

The Creation of Guideline for Development Private Music School Business

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Abstract: A very serious epidemic broke out in China at the beginning of 2020, and the market's economic environment was greatly affected. As a branch of the education and training industry, private music schools have also been hit hard. After all, the education and training industry supports operations through advanced collections, but the epidemic has led to a serious increase in class consumption data for many important indicators. On the one hand, it is worsening due to the inability to recruit new students. On the other hand, the overall data on class consumption is no longer growing. At the same time, when the rent and labor costs remain unchanged, most institutions in the education and training industry are in varying degrees. Losses, the main research of this article is from what angle can the private education industry make breakthroughs in the three years since the establishment of the epidemic and the implementation of the double reduction policy? Can some problems in operation and management during the epidemic be solved through bleaching, combined with the implementation of national policies that have once again passed reforms to better adapt to future industry development?

1. Introduction

Music is a cross-cultural and cross-age art form, which can express various emotions, cultural characteristics, and creativity, and is one of the important components of human culture. The music of different cultures and regions has its characteristics and styles, reflecting local history, values, and traditions. Music can also be an important vehicle for entertainment, social communication, religious observance, cultural expression, and personal creativity. This amazing art, which has run throughout human history, has influenced our emotions, thinking, and social interactions. Music is important to humans not only for its entertainment value, but also for shaping our culture, conveying emotions, enhancing cognitive abilities, and facilitating social interaction. At the same time, music is also a powerful tool for emotional expression. Whether it is joy or sadness, anger or tranquility, music can convey emotions and help people express their inner feelings. In conclusion, the importance of music to human beings cannot be overestimated. It is not only an art form but also a tool for emotional expression, cultural inheritance, cognitive development, entertainment enjoyment, social interaction, creative expression, and thinking inspiration. Music permeates our lives, shapes our culture, connects us to others, and provides endless nourishment to our hearts and minds.

Compared with music itself, the importance of music education is to carry the practical inheritance of various attributes of music itself. There is a very close relationship between music education and music, they influence each other and support each other. Music education is the process of imparting musical knowledge, skills, and understanding through teaching and learning. The main carriers of music education are various forms including primary and secondary schools, private music colleges, and so on. School education is one of the most common carriers of music education. Music courses are often offered in schools and colleges, including music theory, instrumental performance, vocal music, music history, and choral singing. School education provides systematic and structured music education to cultivate students' musical literacy. Conservatories and music schools are institutions dedicated to music education. They provide higher-level music education, producing professional musicians, music teachers, and music scholars. Students study music theory, music performance, and music research at these institutions. Private music training schools are institutions that provide music education to students who are interested in learning music but not necessarily pursuing a professional music career.

The data shows that from 2013 to 2023, the music and art training industry has developed rapidly in the past ten years. Up to now, there are 370,000 music and art training-related companies. After the "double reduction" policy was released, many discipline training institutions

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have also transformed and devoted themselves to it. iiMedia Research (iiMedia Consulting) data shows that in the year-on-year growth rate and forecast of China's music education scale from 2018 to 2023, the year-on-year growth rate of China's music education scale in 2019 is 21.9%, and the year-on-year growth rate of China's music education scale in 2020 is - In 2021, the year-on-year growth rate of China's music education scale is 20.8%, in 2022, the year-on-year growth rate of China's 3 music education scale is 24.4%, and in 2023, the year-on-year growth rate of China's music education scale is predicted to reach 14.6%. According to the survey data, stringed instruments (53.6%) have the highest learning rate, followed by keyboard instruments (35.3%) and woodwind instruments (25.9%). iiMedia Consulting analysts believe that music education and training institutions focus on stringed instrument courses, supplemented by keyboard instruments, woodwind instruments, brass instruments, and vocal music, to match the learning type preferences of current consumers. The data shows that music training schools have continued to increase during the past ten years. However, with the spread of the COVID-19 virus epidemic, most of the music training schools are in a semi-closed state, the attendance rate of students to school is getting lower and lower, the proportion of parents' renewal fees is gradually decreasing, and the market demand is getting smaller and smaller. According to this reality, the author proposes a study: Guidelines for the Development of Private Music Schools in Yancheng, China. The results of the research are used to establish the marketing methods and development direction of private music schools in the region in the later stage of the epidemic. Through reforms to meet the needs of parents and solve the development difficulties of most music training institutions.

2. Related Documents and Research

[1] Rosser Reeves (1954:22-23.) argued that the core of brand marketing is to reshape a distinctive and unique brand with a positive image. Therefore, all marketing initiatives should focus on building the brand's image and following the brand image theory. [2] Jack Terry (2002: 35-47.) emphasized that the key to brand positioning is to focus on the target customer group and shape their image through planned marketing. Recognize product features and value, thereby changing their product impression. In marketing strategy, brand marketing strategy plays an extremely important role. [3] Kevin Ryan (2008: 78-96.) emphasized that the value of a brand depends on customer perception and brand marketing strategies directly influence the effectiveness of brand management. Through customers' positive and negative responses to brand marketing, brand value can be divided into positive brand value and negative brand value. Brand value is an intangible and priceless asset that is very beneficial to a company. David Egger also emphasized the value of the brand. He believed that the assets and liabilities of a company are organically connected through the brand to customer price and service value. Scholars such as [4] Chen Xiaoping (2006: 29-38.) emphasize that brand

inheritance runs through the characteristics, appearance, and even the life cycle of the product, thus giving the product its inherent consistency. [5] Zhang Jing (1999: 27-30.) and other scholars believe that brands can convey corporate culture, characteristics, management Methods, intrinsic characteristics, and other information functions, they emphasize that brands have a decisive influence on consumer choices.

3. Through data collection, form making, multi-dimensional calculation of core operational data, data results, deduced errors in the operation of music schools, and come up with solutions. 2. Through data collection, form creation is carried out to calculate the actual data of consumers in multiple dimensions. Based on the data results, the multi-dimensional factors of consumers' choice to participate in learning are analyzed.

3. Research Methodology

3.1 Population and sample group

Crowd: Based on the author's understanding of common problems in the current private music school market, the author divides the target population into two categories: 1. Owners, investors or principals of private music schools in Yancheng area; 2. Consumers with music training needs. 2. Institutional sample group: Yancheng Sheyang Huiyin Piano Store; Yancheng Sheyang Zhiyin Piano Store; Yancheng Sheyang Beyond Piano Store; Yancheng Sheyang Mengyin Piano Store; Yancheng Tinghu Symphony Piano Store. 3. Consumer sample group: Parents of students aged 4-18 years old and parents of students aged 21-50 years old studying in the above institutions.

3.2 Tools for collecting data

The tools used to collect data include 1. A set of questionnaires with clear operational management to understand the difficulties encountered by each private music training school in the actual operation process. 2. A set of questionnaires designed for consumption to select music training and data from institutions in multiple dimensions to understand the underlying needs of customers.

3.3 Data collection

The author designed operational management issues for training institutions. Through interviews, he obtained core data such as the music school's full class rate, renewal rate, number of students enrolled, and labor cost ratio, and obtained the profit and loss results through calculations.

4. The author designed consumer-oriented questions and filled out questionnaires to obtain parents' clear needs and understand their satisfaction, learning purposes, reasons for choosing courses, etc.

4. Data analysis

4.1 Research results

By visiting a sample of private music schools in Yancheng, China, a questionnaire survey was conducted on customer data factors and the private schools themselves. In the data comparison, the researchers conducted the following studies.

1. Through the recording results of the interviews and the actual operating data reports of each store, it is shown that the overall class model is outdated. The traditional class model cannot support the cash flow needs of the store. The overall utilization rate of teachers and the capacity of the classroom have not reached A perfect quantity, facing the economic downturn and deteriorating market environment, we have carried out reforms in teaching and course product categories and class types. On the basis of maintaining the traditional one-on-one teaching mode of instrumental music classes, we have added group classes and split classes. Teaching and rolling teaching class mode, setting different teaching contents to increase customers' multi-dimensional choices].

2. Through interviews and communication with school teaching teachers, popularize the core indicators of operations and the entire key position supervisor, popularize the key core indicators in the operation of private music schools, clarify job responsibilities, set performance goals, break them down into respective positions, and use data to measure the results. By changing the method of salary calculation and payment, using multi-dimensional KPI indicator assessment, increasing the unit price of each product, increasing the consumption amount of each shift in the same period, increasing the proportion of net profit of each class, forming a focus on class full rate, Data-oriented operations such as full class size and other data-oriented habits.

3. Through data analysis of questionnaires with customers, understand the real needs of customers, emphasize the presentation of results within the cycle, meet the needs of similar customers, and seek high reputation and high referral rate. Customers use social evaluation standards such as concerts, art college entrance examinations, and teacher examinations to use results to prove the teaching quality of private music schools. Combined with the diversified and multi-dimensional product content after the reform of the product system, we can provide all learners with Empower them to meet their own and social needs as much as possible, so that they can achieve high scores in examinations, performances, competitions, and promotions, and obtain satisfactory learning results and promotion space.

From the research results, the research results are explained as follows:

1. The organizational structure and job responsibilities are unclear. In the operation and management of private music schools, four positions are indispensable: market promotion, educational services, teaching and research, and administrative logistics. Among the units surveyed, the market promotion methods are single or the positions are directly set up. There has always been an old mentality

of "waiting and waiting", and there is no diversified market customer acquisition methods that can keep up with market changes. In the process of customers choosing this school to attend classes, a complete educational service system is not established, and the service process is only done by individuals or not directly. In this important aspect of teaching, most of them do not set a unified semester teaching schedule, there is no unified teaching syllabus, and teachers have a high degree of freedom in teaching, resulting in uneven teaching quality, and it is impossible to guarantee that most students will get a good teaching within the prescribed time. learning result. In the administrative office, there are no dedicated personnel for basic administrative consumables, water and electricity data control and management work, resulting in a lot of waste of water and electricity bills and office supplies.

2. After the COVID-19 epidemic, the cash flow growth of traditional private music schools has slowed down. In addition to the impact of the economic environment, the main reason is that the previous one-on-one class model in the school has low profitability, while the classroom utilization rate is low and the number of students in class is low. few. The same teacher can only teach one child at the same time. The teaching products are single, there are few or no course products for group classes, the overall number of students is small, the school is small, the student attendance rate is low, and the overall speed of eliminating classes is very slow. In the end, the overall data declines seriously and profits are low. Pass the data In comparison, we have developed small class and group class course products, combined with the reformed teaching product system, to increase the number of students from 1 to 8 students at a time. The total consumption of classes has increased exponentially, and the growth of the school's two important KPI indicators, manpower efficiency and site efficiency, has greatly increased profits.

3. It violates basic logic in the payment of salary. In traditional private schools, tuition fees for the one-on-one class model are shared with teachers in proportion. However, from the perspective of the underlying logic of distribution, this is wrong, because teachers are essentially just School employees can only be distributed according to their work, and only investors and shareholders can be distributed proportionally in the form of equity. The real calculation should be based on the number of classes and the amount of payment to calculate the commission that is consistent with the profit, so that teachers can understand The focus of salary is class size and renewal rate. Combined with other operating costs of the school, a scientific labor cost ratio can be achieved.

4. In the operation of the school, we must pay attention to the quality of service. Every customer who chooses to consume, after entering the school, hopes to get more than the knowledge itself. Set up a separate educational customer service position to do a good job in each customer service. Students' materials touch customers from their lives and details, allowing them to form a strong stickiness with the school. This creates a good reputation, which can greatly increase the social status and also increase the school's renewal rate. After the customers are

satisfied, You will also introduce people around you to the school to study, which increases the number of referrals, because a hundred words said by a new recruit are not as good as one sentence said by a customer, so it is very important to manage old users well.

5. Standardization of teaching content. Teaching content is an important means to ensure the quality of teaching. The teaching team must formulate effective teaching content before class and form a unified teaching process in each parallel class. This will not only assess the teacher's teaching ability but also form teaching results. Evaluation can also improve the teaching content, so that students can benefit and learn more knowledge, and must not be arbitrary.

6. Because the results of arts education, not science and engineering, can be measured using data. After the epidemic and the economic downturn, only hard results can reflect whether the school's teaching is worthy of parents' choice. Well, in China, there are art schools for both the high school entrance examination and the college entrance examination. Only the test scores prepared by the literary and art team and teachers can prove the quality of the school's teaching, allowing the actual test scores to establish the school's status in society, rather than just describing the essence of music.

7. From an institutional perspective, private music schools are enterprises. In the process of running a business, you will definitely encounter many opportunities and difficulties. The epidemic has had a great impact on most industries, including private music schools. The operation of private music schools is basically inseparable from key areas such as enrollment, teaching, services, and teaching and research. In a good economic environment, most students in our country choose to study music to cultivate their own interests and hobbies. In addition to studying in cultural classes, children can also develop their own specialties. Therefore, the registration method has changed from the original DM list to telemarketing, which is a necessary task for generating income. At the same time, supplement it with activities. The marketing department sets the number of monthly campaigns and takes into account meetings in the process, which usually results in more deals. With the development of the Internet, short videos as a communication medium have become a necessary lifestyle habit for ordinary people after dinner. WeChat has also become one of the important communication software. The registration method has also changed from the original DM form to the current text message form. Video promotion can better present your brand in front of the public, from main invitation to brand attraction, retaining customers through private domain WeChat, and solving customer problems through a series of solutions such as product pain points. This is a trend that has yet to develop.

The teaching products of private music schools also need to be constantly iteratively updated according to today's changes. The traditional one-on-one classroom model and content in the past cannot support institutional profitability in the post-epidemic era. From the perspective of the company itself, changes must be made. In today's fierce competition, group classes are one of the few ways to make profits. From the perspective of

cultivating interests, increasing the rigid demand for products, helping customers solve more work skills, improve test scores, and improve work benefits can better adapt to the pursuit of most people in the current post-epidemic era. Stability is the most important. , stability is a more appropriate demand during the economic downturn in the post-epidemic era. Products that are more adaptable to society not only solve the problems of social customers, but also solve the development problems of the company's team, so that employees who have been following the company for a long time can not only obtain high income, solve the problems of employees to survive, but also regard it as a career development direction. Let employees follow it better, solve more social problems, contribute to the private education industry, contribute their own strength, and not only achieve themselves, but also achieve society.

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