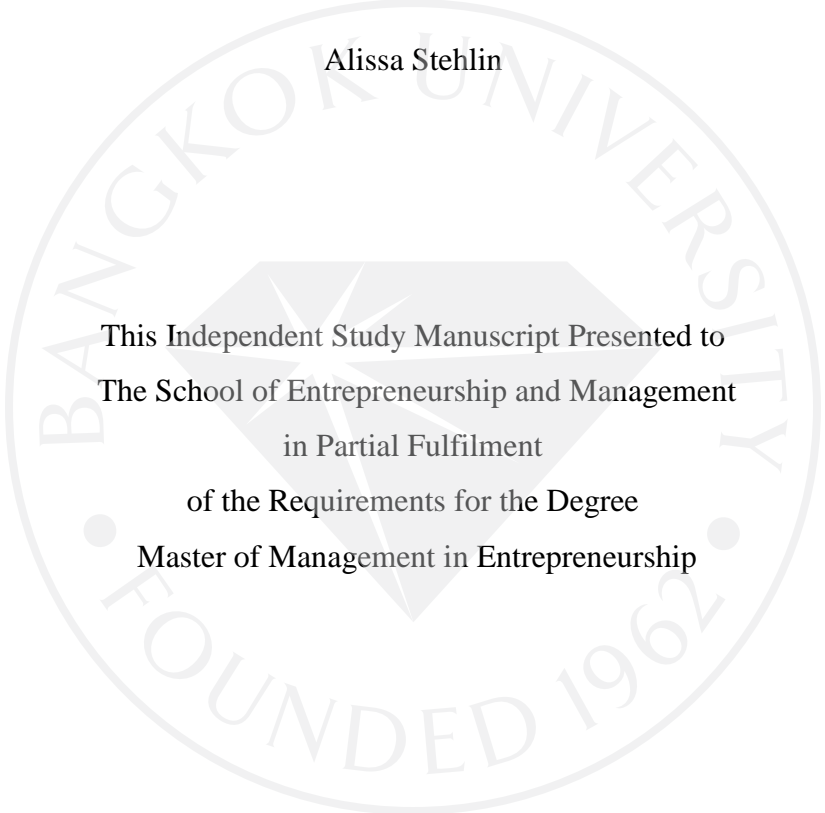


THE BUSINESS PLAN OF “ENGLISH ONLY!” ENGLISH LANGUAGE  
INSTITUTE



THE BUSINESS PLAN OF “ENGLISH ONLY!” ENGLISH LANGUAGE INSTITUTE

Alissa Stehlin

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This Independent Study Manuscript Presented to  
The School of Entrepreneurship and Management  
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Master of Management in Entrepreneurship

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**This independent study has been approved by  
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#### ABSTRACT

This independent study serves as an overview of the business plan of the English language school, English Only! where some of the business, strategic and financial aspects are analyzed and discussed in detail including the business itself such as its plans, goals vision, missions, procedures, finances, culture, values, resources and people as well as other factors such as the market, external factors (political, environmental, technological, etc.), competitors and risks using some of the existing theories in marketing and business.

A market survey was conducted with results helping to plan the actual business especially because the targeted who answered it are mostly based in Bangkok. Key findings include details on what struggles the market is facing and what preferences they have.

With all the above, the school is expected to be fully operational and growing constantly.

*Keywords: Entrepreneur, entrepreneurship, entrepreneurial, strategy, business plan, market, education*

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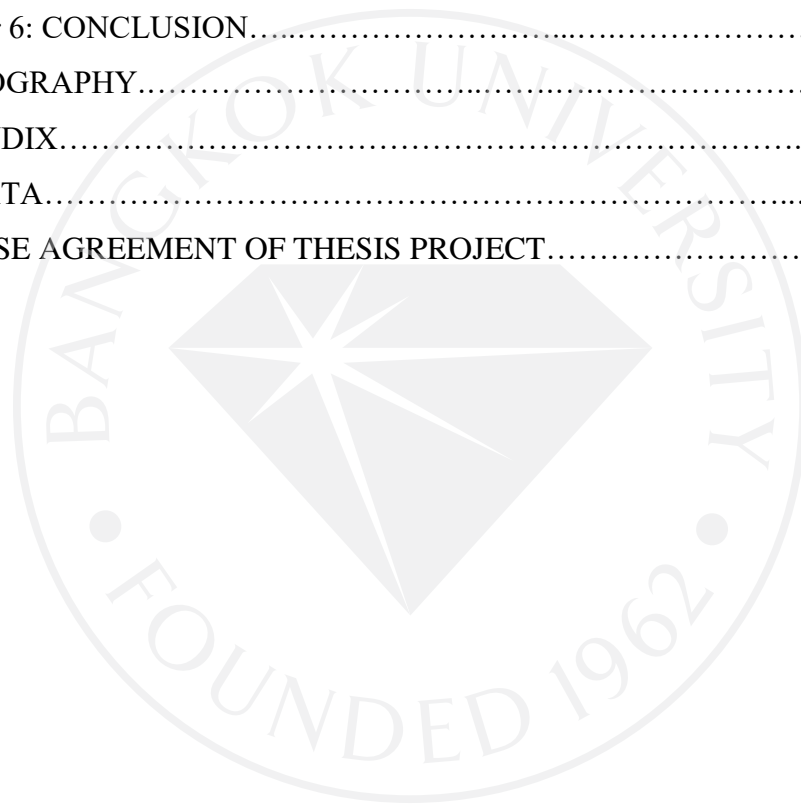
Alissa Stehlin

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Background of the business**

The business name is English Only!.

English Only! is an English language school focusing in conversation. English Only! aims to enable students to speak English fluently with confidence in order for them to thrive in their endeavors be it for studying, for their careers or simply to have an additional skill to use in daily life.

#### **1.2 Inspiration of the Business**

The inspiration of this business is the fact that English language is still in high demand in the Thai market. The founder, Miss Alissa Stehlin who has obtained the TESOL (Teaching English for Speakers of Other Languages) certificate and who has experience teaching English in Thailand, Laos, Kyrgyzstan and online cumulating over 5 years saw the gap and opportunity.

#### **1.3 The Founder's Teaching Experience**

The concept and methodology of how English Only! works is adapted from experience teaching in Kyrgyzstan where they do not teach grammar nor have books to do exercises, but focus on speaking and activities where they teach quotes and idioms which includes mental grammar (picking up the right grammar without academically studying it). Alissa is currently teaching English Online and sees the extremely high demand of English not only by students but also by working adults as most of her students are grown-ups.

#### **1.4 Vision and Mission of the Business**

The business vision is to be the leader of English language speaking proficiency provider in Southeast Asia.

The main aim as the problem solver for the market is for every English Only! graduate speaks English fluently with confidence regardless of duration.

The mission is to unleash students' full potential including the English language speaking and related soft skills.

The business aims to not just be an ordinary language school, but a place where people can gather, network, share their knowledge and experience as well as enjoy every class while learning something new and stepping out of their comfort zone. English Only! occasionally acts as a consulting business with workshop-like classes training on students' soft skills such as presentation, debate, negotiation, acting and singing. Once better established, English Only! will be expanded to other major cities across Thailand and eventually abroad within southeast Asia. An online platform is also planned.

### **1.5 Market of the Business**

English Only! is set to be located next to the BTS Royal Thai Naval Academy station (Figure 1.1) in the capital of Samutprakan province which consists of many residential areas such as suburbs with several formal schools, colleges and where businesses and condominiums are booming due to the new Sukhumvit line BTS stations are to be open in late 2018. According to the National Statistical Office, the current human population as of 2018 of the district is over 537,000 of which 42,963 are adults aged 23-45 years which is the target group. Some important nearby places to note in the area within 3 kilometers from English Only! include: four language schools, 35-40 schools, 15-20 colleges, Paknam market Erawan & Naval Museum, Tesco Lotus Srinakarin, Chao Phraya river and The immigration bureau.

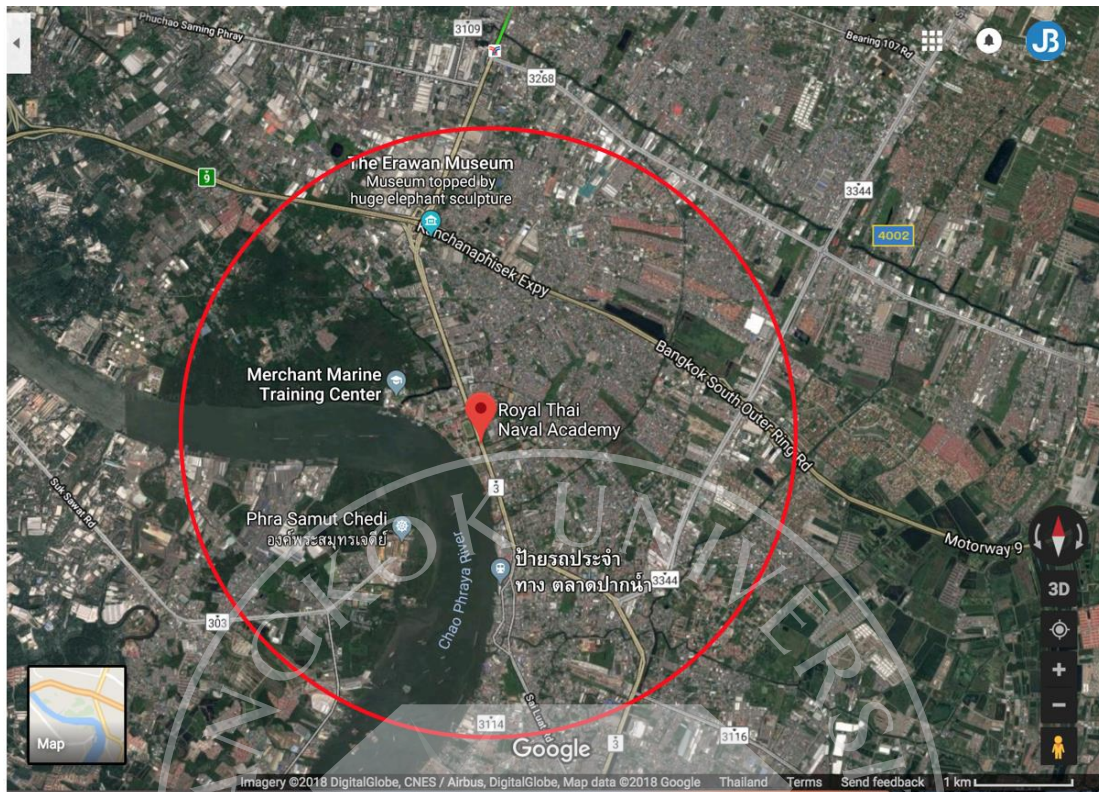


Figure 1.1 Map of the planned area to set up the school with a circle of 6 kilometer diameter.

### 1.6 Purpose of the Business Plan

The purpose of this business plan is to collect essential quantitative and qualitative market data, estimate the budget, segment and target the market, forecast the revenue, and to formulate strategies on marketing and operations to establish the language school business.

## **CHAPTER 2:**

### **CUSTOMER AND MARKET RESEARCH**

#### **2.1 Types of Data Surveyed/Collected**

The business planning for English Only! is based on quantitative data such as the population in the targeted area and target population, the number of direct competitors (other language schools), indirect competitors (online language schools, consulting companies in the targeted area and free online resources), course fees of competitors which are other language schools, customer preferences such as how much they are willing to pay and their current customers. There are also qualitative data such as prospect customer preferences (e.g. their availabilities, course preferences, classroom environment/setup, purpose of learning English, location, teaching styles, teacher background, etc.) and prospect customer's English levels from their own judgments, when they use English as well as their demographics including both quantitative and qualitative data.

The types of data collected include demographics knowing their age, gender and income, then psychographics knowing their lifestyles such as preferred way of commuting and what kind of English classes and teachers they'd like and lastly, geographic knowing that they are based in Thailand but where exactly whether near the BTS Skytrain or not..

#### **2.2 Market Research Methodology**

The methods and tools used to find out the above data with the following sources include an online Google Forms survey conducted between November 2017 until March 2018 where 145 people based in Thailand responded. The primary target for both the survey and the business is working adults who required English either to pursue a better career opportunity or to advance their current career. Online research for the population data and number of competitors in the area using Google Maps and naming the top franchise-running language schools. Direct walk-in and ask receptionists for course options and prices. Lastly, inquire existing students directly what they need English for.

### **2.3 Purpose of Data Collection**

Several sources mentioned above are used to see different perspectives of what the market needs and is willing to give in terms of English language education.

The survey directly targets potential students who are working adults needing English for their careers, so their answers are the most valuable.

Data collected from walk-ins and speaking to receptionist serves as a guideline when training receptionists – what they should say, how they should behave, how to deal with customers and how to attractively sell the course. It also provides the courses, schedule and pricing which are important factors to consider the pricing scheme.

Knowing the locations of direct and indirect competitors helps in terms of locating the business and see where potential target markets are.

### **2.4 Survey Key Results**

Two walk-ins have been made to two different language schools (both of them running franchises) in different areas but still close enough to the targeted areas.

Key findings include The “needs and purposes” of the market where 78.6% need English for career growth, 74.5% want to learn English for day to day conversation and 51% need to improve speaking the most. Next is “location and availabilities” which includes 67.6% can learn on Sunday and 62.1% can learn on Saturday, 46.2% can learn up to 2 days per week, 36.6% can learn between 5pm – 8pm and 42.1% prefer the location to be near the BTS in Bangkok. After that is “Teacher preferences” which include 52.4% don’t mind whether teachers are native English speakers or not and 51.7% don’t mind any accents as long as they can understand. Another topic is “Class Specifications” which include 52.4% don’t mind whether classes are in groups or private, 65.6% say the ideal group size is 3-6 people, 51% say that 2 hours is the ideal duration , 62% prefer interactive, physical activities + conversations over books & writing, 58.6% prefer typical classroom environment with tables and chairs and 43.4% are willing to pay 2000 – 3000 Baht per month. Last but not least, “Respondent Demographics” which include 56.7% of the respondents are female, 43.4% of the respondents are aged 23-30 years, 66.2% of the respondents are full-time employees, 84.1% of the respondents are Thai and 29% of respondents have incomes higher than 50,000 Baht per month.

## **CHAPTER 3:**

### **INDUSTRY AND COMPANY ANALYSIS**

#### **3.1 Industry Analysis**

Porter's 5 forces tool, which is a business analysis model that helps to explain why different industries are able to sustain different levels of profitability was used:

The threat of new entrants has high entry barrier but low switching cost

For bargaining power, there is a large customer size, stable price but also customers have many options.

The threat of substitute products includes competitors, online courses & online materials.

Bargaining power of suppliers includes the teacher market. Getting the best teachers with qualifications such as a degree in education or teaching certificates such as Teaching English for Speakers of Other Languages (TESOL) or Teaching English as a Foreign Language (TEFL) and relevant English teaching experience for an affordable salary between 30,000 and 50,000 Baht per month including incentives.

Rivalry among competitors: Large number of big, established and trusted competitors  
For the PESTEL Analysis, politically the government is implementing and supporting the digitalization of many industries called Thailand 4.0. This is a great opportunity to use online channels to promote as well as planning to run the courses online.

Economically, a lot of Thai people, especially fulltime employees still invest in education mainly in English as a lot of language schools keep growing and expanding which includes online platforms.

Socially, it also upgrades a person in the society who is at least fluently bilingual in Thai and English. Knowing English opens many more doors to (job) opportunities.

Technologically, similarly to the political, when the product and marketing are digitalized, the business can thrive further.

Using the strengths to overcome weaknesses and create business opportunities includes using the founder's past students as testimonials that the new and unfamiliar teaching method is effective and enjoyable, use scientific research and psychology to



integrate with in-class activities (e.g. association between physical movement and memory) and promote cultural diversity, internationalism and globalization to convince those who only prefer Thai or native English-speaking teachers.

### **3.2 Company Analysis**

SWOT Analysis tool, a study undertaken by an organization to identify its internal strengths and weaknesses, as well as its external opportunities and threats was used: Strengths includes unique/different curriculum & teaching method, friendly classroom environment, enjoyable (games & activities).

Weaknesses: Unfamiliar to the market, lack of resources, some rules may not favor the students.

Opportunities includes the fact that the pain point still big in the market, no one used this method yet. Lots of students and office workers who have low English proficiency and need improvement / high demand of the service (according to the data from consumer research) and lastly, increasing (foreign) companies and condominiums in Samutprakan province.

Threats includes existing competitors, alternate ways to learn (e.g. online) and high competitive levels (from the results of analysis of competitors in the area).

## CHAPTER 4:

### BUSINESS MODEL

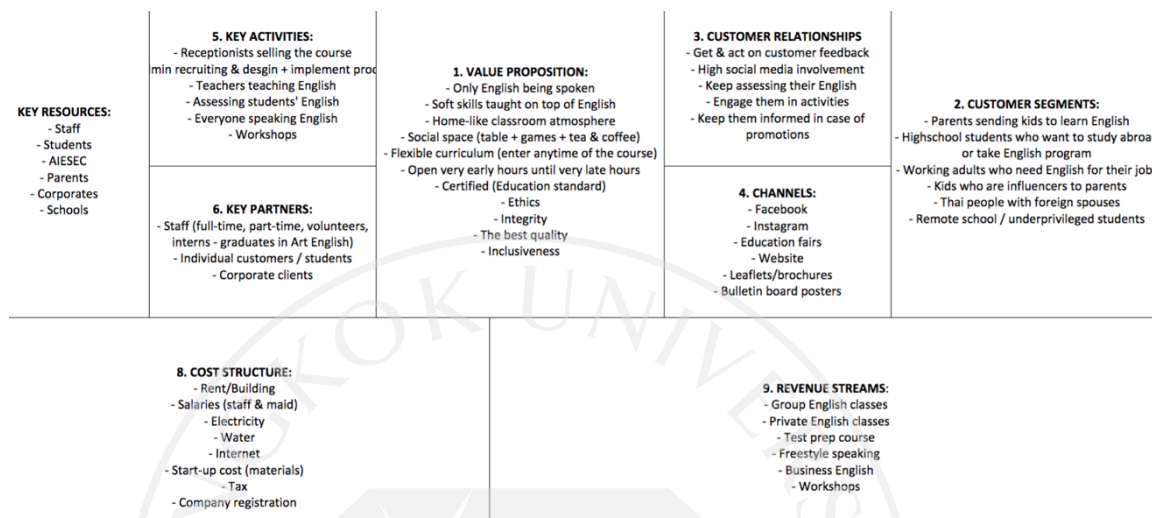


Figure 4.1 Business Model Canvas of English Only!

#### 4.1 Value Proposition

Value proposition includes Only English being spoken, English speaking environment throughout the school area, soft skills taught on top of English, home-like classroom atmosphere, no shoes in class and lots of fun and engaging activities, social space (table + games + self-service tea & coffee station), flexible curriculum (enter anytime of the course, no chronology), open very early hours until very late hours, certified to prove the education standard, both native and non-native English-speaking teachers of which all have clear pronunciation and are qualified and certified to teach English, ethics: no cheating or getting unqualified teachers or low quality standards delivered, integrity: valuing customer feedback and genuinely desire to improve students' English language and soft skills. The best quality for students with regular assessments measuring their language proficiency and improvements, inclusiveness and non-discriminatory to anyone based on anything be it cultural background, religion, age, ethnicity, gender, etc. This is a combination of the organizational values and added value for customers.

## **4.2 Customer Segments**

Customer Segments include parents in their late 30s up to late 40s with income of at least 30,000 Baht a month per parent who send their children to learn English, highschool students who want to study abroad or take English program, working adults who need English for their career, children who are influencers to parents, Thai people with foreign spouses and remote school / underprivileged students.

The target group is working adults ages 23-45 years with salary of at least 30,000 Baht who need English for their careers. This includes first jobbers who seek to move from a local to an international firm where the team will be diverse or employees in companies where they need to deal with overseas clients or already needing to report their expat leaders. Others require English to present and represent their companies overseas for international conferences or must go on an overseas business trip. Some would like to be promoted in their current companies and require English to get into higher positions.

## **4.3 Customer Relationships**

Customer Relationship comprises of getting and acting on customers' feedback including responding to all feedback be it positive or negative showing gratitude. High social media involvement is expected to keep the page alive and prospect students excited. Constant assessment of their English on a quarterly basis through interview recordings will be made. Engage the students in activities such as parties, games, or social media. Lastly, keeping the students informed of any promotions or events to retain them.

## **4.4 Channels**

Marketing and operations channels includes Facebook with all course information and contact details as well as engaging posts on the page for page visitors to participate, Instagram, education fairs/exhibitions for networking and market exposure as well as the opportunity to attain new students. The website will include all course information and contact details. The leaflets/brochures are to be distributed outside the school and for receptionists will provide inquiring prospect customers all the answers. Bulletin boards will have posters stuck around different institutes across Samutprakan and

Bangkok and lastly, front of house using signs, lights & posters for clear visibility will be decorated.

#### **4.5 Key Activities**

Key Activities includes social media marketing that keeps engaging prospect customer and existing followers as well as having receptionists selling the course and give a “wow-factor” to client by greeting them in English. Admin recruits, designs and implements products that are innovative and new. Teachers teach English and supports students’ learning development, throughout the course. Teachers also assess students’ English on a quarterly basis. Everyone within the school area speaks English. Occasional workshops on different topics are hosted.

#### **4.6 Key Partners**

Key Partners include, staff (full-time, part-time, volunteers, interns - graduates in Art English), corporates that are interested for their staff to learn English and formal Thai schools that wish to bring in the English course as an after-school extra-curricular activity or even as part of their English lessons.

#### **4.7 Key Resources**

Key resources includes staff (full-time, part-time, volunteers, interns - graduates in Art English), money/budget, equipment, material and furniture (projector, beanbags, laptop, chairs, desks, etc.), property (rented building) and the curriculum.

#### **4.8 Cost Structure**

Cost structure comprises of start-up costs and the monthly fixed costs. Start-up costs includes long-term investments such as building renovation and equipment, material and furniture (projector, beanbags, laptop, chairs, desks, etc.) which sums up to about 1,030,000 Baht (one million and thirty thousand Baht) and the monthly fixed cost includes building rent, salaries, utilities (electricity, Internet), water bills, taxes, etc. which sums up to about 200,000 Baht (two hundred thousand Baht) per month. For the first year to establish and run the language school, a grand total sum of 3,430,000 Baht (three million four hundred and thirty thousand Baht) is required.

## **CHAPTER 5:**

### **BUSINESS STRATEGY**

#### **5.1: Human Resources strategy & Management**

The founding team consists of 3 people including the founder who will also initially work as the teacher and human resources in the early stages of the business, the second person is an accountant who will deal with financials and the law, and the last and third co-founder being the Chief Technology Officer (CTO) who will create the website and handle marketing and branding. Other staff who will be recruited are two receptionists (one for morning-early afternoon shift and one for later afternoon-evening shift) and two additional teachers (aside from the CEO) to start with. It is expected to increase the number of staff in the first few years and teachers annually as the student pool is expected to increase. There will be the back office where all admin work happens such as human resources, finance and marketing while the front office directly deals with the customers such as receptionists and teachers. Within about two to three years it is expected to have business development added to the front office dealing directly with prospect clients like corporates. People who stay for long enough and perform well enough may be promoted and become a team leader, which is also one of the retention strategies.

#### **5.2: Marketing Strategy**

There are two main marketing channels: online and offline.

For online, social media such as Facebook, Instagram, LINE@ and Youtube are used. The initial budget for online marketing is set at 5000 Baht per month to sponsor, promote and boost posts. Also there will be an official website for English Only! with all necessary information about the school, staff, pricing and courses offered. Should the website and Youtube have good number followers and subscribers counting thousands or tens of thousands, it would also be potential space for ads and indirect income to the school.

Boosts will be made during the time where low sales are expected, which may be when sales just starts to decline. New posts are made on a daily basis and videos on a

monthly basis. To keep attracting new customers, there may be some interactive games through social media also such as quizzes or competitions to win one free course.

For offline, the school building front design will be heavily invested with eye-catching signs and lighting. On the inside of the school there will also be decorations and posters of inspirational iconic people and a lot of red color reflecting the “English Only!” logo for the branding of the school. Also, leaflets will be printed but only distributed within the school for those who have already shown interest by walking past the school or who have seen the school through social media or the website. Attending education-related fairs is another channel to get market exposure, prospect customers and partners. Once there is more budget, more can be invested into out-of-home channels such as the BTS Skytrain or billboards.

### **5.3: Operations**

The main production part is the creation of the curriculum. The product team which will be recruited later in the future will analyse, update and improve the curriculum. The distribution is the teaching where teachers use the curriculum in the class as well as using a mix of psychology and science of memory and association into the class for students to learn and remember without having to memorize. Innovation will be constantly needed in terms of product content and delivery, what will be taught in each class and how the classes will be taught and what sort of classroom set up is suitable for which type of course for which target group.

In addition to the curriculum, teachers also include games and soft skill development activities such as debate, presentation, acting, etc. in the class where students do not only learn English, but also gain soft skills on top while having fun.

There will be a lot of available material for classes such as realia, world map, balls, portable white board, etc. that facilitate group activities.

The usual procedure for each class will start with a warmer for students to warm up their English through games or small talks which is also time wisely spent while waiting for any latecomers no more than 5 minutes. The next part is reviewing any past contents covered in that week. After that a new idiom is introduced where the teacher elicits for students to guess. Once the idiom is revealed and explained, each

student must provide an example using the idiom. Then a quote that is usually inspirational or moral for students to act out together with the teacher. Each student will also individually act out the quote to get them step out of their comfort zones. Last but not least, an activity for soft skill is covered for students to practice and perform towards the end of the week. Examples include introducing a song and distributing the lyrics for students to practice and individually sing (perform) or similarly provide scripts of a scene for the students to practice and act out. Others include presentations and debates.

#### **5.4: Financial Strategy**

The financial assumption includes start-up cost at 1,030,000 Baht including assets such as building, furniture and equipment as well as other big expenses like renovation. The monthly operational cost is at 200,000 Baht. This sums up to 3,430,000 Baht for the first year. The following years will only require operational costs which is expected to increase by a gradual 5% while revenue is expected to increase by 10% annually.

As the average cost per hour is 600 Baht, and the ideal duration for students according to the market survey is 2 hours per class, the average revenue for one class is 1200 Baht. Most students are able to attend 2 days per week which is 8 days per month. This would be 16 hours per month meaning the monthly average revenue stands at 9600 Baht per student and 115,200 Baht per student per year on average.

This requires 29 students for one entire year in the first year to break-even. However, the target for the first year is 50 students.

Detailed breakdown can be seen in Appendix A: English Only! Balance Sheet.

For the revenue streams, the source is solely from English courses sold. English courses prices range from 400 to 800 Baht per hour, therefore, the average price is 600 Baht. There are only two factors that distinguish the prices; the time of the day and the day of the week. Courses at 400 Baht per hour are for all group courses during off-peak times (weekdays 8am – 5pm). Courses at 500 Baht per hour for all private courses during off-peak times (weekdays 8am – 5pm). Courses at 600 Baht per hour for all group courses during peak times (weekdays 6pm-9pm & weekends all day).

Table 5.1: Discount Rate for NPV

Discount Rate for NPV				10%	
Period	Flow		PV IRR Check		PV NPV Check
0	THB	(3,500,322.00)	THB	(3,500,322.00)	THB (3,500,322.00)
1	THB	2,178,335.00		1,297,509.23	1,980,304.55
2	THB	2,514,541.80		892,134.70	2,078,133.72
3	THB	2,890,287.58		610,799.14	2,171,515.84
4	THB	3,309,823.14		416,627.50	2,260,653.74
5	THB	3,777,836.85		283,251.44	2,345,739.46
NPV	THB	7,336,025.30	THB	0.00	THB 7,336,025.30
IRR		67.88590%			

Courses at 800 Baht per hour for all private courses during peak times (weekdays 6pm-9pm & weekends all day).

Table 5.2: Revenue Estimation

	REVENUE ESTIMATION				
	2,019	2,020	2,021	2,022	2,023
Revenue	5,760,000	7,488,000	11,232,000	19,094,400	38,188,800

The IRR is 67.9% per annum. See more below.

Table 5.3: IRR Rate

Cash Flow Frequency:		1	Annual
Annual Number	Annual Income Flow	Capital Flow	Net Annual Flow
0	THB	THB (3,500,322.00)	THB (3,500,322.00)
1	4,545,798.00	THB (2,367,463.00)	THB 2,178,335.00
2	5,000,377.80	THB (2,485,836.00)	THB 2,514,541.80
3	5,500,415.58	THB (2,610,128.00)	THB 2,890,287.58
4	6,050,457.14	THB (2,740,634.00)	THB 3,309,823.14
5	6,655,502.85	THB (2,877,666.00)	THB 3,777,836.85
6			THB -
7			THB -
8			THB -
9			THB -
10			THB -
11			THB -
12			THB -
	IRR of Net Quarterly Flow		67.88590% Annual
	IRR p.a.		67.88590% per annum

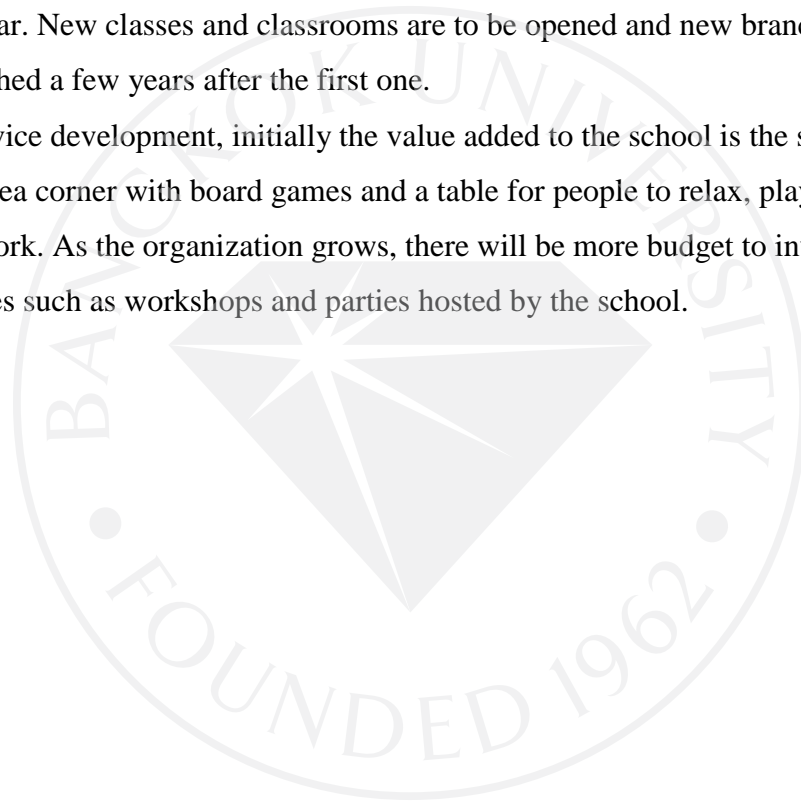


### **5.5: Product/Organisational/Service Development**

Regarding product development, the initial curriculum is used to run the courses. Initial courses are the general speaking class. After 2-3 years, new courses such as IELTS speaking will be part of course options. The curriculum shall be reviewed on an annual basis. Any errors or space for improvement are to be acted upon. The amendment of the curriculum is done by the product team.

Regarding the organisational development, as the product keeps developing, the organization is also expected to develop where the number of students and staff grow each year. New classes and classrooms are to be opened and new branches are to be established a few years after the first one.

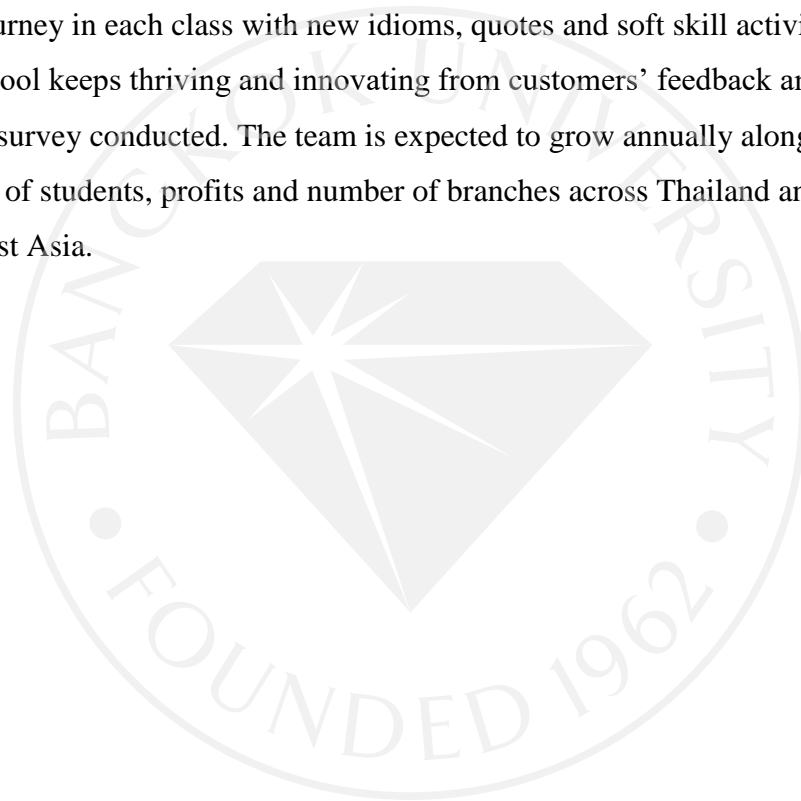
For service development, initially the value added to the school is the self-service coffee-tea corner with board games and a table for people to relax, play or do their homework. As the organization grows, there will be more budget to invest into more activities such as workshops and parties hosted by the school.



## **CHAPTER 6:**

### **CONCLUSION**

English Only! aims to to be the leader of English language speaking proficiency provider in Southeast Asia, and to unleash students' full potential, getting them out of their comfort zones. The school foresees itself growing sustainably from day zero, profiting and keep changing people's lives through their own transformations during their journey in each class with new idioms, quotes and soft skill activities introduced. The school keeps thriving and innovating from customers' feedback and from the market survey conducted. The team is expected to grow annually alongside the number of students, profits and number of branches across Thailand and eventually southeast Asia.



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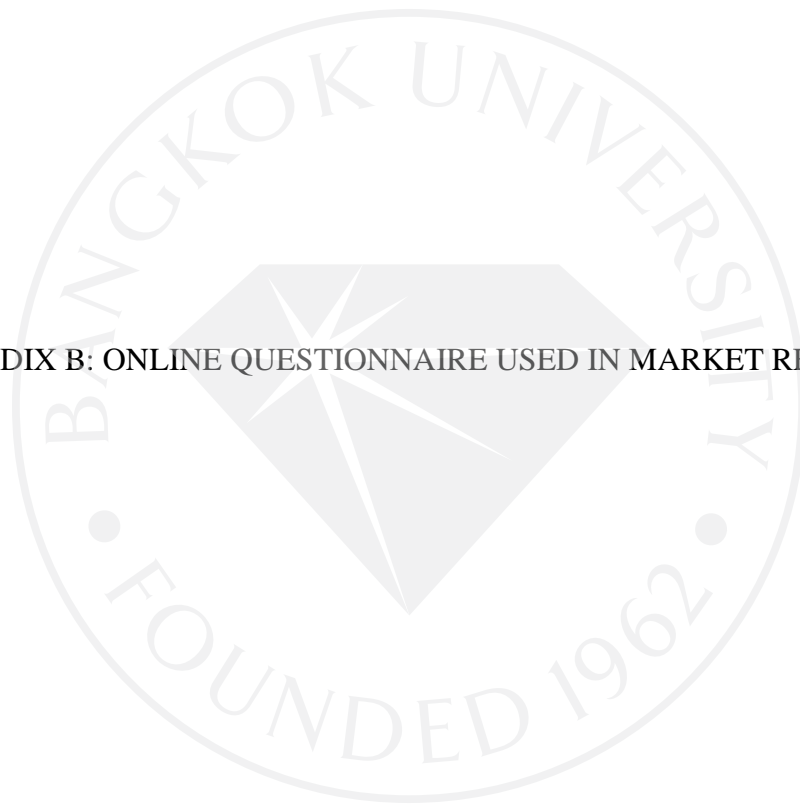




APPENDIX A: ENGLISH ONLY! BALANCE SHEET

Asset		Liabilities	
Current			
Projector	80,000	Loan	0
Computers	15,000	Venture Cap	1,000,000
Surveillance camera with microphone	20,000		
Laptops	80,000	Owner's Equity	18,692
Mobile phones	10,000		
Printer with scanner	5,000		
Speakers	300		
Air conditioner (maybe)	150,000		
Screen (maybe)	4,000		
Desks	7,000		
Beanbags	24,000		
Office chairs	4,000		
Chairs	25,200		
Shelves for books	400		
Shelves for laptops	2,700		
White boards	16,000		
Curtain	36,000		
Sofa	6,000		
Fan	10,000		
Vacuum cleaner	5,000		
Piggy banks	100		
Clipboard	192		
Carpets (sqm)	10,800		
Roll-up banner	2,000		
Board games	3,000		
Realia (materials)	2,000		
Building renovation	500,000		
<b>TOTAL</b>	<b>1,018,692</b>		<b>1,018,692</b>

APPENDIX B: ONLINE QUESTIONNAIRE USED IN MARKET RESEARCH



## แบบสอบถามโรงเรียนสอนภาษา /

### Language school survey

แบบสอบถามนี้มีเพื่อให้ทราบว่านักเรียนมีความต้องการเรียนภาษาอังกฤษอย่างไร

วันกำหนดสำหรับแบบสอบถามนี้คือวันที่ 30 เมษายน 2561

แบบสอบถามนี้ออกแบบมาสำหรับโรงเรียนสอนภาษาจริงไม่ใช่ในงานวิจัยของมหาวิทยาลัย

ขอบคุณมากสำหรับเวลาและการมีส่วนร่วมของคุณ

This is a survey to get an idea of how potential students perceive and wish to learn English. The deadline for this survey is 30th April 2018. This survey is designed for a real language school, not a university research. Thank you very much for your time and participation.

\* Required

คุณสนใจที่จะเรียนรู้ภาษาอังกฤษหรือไม่? Are you interested to learn English? \*

สนใจ / Yes

ไม่สนใจ / No (เรารู้สึกขอบคุณถ้าคุณยังสามารถตอบคำถามที่เหลือเพื่อเป็นคำแนะนำได้ / we'd appreciate if you could still answer the rest as suggestions)

(หากคุณสนใจที่จะเรียนรู้ภาษาอังกฤษ,เพราะเหตุใด?) If you are interested to learn English,for what reason? (สามารถเลือกได้มากกว่า 1 ตัวเลือก / Can pick more than 1 option) \*

การศึกษาต่อต่างประเทศ/ Study abroad

การเติบโตของหน้าที่การงาน/ Career growth

การสอบวัดความสามารถภาษาอังกฤษ(IELTS, TOEFL, TOEIC ฯลฯ)/ Taking English proficiency tests (IELTS, TOEFL, TOEIC etc.)

การเดินทางไปต่างประเทศ/ Traveling abroad

การหาเพื่อนต่างชาติ/ Make international friends

Other:

ให้คะแนนภาษาอังกฤษของคุณ/ Rate your English \*

อ่อน / Weak

1

2

3

4

5

แข็ง / Strong

คุณกำลังเรียนภาษาอังกฤษที่โรงเรียนสอนภาษาอยู่แล้วหรือไม่? / Are you already learning English at a language school?

ใช่ และฉันก็มีการพัฒนาที่ดีขึ้น / Yes and I'm improving

ใช่ แต่ฉันไม่มีการพัฒนา/ Yes but I'm not improving

ไม่ แต่ฉันมีการวางแผนที่จะเรียน / No but I'm planning to learn

ไม่ และไม่มีการวางแผนที่จะเรียน / No and not planning to learn

โรงเรียนสอนภาษา/ Language school



ส่วนนี้จะพูดถึงความชอบของคุณเกี่ยวกับโรงเรียนและหลักสูตรที่เหมาะสมสำหรับคุณ/ This section asks about your preferences towards your ideal language school & courses

**สถานที่ใกล้โรงเรียนสอนภาษาของคุณคืออะไร/ What is your ideal location for a language school? \***

ใกล้บีทีเอสในกรุงเทพมหานคร / Near BTS in Bangkok

ใกล้บีทีเอสทุกๆที่ / Near BTS anywhere

อยู่นอกห้างสรรพสินค้า / Can be outside shopping malls

ในห้างสรรพสินค้าเท่านั้น /In shopping mall only

Other:

**คุณชอบภาษาอังกฤษรูปแบบใดบ้าง(สามารถเลือกได้มากกว่า 1 ตัวเลือก)/ What kind of English do you prefer to practice?(can pick more than 1 option) \***

การสนทนาแบบทั่วไปในชีวิตประจำวัน / Day to day conversation

ภาษาอังกฤษสำหรับธุรกิจ/ Business English

ภาษาอังกฤษเพื่อการทดสอบ (IELTS, TOEFL, TOEIC ฯลฯ)/ English for tests (IELTS, TOEFL, TOEIC, etc.)

Other:

**คุณสามารถมาเรียนภาษาอังกฤษที่โรงเรียนสอนภาษาได้วันไหนบ้าง(สามารถเลือกได้มากกว่า 1 ตัวเลือก)/ Which days can you learn English at a language school? (Can pick more than 1) \***

วันจันทร์ / Monday

วันอังคาร / Tuesday

วันพุธ / Wednesday

วันพฤหัสบดี/ Thursday

วันศุกร์ / Friday

วันเสาร์ / Saturday

วันอาทิตย์ / Sunday

ไม่สามารถเรียนได้ / Can't study.

**คุณสามารถเรียนภาษาได้กี่วันต่อสัปดาห์ / How many days per week are you able to attend a language school? \***

1

2

3

4

5

6

7

**ช่วงเวลาที่คุณสามารถมาเรียนภาษาได้ / The time you can learn the language \***

ช่วงเช้าตรู่ (ตั้งแต่เวลา07.30น.ถึง 09.00น.) / Early morning (7:30am-9am)

ช่วงเช้าสายๆ(ตั้งแต่เวลา09.00น.ถึง 12.00น.) / Late morning (9am-12pm)

ช่วงบ่าย(ตั้งแต่เวลา12.00น.ถึง 14.00น.) / Early afternoon (12pm-2pm)  
 ช่วงบ่ายแก่ๆ(ตั้งแต่เวลา14.00น.ถึง 17.00น.) / Late afternoon (2pm-5pm)  
 ช่วงเย็น(ตั้งแต่เวลา17.00น.ถึง 20.00น.) / Evening (5pm-8pm)  
 ช่วงกลางคืน(ตั้งแต่เวลา20.00น.ถึง 22.00น.) / Night (8pm-10pm)  
 Other:

**คุณชอบหลักสูตรประเภทไหน / What type of course do you prefer? \***

ส่วนตัว / Private  
 เป็นกลุ่ม / Group  
 ทั้งสองอย่าง / Both

**สำหรับชั้นเรียนแบบกลุ่มมีขนาดเท่าไรจึงจะเหมาะสม? / For group classes, what's the ideal size? \***

ตั้งแต่3-6 คน / 3-6 people  
 ตั้งแต่7-9 คน / 7-9 people  
 ตั้งแต่10-12คน / 10-12 people

Other:

**ระยะเวลาที่คุณต้องการแต่ละชั้นเรียนจะเป็นอย่างไร / What duration do you prefer each class to be? \***

1 ชั่วโมง / hour  
 1.5 ชั่วโมง / hours  
 2 ชั่วโมง / hours  
 2.5 ชั่วโมง / hours  
 3 ชั่วโมง / hours

Other:

**ให้จัดลำดับความสำคัญของทักษะที่คุณต้องการปรับปรุง**

**(1=ความสำคัญสูงสุด, 5=ความสำคัญต่ำสุด) / Please prioritize the skills you'd like to improve (1 = highest priority, 5 = lowest priority) \***

1  
 2  
 3  
 4  
 5

ทักษะไวยากรณ์/ Grammar  
 ทักษะการพูด/ Speaking  
 ทักษะการอ่าน/ Reading  
 ทักษะการฟัง/ Listening  
 ทักษะการเขียน/ Writing  
 ทักษะไวยากรณ์/ Grammar  
 ทักษะการพูด/ Speaking  
 ทักษะการอ่าน/ Reading  
 ทักษะการฟัง/ Listening  
 ทักษะการเขียน/ Writing

**รูปแบบการเรียนที่คุณต้องการคืออะไร / What style do you prefer the class to be? \***

กิจกรรมทางกายภาพและการโต้ตอบ (ไม่มีหนังสือ / เขียนแบบฝึกหัด บทสนทนาเท่านั้น)  
/ Lots of physical & interactive activities (no books / written exercises, conversation only)

การเขียน การพูดยกตัวอย่าง แบบฝึกหัด / Lots of written & spoken exercises & books  
Other:

**ห้องเรียนลักษณะใดที่คุณต้องการ / What classroom style do you prefer? \***

Beanbags (เก้าอี้บรรจุมัดโฟม) และเก้าอี้เท่านั้น ไม่ต้องมีโต๊ะ, มีพื้นที่ว่างตรงกลาง/  
Beanbags and chairs only, no tables, empty space in the middle.

แบบห้องเรียนทั่วไปที่มีโต๊ะเก้าอี้/Typical classroom style with tables & chairs.

Other:

**ราคาเท่าไรที่คุณยินดีที่จะจ่ายสำหรับค่าเรียนภาษาอังกฤษต่อหนึ่งเดือน / How much are you willing to pay for an English course per month? \***

ต่ำกว่า Less than 2,000 Baht

2,000 - 3,000 Baht

3,001 - 4,000 Baht

4,001 - 5,000 Baht

มากกว่า Above 5,000 Baht

**ครู / Teachers:**

จะต้องพูดภาษาอังกฤษพื้นเมืองเท่านั้น (สหราชอาณาจักรสหรัฐอเมริกา, แคนาดา, ออสเตรเลีย, นิวซีแลนด์) เท่านั้น / Must be native English speakers only (UK, USA, Canada, Australia, New Zealand) only

คนไทยหรือต่างชาติที่พูดภาษาอังกฤษได้แม้มิได้เป็นเจ้าของภาษา / Can be Thai or non-native English speakers

ต้องการทั้งสองอย่าง / Can be both

**ครู / Teachers: \***

การพูดต้องมีสำเนียงเจ้าของภาษาเท่านั้น / Must have a native-English speaker's accent only.

สำเนียงใดก็ได้ตราบใดฉันฟังแล้วเข้าใจ / Can be any accent as long as I understand.

**เกี่ยวกับคุณ / About you:**

**เพศ / Gender \***

หญิง / Female

ชาย / Male

**อายุ / Age \***

ต่ำกว่า / Below 15 ปี / years

15-18 ปี / years

19-22 ปี / years

23-30 ปี / years

31-40 ปี / years

มากกว่า / Above 40 ปี / years

**อาชีพของคุณ (สามารถเลือกได้มากกว่า 1 ข้อ)/ Your occupation (can pick more than 1) \***

พนักงานบริษัท / Employee in a company

ข้าราชการ / Government officer

ธุรกิจส่วนตัว / Business owner

นักศึกษา / University student

นักเรียน / School student

ลูกจ้างชั่วคราว / Part time

ว่างงาน / Unemployed

**รายได้ของคุณต่อเดือน / Your monthly income (Baht): \***

ต่ำกว่า / Below 15,000

15,000 - 20,000

20,001 - 30,000

30,001 - 40,000

41,000 - 50,000

มากกว่า Above 50,000

**สัญชาติ/ Your nationality \***

ไทย / Thai

ไม่ใช่ไทย / Non-Thai

**คุณใช้สื่อใดมากที่สุด (สามารถเลือกได้มากกว่า 1 ตัวเลือก) Which media do you use the most (can pick more than 1) \***

Facebook

Instagram

Television / โทรทัศน์

Radio / วิทยุ

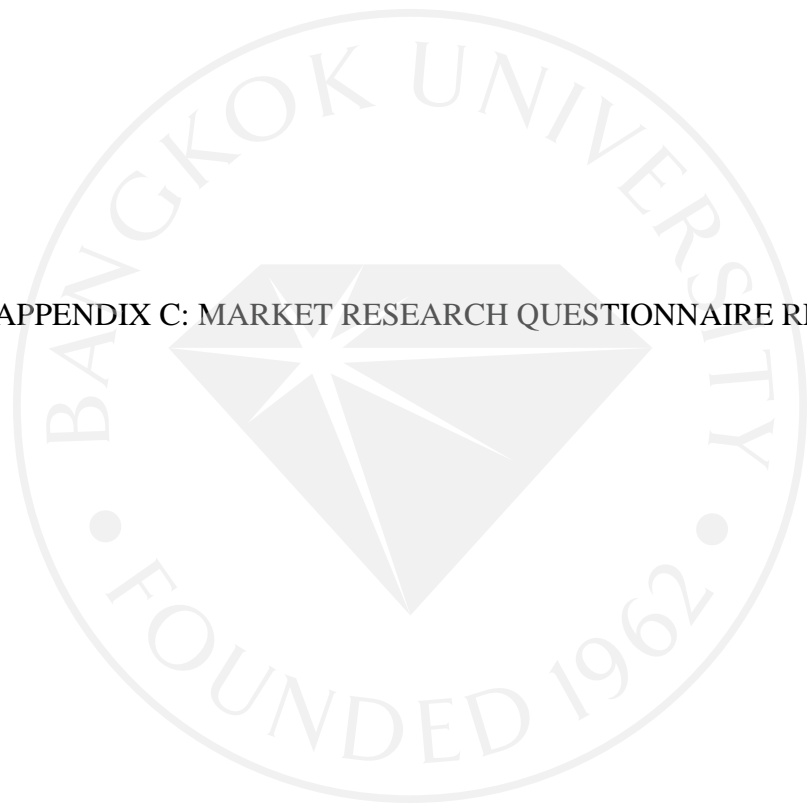
Other:

**มีคำแนะนำเพิ่มเติมไหม / Any more suggestions?**

Your answer

SUBMIT

**APPENDIX C: MARKET RESEARCH QUESTIONNAIRE RESULTS**



คุณสนใจที่จะเรียนรู้ภาษาอังกฤษหรือไม่? Are you interested to learn English?<sup>145 responses</sup>

สนใจ / Yes ไม่สนใจ / No

(เรารู้สึกขอบคุณถ้าคุณยังสามารถตอบคำถามที่เหลือเพื่อเป็นคำแนะนำได้ / we'd appreciate if you could still answer the rest as suggestions)<sup>14.5% 85.5%</sup>

สนใจ / Yes

124

ไม่สนใจ / No

(เรารู้สึกขอบคุณถ้าคุณยังสามารถตอบคำถามที่เหลือเพื่อเป็นคำแนะนำได้ / we'd appreciate if you could still answer the rest as suggestions) 21

(หากคุณสนใจที่จะเรียนรู้ภาษาอังกฤษ, เพราะเหตุใด?) If you are interested to learn English, for what reason? (สามารถเลือกได้มากกว่า 1 ตัวเลือก / Can pick more than 1 option)<sup>145 responses</sup>

020406080100120140 การศึกษาต่อต่างประเทศ/ Study

abroad การสอบวัดความสามารถภาษาอังกฤษ (IELTS,

TO... การหาเพื่อนต่างชาติ/

Make international... อยากสื่อสารภาษาอังกฤษได้ Business

purpose พัฒนาภาษาให้ดีขึ้น พัฒนาระดับภาษา อยากฝึกภาษาให้ดีกว่านี้ Business

Learn more about international working ... I already speak English life 34

(23.4%) 34 (23.4%) 114 (78.6%) 114 (78.6%) 49 (33.8%) 49 (33.8%) 60

(41.4%) 60 (41.4%) 41 (28.3%) 41 (28.3%) 1 (0.7%) 1 (0.7%) 1 (0.7%) 1

(0.7%) 1 (0.7%) 1 (0.7%) 1 (0.7%) 1 (0.7%) 1 (0.7%) 1 (0.7%) 1 (0.7%) 1

(0.7%) 1 (0.7%) 1 (0.7%) 1 (0.7%) 1 (0.7%) 1 (0.7%) 1 (0.7%) 1 (0.7%) 1

(0.7%) 1 (0.7%) 1 (0.7%) 1 (0.7%) 1 (0.7%) 1 (0.7%) 1 (0.7%) 1 (0.7%)

Value	Count
การศึกษาต่อต่างประเทศ/ Study abroad	34
การเติบโตของหน้าที่การงาน/ Career growth	114
การสอบวัดความสามารถภาษาอังกฤษ (IELTS, TO...	49
การเดินทางไปต่างประเทศ/ Traveling abroad	60
การหาเพื่อนต่างชาติ/ Make international...	41
ใช้ในชีวิตประจำวัน / ดิวข้อสอบให้ลูก	1
อยากสื่อสารภาษาอังกฤษได้	1
ให้ใช้ได้อย่างคล่องแคล่ว และถูกต้อง เพื่...	1
Business purpose	1
พัฒนาภาษาให้ดีขึ้น	1
พัฒนาระดับภาษา	1
อยากฝึกภาษาให้ดีกว่านี้	1
Business	1
เพื่อนแนะนำเส้นทางเวลาชาวต่างชาติสอบถาม	1



Value	Count
ใกล้บีทีเอสในกรุงเทพมหานคร / Near BTS i...	61
ใกล้บีทีเอสทุกๆที่ / Near BTS anywhere	41
อยู่นอกห้างสรรพสินค้า / Can be outside ...	25
ในห้างสรรพสินค้าเท่านั้น /In shopping m...	39
ใกล้บ้าน	3
the moon	1
ใกล้ที่ทำงาน	1
อยากเรียนที่บ้าน	1
ใกล้บ้าน เดินทางสะดวก	1
พัทยา	1
ที่จอดรถสะดวก	1
ที่ไหนก็ได้เดินทางสะดวกครับ	1
near my place	1
ใกล้บ้านและมีที่จอดรถ	1
Online	1
กับครูที่โรงเรียน	1
ในสถานศึกษา	1
Bowin	1
ใกล้บ้าน, เดินทางสะดวก	1
Ideally the same area where i live as i...	1
Near MRT station (anywhere)	1

คุณชอบภาษาอังกฤษรูปแบบใดบ้าง(สามารถเลือกได้มากกว่า 1 ตัวเลือก)/ What kind of English do you prefer to practice?(can pick more than 1 option)<sup>145 responses</sup>

020406080100120การสนทนาแบบทั่วไปในชีวิตประจำวัน / Day

...ภาษาอังกฤษสำหรับธุรกิจ/Business

Englishภาษาอังกฤษเพื่อการทดสอบ(IELTS, TOEFL,

...การเรียนภาษาเพื่อใช้จริง108 (74.5%)108 (74.5%)97 (66.9%)97 (66.9%)43 (29.7%)43 (29.7%)1 (0.7%)1 (0.7%)

Value	Count
การสนทนาแบบทั่วไปในชีวิตประจำวัน / Day ...	108
ภาษาอังกฤษสำหรับธุรกิจ/ Business English	97
ภาษาอังกฤษเพื่อการทดสอบ (IELTS, TOEFL, ...	43
การเรียนภาษาเพื่อใช้จริง	1



คุณสามารถมาเรียนภาษาอังกฤษที่โรงเรียนสอนภาษาได้วันไหนบ้าง(สามารถเลือกได้มากกว่า 1 ตัวเลือก)/ Which days can you learn

English at a language school? (Can pick more than 1)<sup>145 responses</sup>

020406080100120 วันจันทร์ / Monday วันอังคาร / Tuesday วันพุธ / Wednesday วันพฤหัสบดี / Thursday วันศุกร์ / Friday วันเสาร์ / Saturday วันอาทิตย์ / Sunday ไม่สามารถเรียนได้ / Can't study. 19 (13.1%) 19 (13.1%) 21 (14.5%) 21 (14.5%) 24 (16.6%) 24 (16.6%) 20 (13.8%) 20 (13.8%) 21 (14.5%) 21 (14.5%) 90 (62.1%) 90 (62.1%) 98 (67.6%) 98 (67.6%) 11 (7.6%) 11 (7.6%)

Value	Count
วันจันทร์ / Monday	19
วันอังคาร / Tuesday	21
วันพุธ / Wednesday	24
วันพฤหัสบดี / Thursday	20
วันศุกร์ / Friday	21
วันเสาร์ / Saturday	90
วันอาทิตย์ / Sunday	98
ไม่สามารถเรียนได้ / Can't study.	11

คุณสามารถเรียนภาษาได้กี่วันต่อสัปดาห์ / How many days per week are you able to attend a language school?<sup>145 responses</sup>

1234567 14.5% 46.2% 30.3%

1 44  
2 67  
3 21  
4 3  
5 3  
6 3  
7 4

ช่วงเวลาที่你能มาเรียนภาษาได้ / The time you can learn the language<sup>145 responses</sup>

0102030405060 ช่วงเช้าตรู่ (ตั้งแต่เวลา 07.30 น. ถึง 09.... ช่วงบ่าย (ตั้งแต่เวลา 12.00 น. ถึง 14.00 น.)... ช่วงเย็น (ตั้งแต่เวลา 17.00 น. ถึง 20.00 น.)... ไม่แน่ใจ/ไม่แน่ชัด 5 (3.4%) 5 (3.4%) 45 (31%) 45 (31%) 30 (20.7%) 30 (20.7%) 30 (20.7%) 30 (20.7%) 53 (36.6%) 53 (36.6%) 38 (26.2%) 38 (26.2%) 2 (1.4%) 2 (1.4%) 1 (0.7%) 1 (0.7%)

Value	Count
ช่วงเช้าตรู่ (ตั้งแต่เวลา 07.30 น. ถึง 09....	5

Value	Count
ช่วงเช้าสายๆ(ตั้งแต่เวลา09.00น.ถึง 12.0...	45
ช่วงบ่าย(ตั้งแต่เวลา12.00น.ถึง 14.00น.)...	30
ช่วงบ่ายแก่ๆ(ตั้งแต่เวลา14.00น.ถึง 17.0...	30
ช่วงเย็น(ตั้งแต่เวลา17.00น.ถึง 20.00น.)...	53
ช่วงกลางคืน(ตั้งแต่เวลา20.00น.ถึง 22.00...	38
ไม่แน่ใจ	2
ไม่แน่ชัด	1

คุณชอบหลักสูตรประเภทไหน / What type of course do you prefer?<sup>145</sup>

responses

ส่วนตัว / Private เป็นกลุ่ม / Group ทั้งสองอย่าง / Both 24.1% 52.4% 23.4%

ส่วนตัว / Private 35

เป็นกลุ่ม / Group 34

ทั้งสองอย่าง / Both 76

สำหรับชั้นเรียนแบบกลุ่มมีขนาดเท่าไรจึงจะเหมาะสม? / For group classes, what's the ideal size?<sup>145</sup> responses

ตั้งแต่3-6 คน / 3-6 people ตั้งแต่7-9 คน / 7-9 people ตั้งแต่10-12คน / 10-12 people 1-3 people 11.7% 22.1% 65.5%

ตั้งแต่3-6 คน / 3-6 people 95

ตั้งแต่7-9 คน / 7-9 people 32

ตั้งแต่10-12คน / 10-12 people 17

1-3 people 1

ระยะเวลาที่คุณต้องการแต่ละชั้นเรียนจะเป็นอย่างไร / What duration do you prefer each class to be?<sup>145</sup> responses

1 ชั่วโมง / hour 1.5 ชั่วโมง / hours 2 ชั่วโมง / hours 2.5 ชั่วโมง / hours 3 ชั่วโมง / hours 11.7% 51% 24.1%

1 ชั่วโมง / hour 17

1.5 ชั่วโมง / hours 35

2 ชั่วโมง / hours 74

2.5 ชั่วโมง / hours 4

3 ชั่วโมง / hours 15

ให้จัดลำดับความสำคัญของทักษะที่คุณต้องการปรับปรุง

(1=ความสำคัญสูงสุด, 5=ความสำคัญต่ำสุด) / Please prioritize the skills you'd like to improve (1 = highest priority, 5 = lowest priority)

ทักษะไวยากรณ์/Grammar ทักษะการพูด/ Speaking ทักษะการอ่าน/

Reading ทักษะการฟัง/ Listening ทักษะการเขียน/ Writing 020401122334455

	1	2	3	4	5
ทักษะไวยากรณ์/ Grammar	32	42	31	18	22
ทักษะการพูด/ Speaking	51	27	24	19	24
ทักษะการอ่าน/ Reading	19	43	48	18	17
ทักษะการฟัง/ Listening	39	35	29	23	19
ทักษะการเขียน/ Writing	34	35	32	23	21

รูปแบบการเรียนที่คุณต้องการคืออะไร / What style do you prefer the class to be?<sup>145 responses</sup>

กิจกรรมทางกายภาพและการโต้ตอบ(ไม่มีหนังสือ / เขียนแบบฝึกหัด  
บทสนทนาเท่านั้น) / Lots of physical & interactive activities (no books  
/...การเขียน การพูดยกตัวอย่าง แบบฝึกหัด / Lots of written &  
spoken exercises &  
booksทั้งสองอย่างเรียนเพื่อศึกษาต่อต่างประเทศconversations  
only 35.2% 62.8%

กิจกรรมทางกายภาพและการโต้ตอบ (ไม่มีหนังสือ / เขียนแบบฝึกหัด บทสนทนาเท่านั้น) / Lots of physical & interactive activities (no books / written exercises, conversation only)	91
การเขียน การพูดยกตัวอย่าง แบบฝึกหัด / Lots of written & spoken exercises & books	51
ทั้งสองอย่าง	1
เรียนเพื่อศึกษาต่อต่างประเทศ	1
conversations only	1

ห้องเรียนลักษณะใดที่คุณต้องการ / What classroom style do you  
prefer?<sup>145 responses</sup>

Beanbags (เก้าอี้บรรจุเม็ดโฟม) และเก้าอี้เท่านั้น ไม่ต้องมีโต๊ะ,  
มีพื้นที่ว่างตรงกลาง/ Beanbags and chairs only, no tables, empty space in the  
middle. แบบห้องเรียนทั่วไปที่มีโต๊ะเก้าอี้/ Typical classroom style with tables  
& chairs. ได้ทุกอย่าง 58.6% 40.7%

Beanbags (เก้าอี้บรรจุเม็ดโฟม) และเก้าอี้เท่านั้น ไม่ต้องมีโต๊ะ, มีพื้นที่ว่างตรงกลาง/ Beanbags and chairs only, no tables, empty space in the middle.	59
แบบห้องเรียนทั่วไปที่มีโต๊ะเก้าอี้/ Typical classroom style with tables & chairs.	85
ได้ทุกอย่าง	1

ราคาเท่าไรที่คุณยินดีที่จะจ่ายสำหรับค่าเรียนภาษาอังกฤษต่อหนึ่งเดี  
อน / How much are you willing to pay for an English course per  
month?<sup>145 responses</sup>

ต่ำกว่า Less than 2,000 Baht 2,000 - 3,000 Baht 3,001 - 4,000 Baht 4,001 -  
5,000 Baht มากกว่า Above 5,000 Baht 22.8% 22.8% 43.4%

ต่ำกว่า Less than 2,000 Baht	33
2,000 - 3,000 Baht	63
3,001 - 4,000 Baht	33
4,001 - 5,000 Baht	11
มากกว่า Above 5,000 Baht	5

**ครู / Teachers:** 143 responses

จะต้องพูดภาษาอังกฤษพื้นเมืองเท่านั้น (สหราชอาณาจักรสหรัฐอเมริกา, แคนาดา,

ออสเตรเลีย...คนไทยหรือต่างชาติที่พูดภาษาอังกฤษได้แต่ไม่ได้เป็นเจ้าของภาษา / Can be Thai or non-native English speakers...ต้องการทั้งสองอย่าง / Can be bothคนไทยหรือต่างชาติที่พูดภาษาอังกฤษได้แต่ไม่ได้เป็นเจ้าของภาษา / Can be Thai or non-native English speakers...52.4%19.6%27.3%

จะต้องพูดภาษาอังกฤษพื้นเมืองเท่านั้น (สหราชอาณาจักรสหรัฐอเมริกา, แคนาดา, ออสเตรเลีย, นิวซีแลนด์) เท่านั้น / Must be native English speakers only (UK, USA, Canada, Australia, New Zealand) only 39

คนไทยหรือต่างชาติที่พูดภาษาอังกฤษได้แต่ไม่ได้เป็นเจ้าของภาษา / Can be Thai or non-native English speakers 28

ต้องการทั้งสองอย่าง / Can be both 75

คนไทยหรือต่างชาติที่พูดภาษาอังกฤษได้แต่ไม่ได้เป็นเจ้าของภาษา / Can be Thai or non-native English speakers 1

**ครู / Teachers:** 145 responses

การพูดต้องมีสำเนียงเจ้าของภาษาเท่านั้น / Must have a native-English speaker's accent only.สำเนียงใดก็ได้ตราบใดฉันฟังแล้วเข้าใจ / Can be any accent as long as I understand.51.7%48.3%

การพูดต้องมีสำเนียงเจ้าของภาษาเท่านั้น / Must have a native-English speaker's accent only. 70

สำเนียงใดก็ได้ตราบใดฉันฟังแล้วเข้าใจ / Can be any accent as long as I understand. 75

**เกี่ยวกับคุณ / About you:**

**เพศ / Gender:** 127 responses

หญิง / Female ชาย / Male 43.3%56.7%

หญิง / Female 72

ชาย / Male 55

**อายุ / Age:** 145 responses

ต่ำกว่า / Below 15 ปี / years 15-18 ปี / years 19-22 ปี / years 23-30 ปี / years 31-40 ปี / years มากกว่า / Above 40 ปี / years 16.6%31%43.4%

ต่ำกว่า / Below 15 ปี / years 1

15-18 ปี / years 1

19-22 ปี / years	11
23-30 ปี / years	63
31-40 ปี / years	45
มากกว่า / Above 40 ปี / years	24

**อาชีพของคุณ (สามารถเลือกได้มากกว่า 1 ข้อ)/ Your occupation (can pick more than 1)** 145 responses

พนักงานบริษัท / Employee in a company 96 (66.2%)  
 ธุรกิจส่วนตัว / Business owner 7 (4.8%)  
 นักศึกษา / University student 27 (18.6%)  
 นักเรียน / School student 27 (18.6%)  
 ลูกจ้างชั่วคราว / Part time 21 (14.5%)  
 ว่างงาน / Unemployed 21 (14.5%)  
 1 (0.7%) 3 (2.1%) 3 (2.1%) 4 (2.8%) 4 (2.8%)

Value	Count
พนักงานบริษัท / Employee in a company	96
ข้าราชการ / Government officer	7
ธุรกิจส่วนตัว / Business owner	27
นักศึกษา / University student	21
นักเรียน / School student	1
ลูกจ้างชั่วคราว / Part time	3
ว่างงาน / Unemployed	4

**รายได้ของคุณต่อเดือน / Your monthly income (Baht):** 145 responses

ต่ำกว่า / Below 15,000 15,000 - 20,000 20,001 - 30,000 30,001 - 40,000 41,000 - 50,000 มากกว่า Above 50,000 12.4% 29% 13.1% 24.8%

ต่ำกว่า / Below 15,000	18
15,000 - 20,000	15
20,001 - 30,000	36
30,001 - 40,000	19
41,000 - 50,000	15
มากกว่า Above 50,000	42

**สัญชาติ/ Your nationality** 145 responses

ไทย / Thai 15.9% 84.1%

ไทย / Thai 122

ไม่ใช่ไทย / Non-Thai 23

**คุณใช้สื่อใดมากที่สุด (สามารถเลือกได้มากกว่า 1 ตัวเลือก) Which media do you use the most (can pick more than 1)** 9 responses

012345678 Facebook Instagram Television / โทรทัศน์ Radio / วิทยุ  
 LinkedIn Various forums 7 (77.8%) 7 (77.8%) 3 (33.3%) 3 (33.3%) 0 (0%) 0 (0%)  
 1 (11.1%) 1 (11.1%) 1 (11.1%) 1 (11.1%) 1 (11.1%) 1 (11.1%) 1 (11.1%)

Value	Count
Facebook	7
Instagram	3
Television / โทรทัศน์	0
Radio / วิทยุ	1
LinkedIn	1
Various forums	1

### มีคำแนะนำเพิ่มเติมไหม / Any more suggestions? 6 responses

If a Thai would want to study English, it's best to first let them learn with a Thai teacher that can speak both Thai and English fluently. Then later on they can be exposed to native speakers.

ไม่มี

Any Spanish lessons?

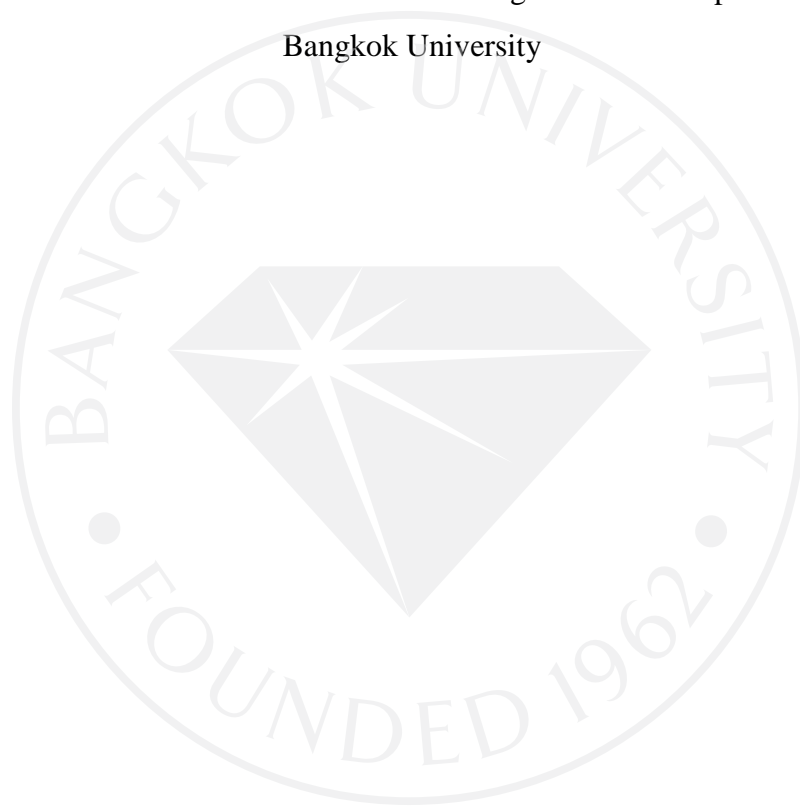
ควรเน้นที่ระดับความสามารถของนักเรียน

Good luck ;)

Teachers may suggest "Learning Tips" in each week. Such as how to get more on learning English? Thinking in English, Immerse with English, How to have confidence to speak English, Opening sentence. It's learning skills that will help students learn faster so it's not the knowledge that is written in the books but it's very vital to practicing along the way to learn English or any languages.

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