



Essentials for a successful coaching centre 1.0

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From crossing seas and continents to learn by travelling, to leaving home in search of tutelage from a hermit in an unknown land, human endeavour for gaining knowledge has seen many changes over centuries. We're past that now. Today man has discovered the coaching centre, where knowledge comes with speed, ease and comfort previously unheard of; and money as well, if you know where to look and how.

It's massively important to find the perfect location for a coaching centre. Students must not find it too difficult to travel to the location, because the crux of this business is to deliver education in its meanest, slimmest version in the easiest possible manner. The location must be within a 5 minute walk from all adjacent schools and colleges, with restaurants affordable for students within eyeshot of the coaching centre. It will be ideal if there are schools enrolling students of both genders included in the relevant radius; the social opportunities such an arrangement creates does wonders to attract teenagers who're more than eager for these social interactions. The parents will be prone to object but the interest of the students will definitely outweigh these obstacles to a booming business.

There are some loose guidelines to naming a coaching centre. The word for the name can be borrowed from any language, but it has to be limited to two syllables, three at most. Anymore syllables and people might fail to remember, because the market is crowded with countless vendors and customers won't take the trouble. It's a game changer if the name is a word that exudes a sense of deep meaning but doesn't really mean anything specific on its own, it plays with the mind of the students and reels them in like a fish on a hook. If the proprietor of the business has an A in their name, Rahim, for example, it's advisable to name the business something akin to "R@him's", because people seem to think symbols such as the commercial *at*, indicates forward thinking or tech savvy traits, as a result, these names have performed well in the past.

Speaking of tech savvy, technological prowess has become crucial in making the modern education based business successful. Having a barely functioning website that updates results far too late for it to matter, sending parents messages, or using an actual OMR machine instead of punching holes on a paper are some of the smaller things a coaching centre can do. Parents like to be kept in the loop, and sending them texts about their children's progress is exactly what

they need. It is also exactly what most kids don't want and they go to great lengths to achieve that, giving away fake numbers, using call block or even in extreme cases destroying their parents' phones after a particularly bad exam. Students are ready to do anything to not study and a successful coaching centre must be supportive of that. It might surprise you, but like all things in this business, it's the promise that matters, not the following up on it. The promise of being kept in the loop is what attracts the parents and makes them admit their kids in a coaching centre, but it's the reluctance to adhere to this promise that keeps the students coming back, in order to get away with being lazy and useless. Most parents forget within a month, and many simply don't care.

Qualified teachers ensure quality education, and the illusion of qualified teachers melts the hearts of parents and students alike. There is just something magical about being a student of a reputed public university, that says more about being a good teacher than being an actual good teacher in a school or college does. And thus a new budding coaching centre must exploit that, and get in their ranks as many BUET and IBA students as they can muster. Public medical students used to be a pretty good source of "teachers" but they have lost some amount of credibility

in recent years. Students need to be encouraged to call the teachers "bhaiya" instead of sir because it creates a disgustingly sappy relationship between teacher and student that's always on the verge of getting too intimate, but everyone seems to like it anyway. Although not commendable, but it is worth mentioning that students of any university can almost always be passed off as students of a public university because no one ever checks. Students of the mentioned universities are hard to come by, and it's not like all reputed public university students are geniuses as opposed to all other university students being stupid. The status quo makes very little sense if any, and a new coaching centre enterprise must take advantage.

These guidelines are but a few in a list of many complicated calculations that go into the foundation of a successful education/business venture we know as coaching centres. If you're having a hard time getting a job and like being called "bhaiya" a lot, you now have the knowledge you need to do what you must.

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