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## Archives

Current Issues  
2023-2/6

Emerging practices in sustainable new product development: Evidence from Nigeria's Manufacturing SMEs

Business 2023, 2(6): 01-06

By : Nsikan John, Bassey Charles Bassey, Umoh Victor, Damilola Akinwunmi  
Country : Nigeria

[Abstract](#)

Typology of tourists in the light of needs analysis

2023, 2(6): 07-12

By : Phan Thi Minh Thao  
Country : Vietnam

[Abstract](#)

[Our Other Journals](#)

[Current Issue](#)

[Archives](#)

[Aims and Vision](#)

[Indexing & Abstracting](#)

[Editorial Policies](#)

Evaluate the current status of remuneration and salary regimes in Vietnamese state agencies

2023, 2(6): 29-37

By : Nguyen Thi Kim Thanh  
Country : Vietnam

[Abstract](#)

Challenges and opportunities in improving entrepreneurial capacity in Vietnam of the medical examination and treatment service industry

2023, 2(6): 38-45

By : Tran Huu AI  
Country : Vietnam

[Abstract](#)

Challenges and opportunities in improving startup capacity in the fast fashion industry in Vietnam

2023, 2(6): 46-54

By : Tran Huu AI  
Country : Vietnam

[Abstract](#)

Challenges and opportunities in improving startup capacity in Vietnam in the foreign study abroad service industry

2023, 2(6): 55-63

By : Tran Huu AI  
Country : Vietnam

[Abstract](#)

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## Challenges and opportunities in improving startup capacity in Vietnam in the foreign study abroad service industry

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### Abstract

Society is increasingly developing, people are exposed to more modern and civilized things. That's why studying abroad becomes a means, a bridge to bridge the gap for people from different countries around the world to be allowed to study and research in countries with progressive education. Currently in Vietnam, the movement to study abroad is blooming strongly. That's why the foreign study abroad industry is increasingly developing and expanding in Vietnam. Study abroad service business activities are not only of interest to domestic investors but also foreign investors. However, not all individuals and organizations master the regulations and procedures to establish a foreign-invested study abroad consulting center. With many years of experience operating in the corporate sector in general and providing legal services to businesses in particular. Next we will learn and analyze the business market of study abroad consulting services and marketing plans for foreign study service companies. In fact, there is a difference between the remuneration regime between the public and private sectors in this field, causing the bleeding of pigment to increase and there needs to be sustainable solutions to prevent this situation. Developing in a negative direction is not beneficial to the national economic sector.

**Keywords:** study abroad services, study abroad law, reputable study abroad consulting company, Vietnam

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### 1. Introduction

#### 1. General situation of Vietnam's economy after Covid:

As we all know, the COVID-19 pandemic is taking place on a global scale and has had a heavy impact on almost all economic sectors, including the education market, specifically studying abroad. Foreign countries cannot avoid being more or less affected. An analysis at the end of 2020 by the American Institute for Public Policy Research showed that the number of international students coming to the US in the 2020-2021 school year decreased by 63% ~ 98% compared to the 2018-2019 school year, falling around 6,000 to 12,000.

After Covid-19, if the consulates reopen, or there are other ways to legally enter the country, there will not be many significant changes, when the psychology of many "potential" international students is at this time. has turned into the fear of "not daring to leave the house". Obstacles to the dream of studying abroad are clearly present, however, when difficulties exist, it also means that new opportunities will be born.

When the epidemic is gradually controlled, vaccines are widely vaccinated, and along with the wave of world economic recovery, the demand for studying abroad will begin to return strongly, especially with many international students over the years. students are still waiting for the opportunity to go abroad.

#### 2. The urgency of the subject

- Currently studying abroad seems to have become a popular trend in Vietnam. Partly because all parents want their children to have access to new knowledge from outside. On the other hand, the need to recruit senior personnel is currently very large, while the labor market only meets less than 30% and domestic and foreign businesses are targeting human resources trained from outside.

With that meaning, the group chose the issue of "*Overseas study service industry*" as the topic for their group's thematic report on business management practices.

### 3. The goal of the subject

I want to use all the knowledge I have to analyze the promotion strategies that foreign study abroad service industries have implemented, and at the same time propose my own contributions to the strategy in the future. time to the study abroad service industry.

## 2. Theoretical basis

### 1. Concept

Study abroad consulting services include the following activities:

Introducing and consulting information about schools and courses abroad.

Organize advertising, conferences, seminars, fairs, and exhibitions about studying abroad.

Organize student enrollment, foster foreign language knowledge, culture and other necessary skills for Vietnamese citizens to study abroad.

Organizing to send people abroad to study. Take parents or guardians to visit training facilities abroad before deciding to study abroad.

Organize to send learners to foreign educational institutions when the learners are accepted by the foreign educational institution.

Monitor and support international students while studying abroad. Other activities related to sending Vietnamese citizens abroad to study.

#### a. Startup issues

Information and knowledge: when we enter this profession, we must have in mind the latest, most accurate and complete information and knowledge about studying abroad so that when customers ask, we can ask ourselves. Information is presented clearly to gain customers' satisfaction and trust in us and thus customers will come to us next time. Therefore, this difficulty is what will have to be mentioned first.

International students: challenges regarding international students are also common because you may encounter "difficult cases" because in addition to the cases of students who actually want to study abroad, there are also cases where they want to study abroad. Going abroad for other purposes such as settling down or wanting to do something illegal in the host country. So this is also an issue about international students that study abroad consultants need to be most alert to control the situation.

Social perspective: Although studying abroad consulting has been present in Vietnam for a while, in the eyes of the majority of Vietnamese people we still consider it a new profession. This job requires enthusiasm, a lot of information and hard work and patience, but there have been many cases of companies and centers that do not do reputable business, "hanging on a goat's head to sell dog meat", so they affecting other reputable companies, making people not have a favorable view of current study abroad consulting services.

Policy: The policies that the state has for consulting companies are currently quite strict for many reasons, so this is one of the difficult aspects for the study abroad consulting industry.

Intellectual level: Regarding the level of people's acceptance of information about studying abroad, not everywhere has the

civilization and conditions to let their children study abroad. Economic investment: because many families want to send their children to study abroad, not all families have the means, so the economic issue of studying abroad is also put on the table for families. It will also be difficult to convince them as well as provide advice for their children to study abroad because financial issues are important issues that cannot be decided overnight and signed immediately.

### 2. The nature of overseas study consulting services

Support customers in registering paperwork in one or more countries designated by the center, assigning tasks including online support, direct support and support via phone calls.

Review and monitor students with good academic results, potential conditions and needs to contact and advise on studying abroad, thereby earning contracts to register to study abroad. .

Resolve all problems that students encounter, complete documents and study abroad procedures for customers such as admission applications, visa procedures, and registration. Arrange accommodation when studying abroad, and arrange to contact the person coming to pick you up in advance.

#### a. Opportunity

- Study abroad consulting services help us learn a lot of highly specialized knowledge and personal skills, good communication, planning skills and carefulness. Therefore, after doing this job, each employee will also accumulate more skills for themselves thanks to the interaction with many different demanding jobs and many different customer segments.

#### b. Challenge

Search for information: The study abroad consulting profession is like the teaching profession, requiring prestige, accuracy and seriousness. You can't insinuate things like the journalism industry, you can't promise things that aren't in the study abroad consulting contract ... Or you can't even talk nonsense. In order to be able to advise students and their parents well, it is a requirement that you have the most up-to-date and accurate information.

Many reluctant exceptions: Most international students have a need to study, develop and interact with the environment abroad. However, there are many families and individuals who want to study abroad in the form of finding a way to settle down, working in an illegal way in the host country... Many customers also have many unreasonable requests beyond their control. of consultants such as finances, document requirements, conditions... Even not following instructions, arbitrarily canceling the contract... Therefore, there need to be specific and clear binding conditions. Support on goodwill and mediation options.

Increased demand - increased skills: Currently, the need to study and work abroad is becoming more and more popular. Most families want their children to be exposed to foreign civilization and knowledge as soon as possible. This means that the work and activities of study abroad companies must be more professional, reputable, and provide more accurate and faster information.

### 3. Factors affecting the startup capacity of businesses

Own a study abroad website design: Your website can be said to be your "representative face" - a place that contains study abroad information, activity images, customer interaction

functions, etc. Customers today have tend to search for information on the Internet before consulting directly. Therefore, a study abroad website is an element that affirms professionalism, while providing useful information to customers in need.

**Professional knowledge:** provide the most reasonable and accurate advice. This is one of the experiences that working as a study abroad consultant must cultivate. Besides, always update new knowledge about procedures, schools, majors, costs... In order to promptly change and prepare the best luggage for international students - your potential customers. This is one of the jobs of a study abroad consultant that you must clearly understand.

**Soft skills:** Communication skills include presentation, persuasion, art of behavior, response, etc. In addition, it is necessary to combine with body language, listening, tone, etc. to increase persuasiveness. Dress for the consultation session.

#### **4. Enhance the start-up capacity of businesses to maintain the competitiveness of the economy**

The competitiveness of an enterprise must be created from the actual strength of the enterprise. This is an internal factor of the business and we are compared with other competitors in the same product, field and market. This assessment is the basis to help businesses create their own advantages and thanks to these advantages to be able to expand market share, best meet customer satisfaction and attract customers. new from competitors.

In addition, exploiting external factors to take advantage of opportunities as well as limit risks also helps improve the competitiveness of businesses.

In summary, according to the above concepts and observations, the competitiveness of a business is the ability to take advantage of internal resources as well as exploit the advantages of the external environment of the business to create competitive advantages. Competition helps businesses survive and develop in domestic and foreign markets.

### **3. Research Methods**

#### **1. Database source**

In studying the service learning abroad industry, it is extremely important to access and have some complete data for reporting. Therefore, in addition to focusing on the theoretical basis, our group also needs to find appropriate data sources related to their topic. Here are some data sources found from reputable websites. like:

Education law

Statistics - Ministry of Education and Training:  
<https://moet.gov.vn/thong-ke/Pages/thong-ke.aspx>

Investment Law 2020;

Decree 46/2017/ND-CP dated April 21, 2017 of the Government regulating investment and operating conditions in the field of education;

Decree 135/2018/ND-CP amending Decree 46/2017/ND-CP regulating investment and operating conditions in the field of education;

Decision No. 05/2013/QĐ-TTg dated January 15, 2013 of the Prime Minister regulating Vietnamese citizens going abroad to study;

Circular No. 10/2014/TT-BGDĐT dated April 11, 2014 of the Minister of Education and Training promulgating the Regulations on management of Vietnamese citizens studying abroad.

### **3. Research Methods**

**The questionnaire survey method** is a written interview method, conducted at the same time with many people according to a pre-printed questionnaire.

The needs of students to study abroad

**Interview method:** Directly interview students studying at high schools, colleges, universities, intermediate schools, and vocational schools about their study abroad needs.

#### **Statistical methods:**

Statistics on which centers and companies are operating in the famous foreign service industry

Statistics on which centers and companies are operating in the foreign service industry, and what strengths and limitations they have when working in the foreign service industry.

Statistics on how foreign study abroad service centers work.

Statistics on how company centers implement advertising strategies regarding the foreign study service industry.

**Synthesis method:** The synthesis method is to collect data from many different sources to write an article.

Compile statistical data on the number of students currently studying in the country.

Summary of documents on questionnaires

Summarize the main documents to write the article

#### **Data analysis methods**

Analyze the strengths and limitations of your business investing in the foreign study service industry

Analyze the financial situation of your business when investing in the overseas study service industry

Analysis of competitors in the foreign study abroad service industry

Analysis of the industry's strengths Overseas study services

Analyze the advantages and disadvantages of foreign service learning majors

Analyze the advantages that foreign study services bring

### **3. Research process**

Step 1: Identify and clarify the research problem

Step 2: Research related theories and assessment models

Step 3: Determine the research model

Step 4: Build a measurement scale and questionnaire for the research

Step 5: Investigate, collect and process research

Step 6: Analyze research data

Step 7: Present the research results

Step 8: Conclusions and recommendations, completing the research

### **4. Research results and discussion:**

#### **4.1. Characteristics of the study abroad service industry**

Because people's level of knowledge about studying abroad is increasing, the number of people studying abroad also increases, so the provision of services increases significantly, but that also leads to a situation of chaos in tourism services learned by the rapid rise of consulting firms.

But the rapid increase in the number of companies also partly affects the market, because there are many companies that are not working effectively, leading to a significant increase in students' VISA failures. In addition, students' ability to contact schools on their own is now quite good, so many people no longer choose to go to counselors for advice.



## 2. Current status of startup capacity in the overseas study abroad service industry compared to other sectors of the Vietnamese economy

Through the survey, it can be seen that the capacity and professionalism of foreign study abroad service businesses have been improved in recent years, and a number of domestic businesses have made in-depth investments.

Based on political requirements and the current status of the overseas study abroad service industry as mentioned above, the logistics service industry is truly the key to improving competitiveness and increasing the value of the country commerce.

An equally important aspect is how good is the service quality of today's service businesses? This depends on the implementation capacity, professionalism through skill level, training of each business as well as investment in employees. In addition, in addition to the efforts and initiative of businesses, it is necessary to have a state-level organization to uniformly manage and direct the activities of the service industry throughout the country, including Vietnamese companies. .

## 3. Strengths and weaknesses of entrepreneurship capacity in the foreign study abroad service industry

### a. Strengths of entrepreneurial capacity in the foreign study abroad service industry

Understanding the need to study abroad today, in addition to studying, it also brings customers experiences in a new world, a new learning environment, creates more relationships, and learns about tourist destinations, foreign culture and relics, businesses also develop additional accompanying services to meet all customer needs.

Most businesses today will support to meet necessary conditions such as academic ability, English, and financial ability:

- With academic performance: usually calculate the average grade point or 2-3 years of study before applying to study abroad. The minimum GPA for admission is 6.0 - 6.5 and to be able to enter major schools is 8.0. Some businesses, when considering a customer's application whose academic qualifications are not yet guaranteed, will still support them in keeping their records and records.
- Foreign language: depending on each level of study, different output standards will be given. International English certificates such as IELTS, TOEFL, TOEIC,... English is also an important factor. If you study abroad in countries like France, Japan, Korea, etc., you will have appropriate certificates such as DELF, TOPIK, JLPT, etc. Study abroad service businesses today support teaching and giving take these certifications. This is also the strength of most study abroad service businesses that are being built to support customers, reduce costs and time.
- There are also factors such as finance, soft skills, and background documents. And most study abroad service businesses support these things to complete "everything" for customers. The advantage here is that customer records are kept by the business, so it is very convenient to complete paperwork.

Today's startup businesses have an advantage thanks to the internet age and digital technology 4.0, so it's easy to grasp what customers need in order to be able to offer appropriate

solutions. Besides, to be able to communicate with customers, businesses can now communicate remotely, allowing customers to experience the service first and consult the environment.

In addition, businesses have been able to conveniently associate with foreign businesses, provide training to advise on studying abroad, and to reach customers who want to study abroad, there are many forms such as advertising, conferences, opening enrollment classes, creating additional guardianship conditions for relatives and international students going abroad, opening more types of scholarships so that international students can strive to achieve achievements. The common strengths of current study abroad businesses are that they are easy to reach customers through media, internet, experiential events and can meet the high needs of customers with diverse options. Businesses can process applications easily, you just need to present your aspirations, abilities and finances to help find a suitable place to study abroad for you.

### b. Weaknesses of entrepreneurial capacity in the foreign study abroad service industry

Besides the strengths of the current business in being easy to access, there are still some weaknesses in the business's startup capacity, such as finding an unsuitable place to study abroad, difficulties in completing visas, Records and handling of international students' problems are not reasonable.

Because they are new businesses in the field, they may not have a certain level of trust with customers. The psychology of those who want to study abroad is still hesitant because of many difficulties such as language barriers, high costs but not meeting the desired needs... When businesses do not give specific and vague directions, they will difficult to communicate and convince customers. For new businesses, there are not many locations to choose from, most will be countries like the US, Singapore, Australia... The field of studying abroad requires precision, ensuring rights and health, and meeting the needs of students. international students, so finding someone knowledgeable about laws and rights abroad is not easy. Human resource issues are always difficult for businesses. Personnel knowledgeable in this field are not widespread and need highly specialized skills, ensuring they can handle the difficult problems of international students in foreign countries when they lose their benefits.

Long-standing businesses also encounter weaknesses that cannot be overcome, and business risks are inevitable.

## 4. Challenges and opportunities

### a. Challenge (T)

With the study abroad service industry, the challenges facing businesses are not small. Common challenges include:

- Information: ensuring information for international students to choose to join their business is the most important requirement. Although it is easy to access the internet these days, the information on a school's website abroad is not always updated the fastest or most accurately. It still has mistakes and risks of misleading information. Providing information to international students that is not standard or accurate will affect the reputation of the study abroad consulting business.
- International students: not all international students really want to change to a new environment to study, somewhere there are still hidden people who intend to

stay abroad illegally.

- **Economy:** Studying abroad requires ensuring financial investment, so when economic problems arise, it will affect international students' study abroad. On the other hand, today's customers want to spend low costs but still want to get good service, this also causes difficulties for businesses.
- **Policy:** Although study abroad services have been around for a long time in Vietnam, study abroad consulting is still considered a new industry. The state's policy on this industry has not yet received specific attention, so it is also a challenge for those in the profession. Policy changes in countries studying abroad require consultants to always update information and ensure the most accurate information is transmitted to international students and their families.
- **Reputation:** although this industry requires very high expertise, in reality there are still many companies and businesses that organize "virtual study abroad", deceiving and influencing society's view of the entire industry and influence. to other reputable businesses.
- **Competition:** There is a lot of demand for studying abroad these days, so many study abroad service businesses have sprung up, causing competition between businesses. Among them, there are also many "ghost companies".

#### b. **Opportunity (O)**

- After the frozen days due to Covid 19, the opportunity for study abroad service businesses has now returned to strong development.
- The number of international students has begun to register to study abroad again. Besides, there are incentives from schools that accept international students. To meet the needs of parents and students, many study abroad service businesses have launched many policies. Not only studying abroad in European and American countries, they have expanded to many more areas such as Korea, Japan, China... Actually, these countries still have a lot of potential for international students thanks to cultural similarities and closer geographical distance.
- Human resources in the study abroad service industry are also very important and of course, if people are knowledgeable, have knowledge and skills, there will be many career opportunities.

#### 4. **Extend**

##### a. **Expand the target audience of international students**

- With the needs of many customers of study abroad services, businesses must have many suitable study abroad packages to meet all customers' needs.
- Expand the target group with different requirements to reach more special audiences. International students can be of many ages, many ethnicities, and many different circumstances.
- For customers who want to study abroad but have difficult financial circumstances, there should be appropriate policies and support. In addition to creating conditions, businesses can link with the state and educational institutions to provide support to help them.

##### b. **Expand study abroad countries**

- The psychology of the vast majority of people often puts

international students in Western countries higher than international students in Eastern countries. International students in Korea, Japan, and China often receive less attention than international students from England, France, America, the Netherlands... However, that does not evaluate the quality of international students.

- Service businesses open many opportunities for customers to enjoy the same learning conditions, protection, and policies, whether Western or Eastern. Expand study abroad in Korea, Japan, South Korea, Russia,... so that international students have the opportunity to experience more knowledge, life, and experience.
- Besides, it is necessary to ensure the conditions of documents, services, life, and solve problems that arise for the safety of international students.

## 5. **Conclusions and recommendations**

### 1. **Conclude**

Vietnam is conducting "industrialization and modernization" in the context that the world economy is in the stage of global integration. The world has many changes such as: increasingly fierce competition in the international market, the explosion of information technology, the development of knowledge workers and corporate culture. Therefore, developing human resources, especially human resources rich in "brain matter", becomes an urgent issue for the country to develop both economically and socially, so preventing "brain drain" is becoming increasingly important. The increasing number of international students in our country needs adequate attention from the state and society. The Covid-19 global pandemic has exploded again, causing a huge impact on 213 countries and territories around the world. The socio-economic situation in developed countries is falling into a phase of serious crisis. Social distancing, trade closures and many other measures are being implemented by countries to repel the impact of the pandemic. That is also the cause of heavy damage to the education sector in other countries. Most schools and training facilities were forced to close or stop operating to ensure the safety of students, and issued a series of announcements. School is canceled and there are still no plans to reopen. This has caused the study progress of Vietnamese international students to be seriously delayed from the beginning of 2020 to the present time.

### 2. **Suggestions and recommendations**

#### a. **For state and government agencies at all levels**

##### ▪ **Ministry of Education and Training**

Regularly update information and promptly provide Vietnamese representative agencies in foreign countries with the situation of students studying abroad for coordinated management; Promote cooperation with relevant agencies of the host country, monitor and understand the situation of international students to take appropriate management measures.

Preside and coordinate with relevant ministries and branches to amend and supplement legal documents on the management of international students, the rights and obligations of international students to suit the situation. new; At the same time, promulgate regulations on foreign study abroad service activities.

Preside and coordinate with the Ministries of Foreign Affairs, Home Affairs and Finance to submit to the Prime Minister a

master plan on training and management of international students. Foreign Office:

▪ **Directing Vietnamese representative agencies abroad**

Propagate and widely disseminate to international students about the benefits and obligations of citizen registration.

Carry out citizen registration and citizen protection according to the provisions of law. Guide international students to register as citizens.

Expand relationships with training institutions and host country authorities to understand the situation of international students; Increase information and advise domestic authorities on reputable fields and training facilities in the host country.

Depending on the specific situation abroad, establish representative organizations of international students by city, region, school, etc.; Advocate and encourage international students to have regular and close relationships with international student representative organizations and Vietnamese representative agencies abroad.

Organize and ensure union activities of international students under the guidance of the Ho Chi Minh Communist Youth Union Central Committee and the State Party Committee.

Periodically notify the Ministry of Foreign Affairs and the Ministry of Education and Training of the situation and management of Vietnamese international students in the host country every 6 months.

Reward collectives and individuals of international students with outstanding achievements in international student management.

Handle violations of international students according to the provisions of law.

**b. For businesses in the foreign study abroad service industry**

Individuals and organizations must meet the necessary conditions according to the law to do business in this type of service. In particular, the establishment of a legally operating enterprise according to the Enterprise Law is the first necessary condition. In addition, businesses must also meet general conditions to conduct this type of service as well as apply for the necessary licenses. In particular, participating in the training program for studying abroad consulting is carried out according to the instructions in Circular 29/2013/TT-BGDDT of the Ministry of Education and Training. Learners will be granted a Professional Certificate in study abroad consulting if they achieve the required final exam score of the training course.

Previously, in Decree 46/2017/ND-CP (still in effect), businesses providing study abroad consulting services also had to comply with additional conditions on headquarters, facilities, and equipment serving study abroad consulting services. However, currently, the above conditions have been abolished by Article 2 of Decree 135/2018/ND-CP. This is considered a step forward, expanding policies and creating opportunities to enter the market in this field for many businesses.

In addition, although the law does not mention clearly and specifically, businesses should pay more attention to registering and/or adding related professions to operate and operate their business smoothly. For example, the Educational Support Services profession (Industry code 8560) is one of the minimum occupations that businesses must register.

Next, once the above conditions have been met, the enterprise needs to proceed with the procedure to apply for a Certificate of business registration for study abroad consulting services at the Department of Education and Training where the enterprise operates consulting services study abroad advice. Enterprises will be granted a Certificate of business registration for study abroad consulting services by the Director of the Department of Education and Training after 15 working days from the date of receipt of complete and valid documents. During the operation process, if there is any adjustment or supplementation to the Business Registration Certificate of study abroad consulting services, the enterprise shall make adjustments and additions such as the order and procedures for applying for a new Business Registration Certificate. Study abroad consulting services.

**c. Sustainable solutions to improve startup capacity of businesses in the foreign study abroad service industry**

With hundreds of large and small study abroad centers in Vietnam, competition is inevitable. So how can new foreign study abroad service businesses stand firm in this market?

- First, there must be many relationships with universities abroad.
- Second, there must be special service policies for students.
- Third, have a clear, transparent and reasonable cost regime.
- Fourth, there must be many enrollment channels.

A newly opened study abroad center is unlikely to have all of these factors right away. Experience is always accumulated over time and impacts in the market. Each center has a different policy and different admission methods. But there must be a common goal, which is to select quality students who really want to study abroad and be able to send those students to study abroad successfully. Only then will the study abroad center be able to sustain itself for a long time.

Next is to have a clear marketing strategy for the business. Marketing for study abroad centers can be divided into two main forms: Online and Offline.

- Offline Marketing: Can carry out campaigns at colleges, vocational schools, universities or even more deeply, to open provinces or cooperate to open branches to recruit students locally and do marketing right in the provinces. local high school.
- Online Marketing: Focus on building the center's brand on social media channels such as Google, Facebook and possibly Youtube to lead potential customers to the Website (home of the center). You can link to book articles in popular mainstream newspapers or electronic newspapers of potential localities.

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