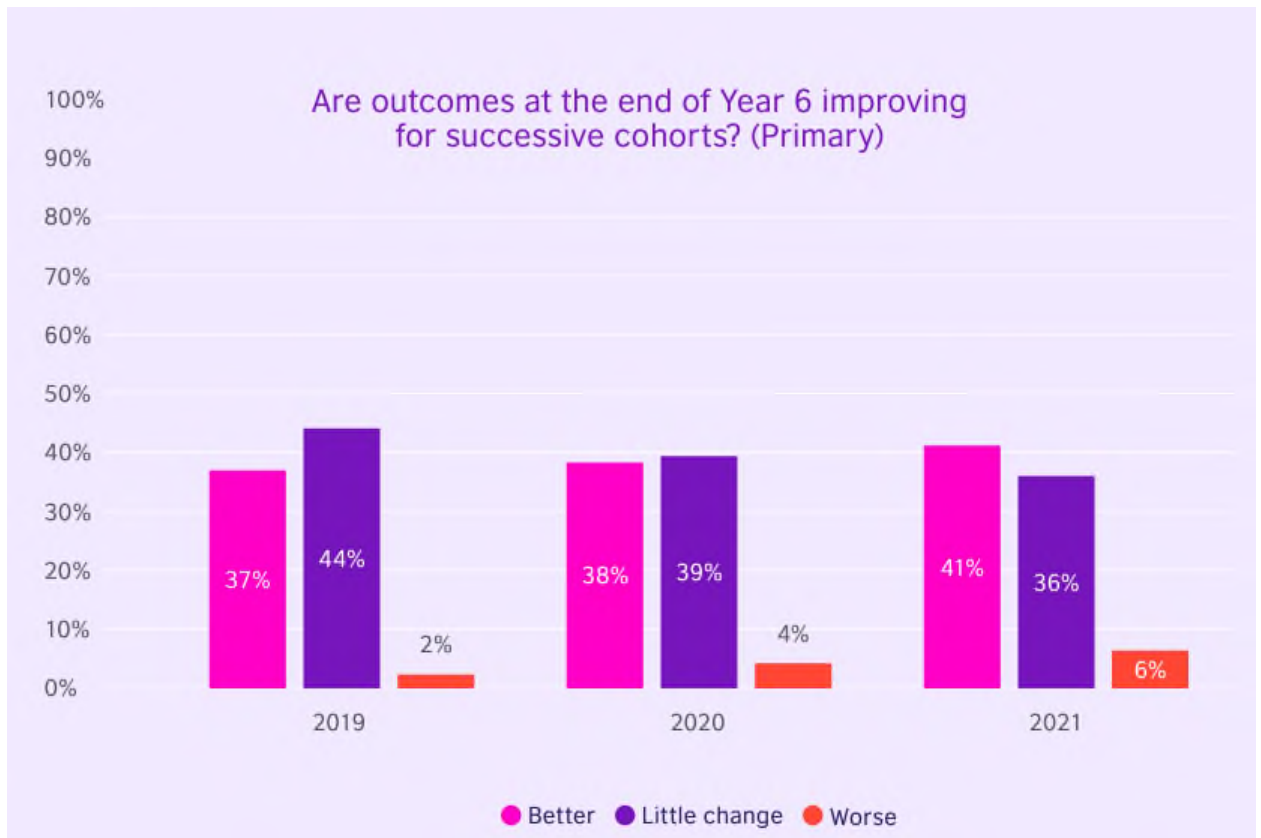
(fig. 6 Contacts between state secondary and primary schools in relation to languages)

Source: British Council

Only 3% of state secondary schools claim that all Year 7 students continue to use the same language as in Key Stage 2. Two-thirds provide continuity for certain students, while ten percent say that students start from the beginning. State secondary teachers, as in previous years, cite the range of feeder schools and languages studied, frequently at varying degrees, as hurdles to continuity at Key Stage 3. Several secondary teachers regard Key Stage 2 provision as "patchy" and believe that there is a lack of consistency in their feeder schools:

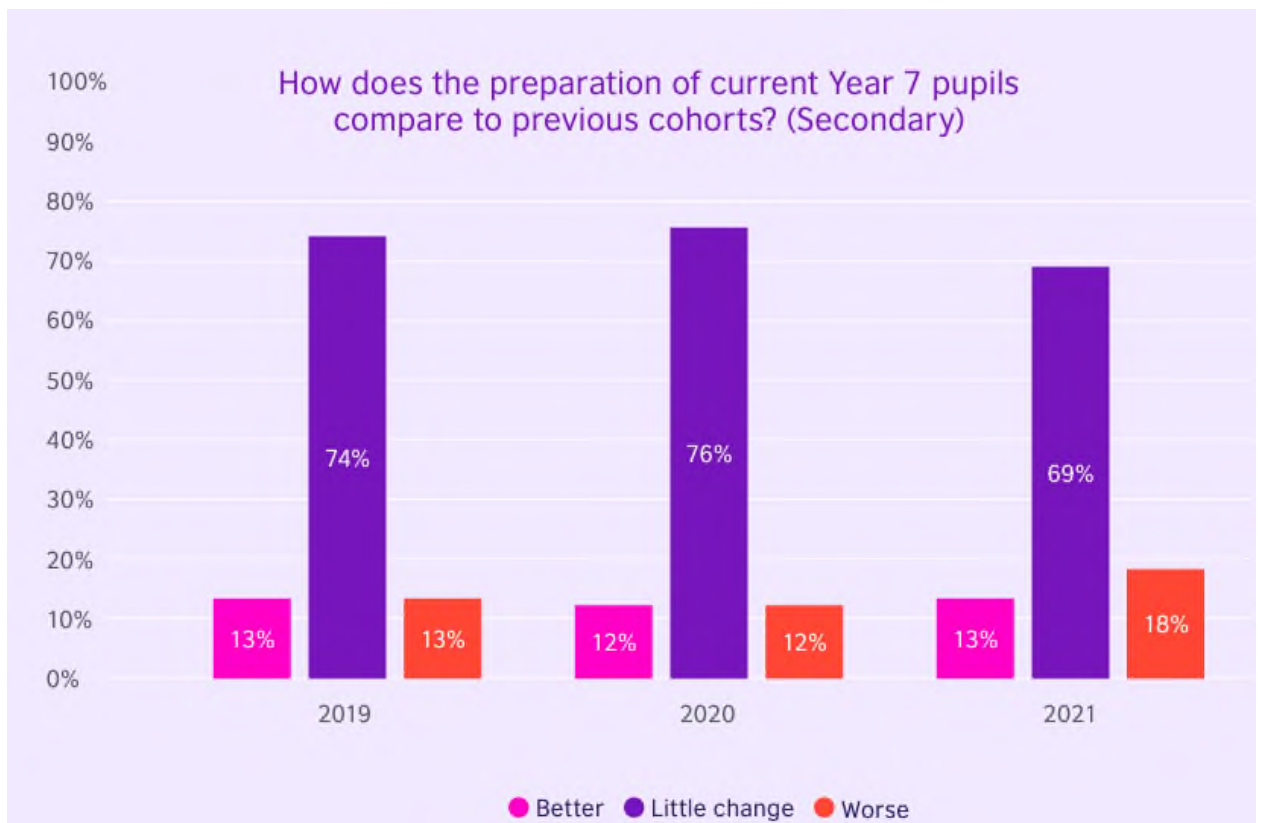
“We have over 40 feeder primary schools with vastly differing amounts of KS2 language study. We have developed a transition curriculum assuming very little language knowledge from KS2.” “The provision is still so sporadic and uncoordinated that it is having little positive impact on MFL learning – the positive is that it exposes pupils to an MFL at this age but the teaching is patchy across local primary schools and there is no joined up thinking or logic to provision in the area. It would really help all pupils if primaries offered a coherent MFL curriculum that was standardised across areas at least, then secondary schools could take greater account of experiences and teaching and learning at this level when designing the KS3 curriculum.”

Primary and secondary schools have differing perspectives on child development in language learning at the moment of transfer, according to the 2020/21 study. Primary views are still good in 2021, according to statistics (see figure 7): Year 6 results were either maintained (35.9%) or improved for 77 percent of respondents (41 percent). In comparison, 87 percent of secondary schools say their students' growth is about the same (69.3%) or worse (17.6 percent) This is a drop in comparison to past years (see figure 8).



(fig. 7 Primary teachers' perceptions of outcomes at the end of Year 6 over time)

Source: British Council



(fig. 8 Secondary teachers' perceptions of outcomes at the end of Year 6)

Source: British Council

A total of 617 public secondary schools and 138 private secondary schools answered, resulting in healthy response rates of 21.2 percent and 21.7 percent, respectively. Characteristics of the schools that responded Schools having students aged 11-16 or 11-18 were an inclusion criterion for the sample. This implies that the following data has two big gaps: I 13-18 schools are not included (a problem in the public sector in the North East), and (ii) sixth-form colleges are unable to participate. Schools from all throughout England responded, however the South and East of England had a higher than average participation rate:

Responding state and independent secondary schools by region

Region	State Secondary Sample	State Secondary Achieved	State Secondary Response Rate	Independent Sample	Independent Achieved	Independent Response Rate
London	425	76	17.9%	138	26	18.8%
South East	454	112	24.7%	150	34	22.7%
South West	273	66	24.2%	77	21	27%
East Midlands	254	47	18.5%	35	*	-
West Midlands	346	59	17.1%	61	9	14.8%
East of England	326	90	27.6%	65	22	33.8%
Yorkshire and the Humber	291	59	20.3%	42	11	26%
North East	131	29	22.1%	14	*	-
North West	429	79	16.8%	55	*	-
Total	2929	621	21.2%	637	138	21.7%

(table 9 Responding state and independent secondary schools by region)

In England, the average percentage of pupils eligible for Free School Meals (FSME) in secondary education is 15.9%. (up from 14.1 percent in 2019). As the repercussions of the Covid-19 epidemic take effect, this average is projected to rise over the following year, just as it did in primary. There is considerable evidence of a correlation between FSME percentages and levels of uptake at critical transition times during a child's language learning journey (Henderson and Carruthers, 2021). Based on publicly accessible FSME statistic data, the study team divided our sample into five quintiles.

	Free School Meals Entitlement
Quintile 1 – least deprived	0 – 7.6%
Quintile 2	7.7% - 12%
Quintile 3 – around FSME average	12.1% - 17.3%
Quintile 4	17.4% - 25.5%
Quintile 5 – most deprived	25.6% and above

(table 9.1 State secondary, Free school meals entitlement quintile)

Source: British Council

In a perfect world, each quintile would be involved to the tune of 20%. Quintile 1 (least disadvantaged) schools have a statistically significant overrepresentation, whereas quintile 5 schools have a statistically significant underrepresentation (most deprived). While the profile of responding schools is slightly more balanced than in previous years of Language Trends, the data that follows may provide a more positive picture of language learning than what many schools really experience.

	Percentage participation in Language Trends
Quintile 1 – least deprived	29%
Quintile 2	21%
Quintile 3 – around FSME average	17%
Quintile 4	17%
Quintile 5 – most deprived	16%

(table

9.2 Percentage of schools in each quintile)

Source: British Council

At Key Stage 3 (14), French remains the most popular language, being taught in 91 percent of responding state schools and 92 percent of responding independent schools, respectively. Spanish is taught in 74 percent and 89 percent of state and independent schools, respectively. German is taught at Key Stage 3 in 36 percent of public schools and 70 percent of private schools; the state number is down from 44 percent in Language Trends 2018, when German was taught at Key Stage 3.

The country's German is currently notably spotty. In our study of state schools teaching German at Key Stage 3 (n=226), four out of five are in the first and second quintiles (i.e. above the England average for FSME). In comparison to other regions, the South East, South West, West Midlands, and East of England have statistically higher rates of state schools providing German; the North East has the lowest percentage, with just 17 percent of responding schools offering German. A little more than half of state schools provide language instruction for more than two hours but less than three hours each week. In comparison, one out of every three private schools provides fewer than two hours of language instruction every week at Key Stage 3.

However, there is substantial evidence of schools teaching languages other than the 'big three' at Key Stage 3. A total of 39 state schools offer Mandarin as a full curriculum subject, 34 offer Latin, 11 offer Italian and there is evidence of Arabic, British Sign Language, Polish, Russian, Turkish and Urdu being offered as timetabled subjects in a small number of schools.

The withdrawal of pupils from language lessons in the state sector can again be seen this year; the most concerning column is the apparent growth of 'some groups' of pupils not studying languages. This question was first asked in Language Trends 2007 when just two per cent of schools reported that a minority of pupils were withdrawn from languages.

	All pupils study languages	A small number of individual pupils do not study languages	Some groups do not study languages
Year 7 2019	66.1%	28.5%	3.8%
Year 8 2019	60.5%	33.9%	4.2%
Year 7 2020	67.5%	28%	4.5%
Year 8 2020	60%	35%	5%
Year 7 2021	67%	26%	6%
Year 8 2021	62%	29%	8%

(Table 9.3

Longitudinal data on disapplication from languages at Key stage)

Source: British Council

Up to 20% of schools say that some groups of students are not acquiring a language by the time they reach Year 9. This can be explained by the fact that some schools provide a two-year Key Stage 3 program. As in previous years of Language Trends, schools with a higher proportion of students eligible for FSM, a higher allocation of Pupil Premium funding, lower Attainment 8 results, Sponsor Led Academies, and a higher proportion of students identified as having English as an Additional Language are significantly more likely to have a higher proportion of students identified as having English as an Additional Language. Independent schools are not immune to the issue, albeit they are far less likely to report groups of students being removed from language classes. Seventeen per cent of independent schools report that individual pupils are withdrawn in Years 7 and 8; this figure climbs to 30% for Year 9. Seventy-five per cent of independent schools offer pupils a choice as to which language(s) they study at Key Stage 3, compared to an average of just 29% of state schools. A socio-economic divide can be seen: 38% of state school pupils at a quintile 1 school have a choice as to which language(s) they study; for quintile 3 pupils this drops to 27% and for the most deprived in quintile 5 this drops to 14%.

CHAPTER 3

DEVELOPING THE MARKET RESEARCH SCHEME FOR «BEST LANGUAGE CENTRE»

3.1 Assessment «Best Language Centre» enterprises competitiveness in the foreign market

The financial and non-financial parts of a company's performance are combined to make its overall performance. These factors can be used to determine how successfully a company is executing its business strategy and to find areas for improvement.

Competitiveness is a critical component of economic development since it drives company expansion, and trade. As a result, ITC has created an analytical framework to better evaluate business competitiveness and how to enhance it over time. It is built on three pillars that drive competitiveness at three different levels of the economy.



(fig. 5.1.1 Pillars of competition)

Source: Intracen

The competitiveness levels

1. capabilities of the company This level determines if businesses are run according to best practices, whether they require resources, and whether they have the skills to handle those resources.

This level evaluates whether the local business ecosystem, which is made up of business support institutions, provides firms with the resources or competencies they require to remain competitive.

The competitiveness factors are:

Compete: the capacity to fulfill market expectations in a consistent manner.

Connect: exchanging information with other market participants, learning about what's going on and what's needed.

Change: Using this data to predict market trends and respond to them, changing dynamically with the market. See table 5.1.2



(fig. 5.1.2 Complete and change)

Sources: Intracen

Each pillar is further broken into competitiveness topics, which are the focus of the publications' analysis:

Requirements for Quantity and Price

Time constraints

Norms of excellence

Making contact with potential buyers

establishing contact with suppliers

Establishing connections with institutions

Financial requirements

Qualifications required

The need for innovation and intellectual property

Characteristics of the «Best Language Centre» enterprises competitiveness in the foreign market

«Best Language Centre»

is a local business with excellent service and big plans.

I think the most attractive solution is to work online in foreign countries. Because if we consider online business; it is faster to start and the cost to make it happen is low.

«Product Quality and Returns

Quality products lie at the root of superior company performance. Two variables indicating whether your products are high quality are returns and warranty claims. These product indicators measure company performance on quality but also impact profitability directly. High rates of returns and warranty claims cut into profitability.

Employee Job Satisfaction and Training

Two indicators of a company's performance internally are employee job satisfaction and training levels. These impact overall performance through the ability of the company to offer high levels of service to its customers. You can evaluate employee job satisfaction by measuring changes in the average length of service. A measure of training levels is the percent of employees who received training each month.

Numerical and Financial Factors

In addition to numerical factors such as profit margin, other indicators allow you to evaluate your company's performance on purely financial terms. Liquidity and solvency ratios evaluate your company's performance with regard to ensuring that it can continue its operations. Liquidity is the ratio of current assets minus current liabilities divided by total assets and measures how quickly a company can raise cash.

Solvency is the ratio of net profit plus depreciation divided by total liabilities and measures your company's ability to continue to service its debt. As described in the Harvard Business Review, you can compare these ratios to those of other companies to evaluate performance.» Chron Contributor 2020

3.2 Recommendations on improvement of the «Best Language Center» enterprise's competitive position and forecast of its effectiveness

The company is developing fast, for example for last 5 years the company reached more than 400 customers.

But here are some recommendations for «Best Language Centre» to become the biggest language centre in the location they operate.

The first is to conduct different types of analysis.

For instance, SPACE, SWOT, PESTLE.

SPACE Analysis is an analytical technique used in strategic management and planning. SPACE is an acronym of Strategic Position and ACtion Evaluation. The analysis allows to create an idea of the appropriate business strategy for the enterprise. The analysis assesses the internal and external environment and allows to design an appropriate strategy. The analysis describes the external environment using two criteria:

Environmental stability (ES) Affected by the following sub-factors: technological change, inflation rate, demand fluctuations, price range of competing products, price elasticity of demand, pressure on substitutes

Attractiveness of the industry - Affected by the following Sub-factors: growth potential, profit potential, financial stability, resource utilization, complexity to enter the industry, labor productivity, capacity utilization, bargaining power of manufacturers.

SWOT stand for Strengths, Weaknesses, Opportunities, and Threats and so a SWOT Analysis is a technique for assessing these four aspects of your business.

You can use SWOT Analysis to make the most of what you've got, to your organization's best advantage.

PESTLE is an analysis Political, Economic, Social, Technological, Legal and Environmental factors.

CONCLUSION

In conclusion, analyzing overall development of educational market and market research for it. It brought me to the understanding of the potential growth of the market and the essence of procedure to be done to make new businesses able to be competitive and profitable in the market. Also, due to the MT we can see the tendency of educational sectors has turned to be online. So, the future of the industry will be digital and independent of the location and other archaic issues which are now close to disappear due to the modern applications and programs.

The aim of the Master Thesis was to study how market analysis helps businesses in service sector, tasks of the work were develop the understanding of market research, learn to understand how market research affects business environment in Ukraine, learn about contemporary market research approaches , conduct a research about market research based on Ukrainian enterprise (Best Language Center). Now it is able to concluded that the tasks were successfully done and the aim has been achieved.

The first section discussed types of the research which could be conducted.

1. Original Research

Primary research refers to facts or information obtained directly from the source. Because you aren't mentioning any other sources, first-party data and information refers to all of the data and information you have obtained on your own. Some instances of primary market research are as follows:

Focus groups are small groups of individuals that gather together to discuss a certain topic.

- Interviews
- Polls
- Surveys

This type of market research may help you improve your marketing strategy by using data and information directly from your customers. It's perhaps the most beneficial type of market research because it's tailored to your target audience.

This enables you to receive accurate information about the company's strengths and weaknesses, allowing you to have a better grasp of the whole customer experience.

2. Secondary research

Secondary research refers to data or information obtained from a second or third party. Data is acquired from second- and third-parties based on what is currently on the market. The study is carried out by other companies or organisations, not by you. Some instances of secondary market research are as follows:

Books vs. Articles

Videos vs. Infographics

White papers are a form of paper that is used for a variety of purposes.

This type of market research might help you obtain a better understanding of your entire company. You'll discover how competitors operate, important industry statistics, and other relevant facts that you can use to create a more informed marketing strategy in general.

Secondary research is the most efficient way to learn about the data and information that is currently accessible in your industry and among your competitors. Identifying that data and information can help you see not just what you're up against in terms of marketing, but also where you may improve. Perhaps a competitor has written a fantastic piece that is generating a lot of organic search traffic or social shares, and you have the opportunity to respond with an equally popular counter-argument. That alternative position reveals not only that you are aware of your competitor's stuff, but also that you are ready to make a unique case.

3. Qualitative analysis

Qualitative research is the collection of information that cannot be measured.

There are two types of qualitative research: primary and secondary. Primary market research tools such as interviews, polls, and surveys may help you learn

how people feel about your product or service. It's a game of guessing what they're thinking. You can ask open-ended questions like:

What made you decide to buy our product or service?

In compared to the competitors, how do you rate our product or service?

What features of our product or service appeal to you, and why?

What areas of our product or service do you think should be enhanced, and why do you think that is?

This type of market research helps us to learn about our customers' views; it's the only way to figure out why a client trusts your—or another—brand. While conducting consumer research, you may ask people specific questions about your product or service. The answers to these questions might help you design more effective marketing strategies that incorporate all of their perspectives and thoughts about your product or service.

The launch of a new product is an excellent moment to do qualitative research. The goal is to get as much feedback as possible from customers on your new product.

Qualitative research may help you figure out if your product meets or surpasses the expectations of your customers. If it does fall short, investigate further to see where it fails to meet customer expectations. Is there an issue with the product's quality? What is the range of prices? Competitors who make better products? Qualitative research gives you valuable insight into how your customers feel about your product or service.

4. Quantitative

The process of acquiring data for statistical analysis is known as quantitative research. Quantitative research can be primary or secondary, much as qualitative research.

In this type of market research, having the data to back up your marketing strategy is critical. The figures are actual facts rather than interpretations. The following are some examples of quantitative market research:

bounce rate is

- Pageviews
- Vote percentage
- Social media followers
- Social media participation

The chapter number two consists of the information based on the information from 3 main sources internship report from Best Language Center, British Council reports and Investopedia.

For my work for «Best Language Centre I used my knowledge in Market research for project launch. I relied on the information I received and tried to apply in Market research.

There were 2 problems when I was getting ready.

The first and the most problematic was lack of the information about language organization in Kiev oblast. To find this information usually we refer to the Internet. I did the same and additionally got the information from these organizations. It was more complicating, but possible to receive the information.

Most of the businesses provided the information when they heard about the idea for the project. The idea's to receive the info about the ways of development.

-«Best Language Centre» is the enterprise that has perfect organizational and working structure. What makes it real to grow from month to months. When we consider «Best Language Centre» we took all of its spheres, due to the reason that they operate in so big industry, educational industry

-«Best Language Centre» is the example of the business that despite of the 2019 Crisis, managed to keep 78% of its clients. It is the example of good adaptation.

-«Best Language Centre» struggles with starting projects, because of big competition in the market. So, they concentrate on keeping themselves needed. COVID-19 Global Analysis and Impact English, German, Spanish, Mandarin, and Other Languages; End-User (Academic and Non-Academic); Deployment Type (On-Premise and Cloud); Business Type (Business-to-Business and Business-to-

Customer); and Geography In 2019, the worldwide digital language learning market was worth US\$ 6300.4 million, and it is predicted to rise at a CAGR of 13.7 percent over the forecast period, reaching US\$ 17333.4 million by 2027.

One of the primary drivers driving the worldwide digital language learning market is the increasing adoption of smart devices and the internet, particularly in emerging nations. By providing virtual classrooms and a variety of learning tools, innovative technologies make it easy to access the global knowledge center. Disruptive technologies are being merged to deliver a tailored and user-friendly online platform to learners in order to provide an efficient learning environment. The need for digital language learning solutions is high, as these solutions include digital material and a platform that allows for simple learning via the use of numerous interactive technologies.

Mobile applications, e-books, audio snippets, movies, games, digital software, and online coaching are examples of these technologies. Furthermore, an increasing number of private and international organizations with operations in many countries place a premium on having staff who are fluent in multiple languages, as well as language specialists and translators, to facilitate contact with clients. Corporates are required to provide mandatory training to their employees in order to improve their skills and expertise, which includes digital language learning sessions. Different countries' governments are launching projects to provide kids with venues for learning a second language.

The digital language learning industry is divided into academic and non-academic categories based on the end user. In 2019, the academic sector dominated the market, and this trend is projected to continue over the forecast period. With technological improvements, schools, universities, colleges, and business entities are increasingly adopting digital learning. Because of the widespread interest in sophisticated technology, digital education is gaining traction in schools and universities across the world, particularly in poor nations. Schools are being encouraged to purchase various sorts of digital language learning systems as a result of their digitization.

The academic portion is subdivided further into age groups. Parents today are aware of technological changes and want their children to study languages independently utilizing smart gadgets and digital learning games. Children may spend more time viewing instructional films or playing educational video games thanks to digital learning platforms.

North America, Europe, Asia Pacific (APAC), South America (SAM), and the Middle East and Africa (MEA) make up the digital language learning market (MEA). In 2019, Asia Pacific dominated the worldwide digital language learning industry, followed by Europe and North America. In response to the rising inclusion of language learning courses in school curricula and the stronger deployment of e-learning classes than other nations, APAC countries are heavily investing in sophisticated and creative learning approaches. China, Australia, India, Singapore, and South Korea are among the APAC countries with robust educational sectors. These nations are utilizing every means and model available to improve English proficiency in order to increase the number of English-speaking people.

In APAC, there is a noticeable shift in the tendency of studying foreign languages. Due to a lack of qualified English teachers in the region, students are increasingly using digital technologies to study languages, mostly through smartphones and tablets. Furthermore, these nations have a high smartphone penetration rate; also, the young in these countries are extremely tech-savvy, resulting in widespread use of digital learning apps throughout the area.

The leading participants in the worldwide digital language learning market are Busuu, Ltd., Fluenz, Lingoda GmbH, Pearson PLC, Preply, Inc., Rosetta Stone, Inc., Verbling, Inc., Yabla, Inc., Babbel, and Living Language (Penguin Random House, LLC).

During the last several months, the pandemic's recent outbreak has caused significant positive upheaval in the current education system around the world. Factors such as social distance and government-imposed nationwide lockdown have had a significant impact on structural reforms in the current mode of

communication and overall learning process, as evidenced by widespread adoption of online learning platforms and digital solutions by academic and non-academic institutions worldwide. Furthermore, the disruption of traditional educational institutions and classroom-based learning approaches resulted in a spike in adoption of strong and efficient online and digital learning solutions, which is expected to drive the market's growth in the years ahead.

The last chapter talks about possible problem solving for the enterprise based on resources.

The firm is rapidly expanding; for example, in the previous five years, it has attracted over 400 clients.

But, in order for «Best Language Centre» to become the largest language centre in the area where they operate, here are some suggestions.

The initial step is to perform various sorts of analysis.

SPACE, SWOT, and PESTLE are just a few examples.

SPACE Analysis is a strategic management and planning analytical tool. Strategic Position and ACTION Evaluation is abbreviated as SPACE. The analysis enables for the development of a business plan that is suited for the company. The study evaluates the internal and external environments and enables for the development of a strategic plan. The external environment is described using two criteria:

Technological change, inflation rate, demand variations, price range of competing products, price elasticity of demand, and pressure on substitutes are all elements that affect environmental stability (ES).

The following factors influence the industry's attractiveness: Sub-factors: potential for development, profit, financial stability, resource usage, difficulty of entry into the sector, labor productivity, capacity utilization, and manufacturer negotiating strength.

A SWOT Analysis is a strategy for examining these four areas of your organization. SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. SWOT Analysis may help you make the most of what you've got to the benefit of your company.

In my opinion, service sector of Ukraine has to focus on analytical work more than it does. Market analysis might provide them with ideas and outstanding performance of an enterprise will appear sooner than expected. Here are the recommendations:

- Regular analytical work of the service industry
- Market research on foreign market in the identical or similar industry in order to forecast the direction of market wants.
- Diversification of the services (digital services are becoming profitable and reliable).

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