

# Strategy Deck

2024-2025



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# Executive Summary

## Service Overview

Our core service is delivering NZQA accredited qualifications and work experience programmes to young people across Aotearoa. Additionally, we collaborate with employers and individuals to enhance industry skills and unlock their potential in the workplace.

## The Education Industry

In recent years, the New Zealand education system has undergone several government restructures. A shift towards apprenticeships and hands-on training is becoming prominent, and we are well positioned to deliver with dedicated employer partners such as IAG, Local Government, Moore Wilsons, and Indigo 555. They provide valuable on-the-job programmes which align with our NZQA qualifications.

## Market Position

Education providers are a mixed bag with government funded organisations historically being the main players. The GET Group is a small Private Training Establishment which allows us to adjust easily to industry movements and meet the needs of the market.



### Mission & Vision

To support the educational landscape of New Zealand by making education accessible and providing everyone with an equal opportunity to achieve their goals and aspirations.



*Te Puawaitanga Taioho o Aotearoa*  
That young people thrive in New Zealand

# Financial Summary

Target Figures are based on 2025 year to date tracked revenue & expenditure.

\*2024 Figures exclude closed business units

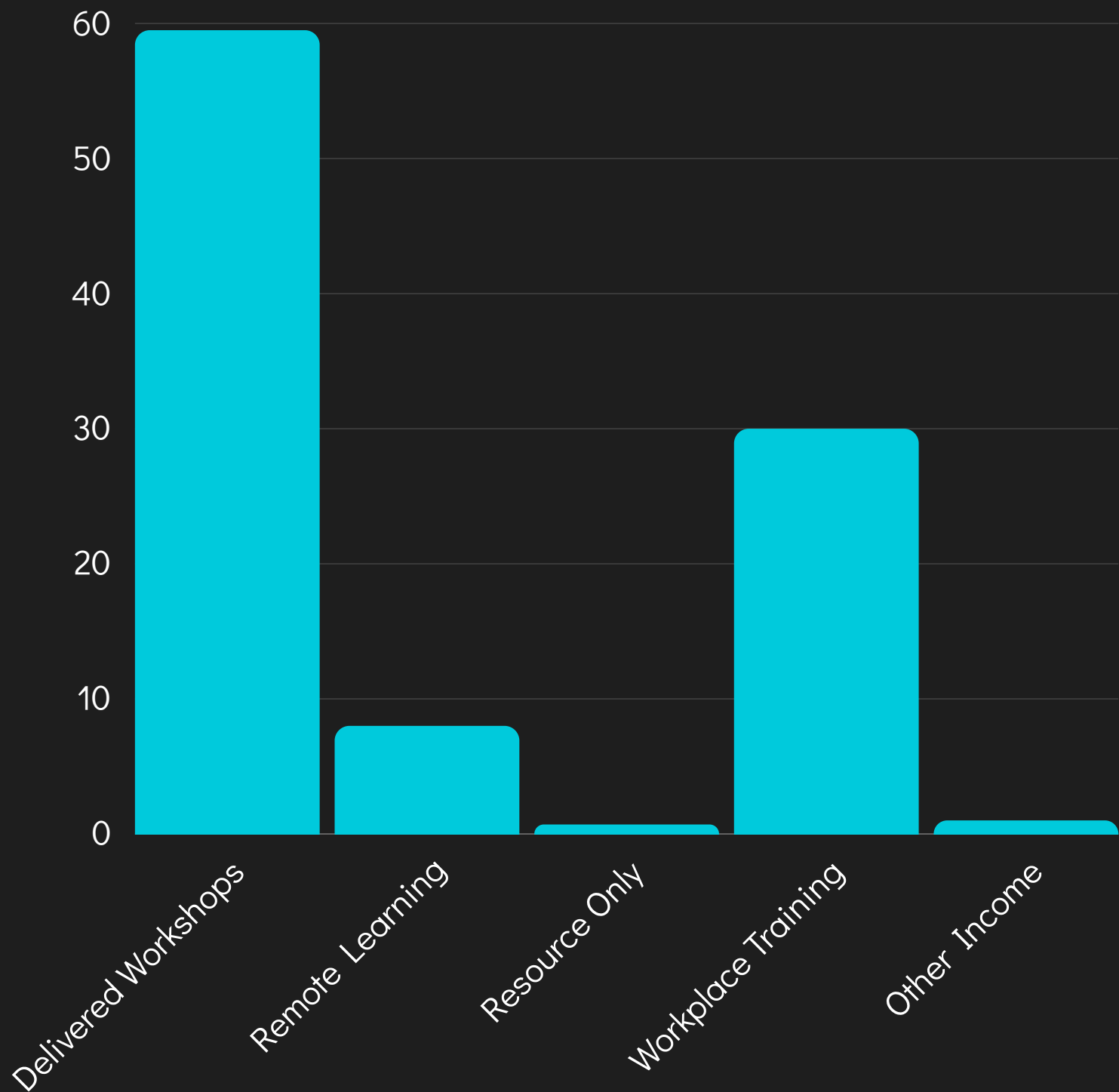
	2024FY	2025FY Target
Core Business Revenue	\$ 976,621	\$ 1,100,445
Direct Costs	\$ 555,940	\$ 555,007
Operating Expenses	\$ 141,029	\$ 116,970
Debt Repayment	\$ 204,180	\$ 160,861
Net Profit	\$ 75,472	\$ 267,607

# Percentage of Turnover

## Growth Opportunity

Our recent revamp of resources has paved the way for a boost in revenue by selling resources to schools who have accreditation.

The upcoming launch of an e-shop on our new website is expected to generate automated sales once we promote it to schools later this year.



# How are we tracking?

## Delivered Workshops

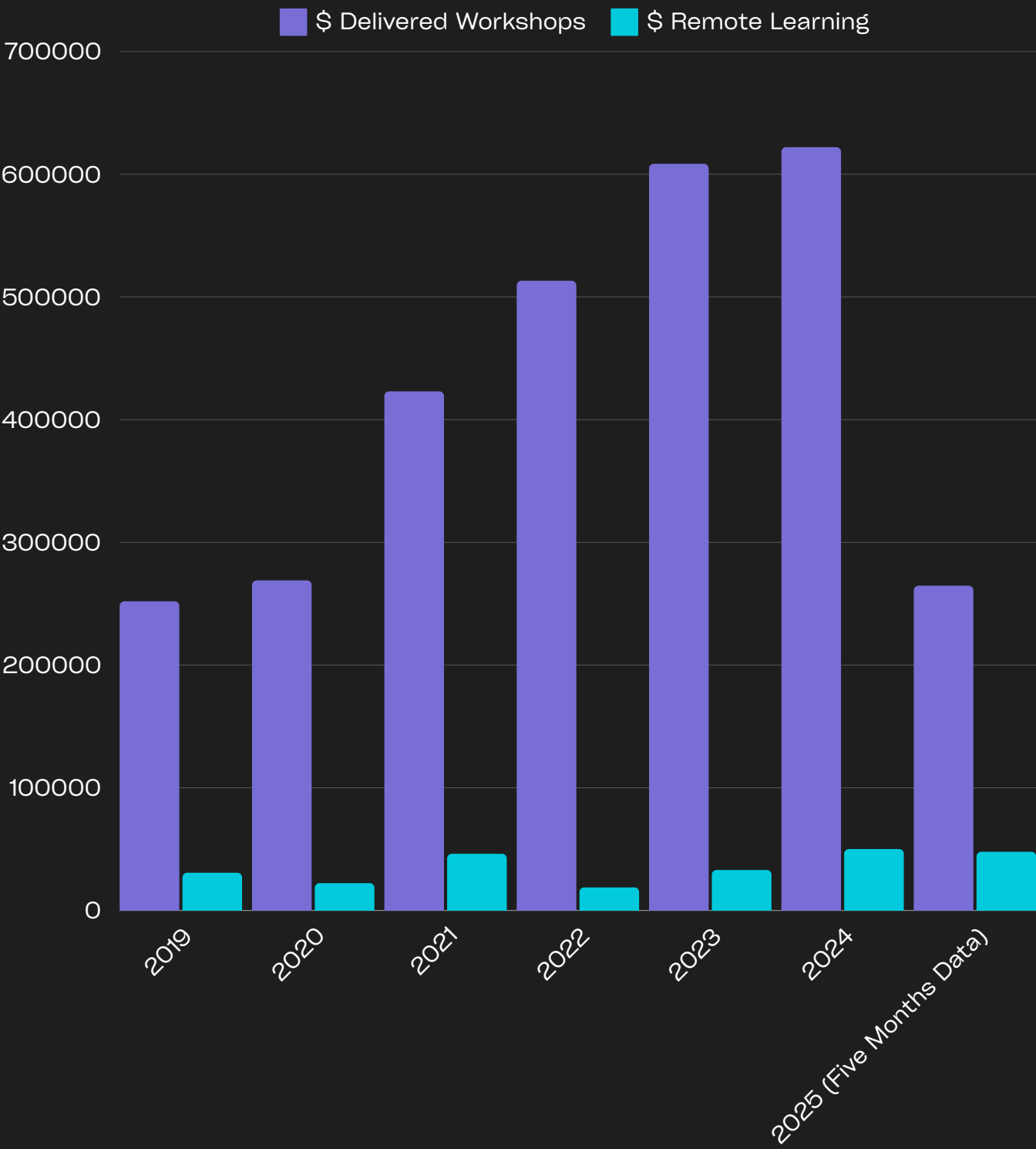
Delivered Workshops have continued to grow year on year. According to our financial data for the first five months of the 2025FY we are on track to exceed our 2024 Delivered Workshops revenue by at least 10% this financial year.

## Remote Learning

Remote Learning has fluctuated over the years, but gained momentum in 2024, generating a total revenue of \$50,078 which was a 35% increase on 2023.

Five months into the 2025FY, revenue from Remote Learning alone has already reached \$46,601. This puts us on track for a 90% increase in this revenue stream.

Our epic team effort and dedicated hustle for the last year is paving the way for a bumper year!



# Where We Are Now

We are transitioning from a period of clearing out the non-functioning areas of our business and moving into a core business growth phase. We have streamlined our outputs and reorganised our team to create a highly adaptable powerhouse.

Amid recent market downturns, our core business has maintained a commendable level of stability and continues to innovate to better serve our customer base. To secure our core operations, we made the tough decision to close our retail store, hospitality business, and school holiday programme in 2023/24. This strategic move boosted cash flow and allowed our team to focus on customer retention, customer base growth and high quality products and service delivery.

We consistently implement flexible solutions within a highly structured education system while upholding a high standard of customer care. Our key stakeholders, NZ Secondary Schools, SMEs, NZQA, MOE, and TEC, value and support our work across Aotearoa.

Our recent emphasis on identifying and meeting specific customer needs has resulted in improved customer satisfaction, team morale, customer acquisition, and revenue. Our transition from recovery to rapid growth has been remarkable, and the outlook for 2025FY looks promising.

The GET Group has maintained a Category 1 rating with NZQA since 2016, signifying the highest educational standard in the industry and exceptional self-assessment practices.

Recognised as a **UNICORN** in the industry, we are distinguished for our innovative approach to reshaping education beyond traditional boundaries.

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## Strengths

- **Experience:** 40+ combined years of industry experience plus 10 years of successful business operation provides a deep understanding of the market and industry.
- **Reputation:** Strong reputation for quality service and customer satisfaction.
- **Team:** Highly skilled, passionate, flexible and experienced professionals who are dedicated to the vision of the company.
- **Network:** Well-established network of contacts and employer partners across Aotearoa.
- **Industry Leader:** Always innovative and ahead of the field with high quality products, services and marketing strategies.

## Weaknesses

- **Dependence on Key Personnel:** Currently reliant on a few key personnel who are at baby making age! Burnout of staff is a concern.
- **Limited Market Reach:** Currently limited to schools as our main source of income and workplace training requires focus and expansion.
- **Manpower:** Need to recruit to grow, but difficult to find the right people who understand our educational purpose and can work within our unconventional business model and culture.

## Opportunities

- **Market Growth:** There is plenty of opportunity to capitalize on current offerings in schools, workplaces and mainstream markets with the right personnel.
- **Technology:** Leveraging our new automations and website to improve efficiency and grow our customer base.
- **Remote Learning:** Opportunity to create a one of a kind remote learning programme at relatively low cost with excellent revenue potential.
- **Employer Partners:** Building our employer partner network to expand our work experience programmes.

## Threats

- **Competition:** Other PTE's and ITO's copying what we do and catching up to us.
- **Economic Downturn:** The state of the economy could impact on our growth into mainstream markets.
- **Changes in Regulations:** Changes in government regulations could impact on our operations.
- **Technological Disruption:** New automated processes and procedures could disrupt our operations if it does not work as intended.



# Weaknesses and Proposed Solutions

<b>Dependence on Key Personnel:</b> Currently reliant on a few key personnel who are at baby making age! Burnout of staff is a concern.	<ul style="list-style-type: none"><li>• Remove the reliance of key roles to one person. Buddy up staff to ensure more than one person can perform each role if required.</li><li>• Recruitment required in February 2025 to reduce the risk of burnout.</li></ul>
<b>Limited Market Reach:</b> Currently limited to schools as our main source of income and workplace training requires focus and expansion.	<ul style="list-style-type: none"><li>• Guerilla marketing into mainstream markets to increase market reach.</li><li>• Restructure staffing to ensure workplace training is managed and developed to its' full potential.</li></ul>
<b>Manpower:</b> Need to recruit to grow, but difficult to find the right people who understand our educational purpose and can work within our unconventional business model and culture.	<ul style="list-style-type: none"><li>• Create and implement a robust recruitment and onboarding process which clearly states what is required, what our culture is and the importance of understanding our educational vision and purpose.</li></ul>

# Where We Are Headed

## Client Focused Goals

- **Customer Satisfaction:** Continue to deliver exceptional service and exceed customer expectations.
- **Expand Customer Base:** Attract new customers and grow market share.
- **Develop Loyal Customers:** Build strong, lasting relationships with clients through the implementation of our Teacher Loyalty Programme & Learner App.

## Service Focused Goals

- **Enhance Service Offerings:** Improve resources and services for clients.
- **Solve Problems:** Develop creative, innovative and effective solutions for client challenges.
- **Increase Service Efficiency:** Streamline processes to deliver faster, more cost-effective services.
- **Maintain High-Quality Standards:** Ensuring consistent delivery of high-quality products and services and customer service.

## Growth Focused Goals

- **Increase Profitability:** Financial growth and stability are a top priority.
- **Increase Market Reach:** Target new markets and geographic areas.
- **Attract and Retain Top Talent:** Build a strong, skilled team for continued growth.

## Innovation Focused Goals

- **Become a Thought Leader in the Industry:** Continue to establish ourselves as a trusted source of expertise in education and training.
- **Stay Ahead of Industry Trends:** Adapting to evolving client needs and market changes.

# Strategic Plan

Objectives	<b>Client Focus:</b> To enhance customer satisfaction, expand our customer base, and foster long-term customer relationships.	<b>Service Focus:</b> To expand our client base through targeted marketing efforts and enhanced service offerings.	<b>Growth Focus:</b> To achieve sustainable growth by increasing revenue, profitability, and market reach while attracting and retaining top talent.	<b>Innovation Focus:</b> To establish The GET Group as a thought leader in the education and training industry, recognised for its expertise and ability to adapt to evolving trends
	<ul style="list-style-type: none"><li>• <b>Staff Training</b> in customer service best practices, providing personalised assistance, and addressing customer complaints.</li><li>• <b>Customer Loyalty Programme for teachers</b> is created and implemented by November 2024.</li><li>• <b>WIX Learner App</b> is created and implemented by February 2025.</li><li>• <b>Customer Feedback</b> collection and analysis through the WIX marketing tools.</li><li>• <b>Customer Communication</b> is informative and clear.</li></ul>	<ul style="list-style-type: none"><li>• <b>Process Optimization:</b> Identify and eliminate bottlenecks in service delivery processes.</li><li>• <b>Technology Implementation:</b> Leverage technology to streamline workflows and improve efficiency.</li><li>• <b>Staff Training</b> on efficient work practices and time management.</li><li>• <b>Resource Allocation:</b> Ensure adequate resources are allocated to support service delivery.</li></ul>	<b>Revenue/Market Growth</b> <ul style="list-style-type: none"><li>• Develop new products/services to meet customer needs.</li><li>• Develop targeted marketing campaigns utilising the website marketing tools.</li></ul> <b>Talent Management:</b> <ul style="list-style-type: none"><li>• Create an effective onboarding process.</li><li>• Implement competitive compensation packages for all staff.</li><li>• Foster a positive work culture and employee engagement.</li><li>• Provide opportunities for professional development and growth.</li></ul>	<b>Thought leading initiatives:</b> <ul style="list-style-type: none"><li>• Develop high-quality and informative content on social media.</li><li>• Participate in industry events in innovative ways.</li><li>• Encourage employees to stay updated on industry &amp; regulatory developments.</li><li>• Create new and innovative ways to deliver education.</li><li>• Gather feedback from clients to understand their evolving needs and expectations.</li></ul>
	Key Performance Indicator	Customer Loyalty Programme has 500 active subscribers by December 2025.	Customer base increased by 20% by December 2025	Increase annual revenue by at least 20% by March 2026.

# Marketing Campaign Goals



## Goal One

### **Increase Brand Awareness and Lead Generation**

#### **Strategies:**

- Develop & implement targeted advertising campaigns using WIX marketing tools.
- Increase teacher engagement by implementing the WIX Loyalty Programme and creating valuable social media content addressing customer pain points and showcasing our expertise.
- Increase learner engagement through the WIX Learner App.

## Goal Two

### **Enhance Customer Acquisition and Strengthen Market Position**

#### **Strategies:**

- Offer discounts and customer specific products/services to attract potential clients.
- Develop case studies for social media showcasing successful learning journeys to demonstrate results.
- Partner with other organisations (such as TFU, SME, Mndful) to reach a wider audience.

## Goal Three

### **Build Thought Leadership and Credibility**

#### **Strategies:**

- Publish high-quality content on relevant industry topics.
- Participate in industry conferences and events as speakers or panelists.
- Secure media coverage of The GET Group's expertise and thought leadership initiatives.
- Leverage social media platforms to share industry insights and thought leadership content.

# Branding



Marketing campaigns must reflect the following values.

## **Collaboration:**

We believe in working closely with our customers to develop tailored solutions that meet their specific needs.

## **Integrity:**

We uphold the highest ethical standards and strive to build trust with clients.

## **Passion:**

We are passionate about helping our clients achieve their goals and make a positive impact.

## **Innovation:**

We are dedicated to staying ahead of industry trends and providing innovative solutions to drive growth & success.

## **Excellence:**

We are committed to delivering exceptional service and exceeding customer expectations.

## **Fun:**

We are committed to making learning fun and giving young people an opportunity to succeed in creative ways.

# Schedule & Deadlines



October 2024

WIX Marketing Tools are set up and automated to run each week.

November 2024

WIX Teacher Loyalty Programme is created and ready to go for CATE Conference

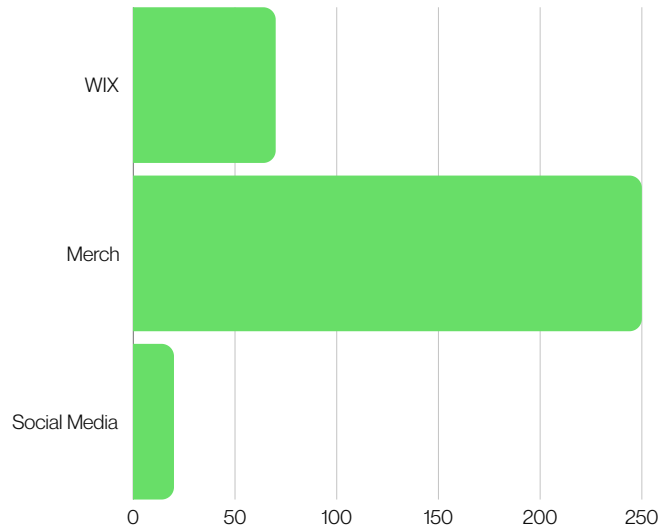
February 2025

WIX Learner App is created and ready to go for 2025 workshops

April 2025

Social Media content is curated to build a thought leading brand

# Budget



## WIX Marketing Tools

WIX website costs plus add ons for loyalty programme and learner app around \$70 per week.

## Merchandise

Merchandise for CATE Conference and WIX Loyalty Programme giveaways around \$250 per week.

## Social Media

Boosting/advertising costs up to \$20 per week.

# Marketing Channels



Create a cohesive brand across all channels to increase brand awareness and develop a following which builds our customer base and market reach.



Social Media



WIX Learner App



WIX Email Marketing



WIX Loyalty Programme

# Marketing Mix



## The 4Ps

**Product:** Goods or services that we offer.

**Price:** Off the rack pricing on the product/service.

**Place:** How is this delivered or distributed to customers.

**Promotion:** Marketing channels and activities used to promote the product or service to customers.

PRODUCT	PRICE	PLACE	PROMOTION
DELIVERED WORKSHOPS	\$240 per learner per day	face to face workshops	all channels word of mouth
REMOTE LEARNING	\$200 per learner per course	supported remote delivery	all channels word of mouth
RESOURCE ONLY	price to be determined	sold through wix e-shop	all channels word of mouth
WORKPLACE TRAINING	between \$1480 - \$3600 per learner (12 weeks)	face to face workshops	social media door knocking
THOUGHT LEADING BRAND	\$0 (value in building brand reputation)	all interactions with customers	social media

# Get In Touch

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