



*Grooming financially  
qualified business leaders*

## **INTERN / NEW RECRUIT / ACTING**

### **INTERVIEW DAY REQUIEREMENT**

The following is the unseen scenario to analyse over 3 hours (with internet access), after which you will present to a panel, and be asked questions on your presentation (You will do the presentation on either power point or word and please include some excel analysis to show you are proficient at the most basic level with this).

You are required to prioritise and evaluate the issues given to you in relation to the CEO's priorities; define what you consider to be the main problems and constraints, consider the SWOT analysis of the company and other marketing and operating data provided to you and then structure an approach for actually providing concrete solutions to the CEO; you will also identify ethical concerns and propose solutions. These will require you to apply either common sense business acumen or, marketing, PR, basic finance, personnel/Human resources, office practice and operations knowledge.

We are providing you access to a pc and internet to prepare your answers (analysis and recommendations) but should you not have spent ample time researching the internet based on the links we have already provided to you, you may find 3 hours is not enough! We therefore, recommend you use the 3 hours to do further research on the new information presented to you and not going back to review the links provided in part 1: the choice nonetheless will be yours on how to spend your 3 hours!

## **THE UNSEEN CASE SCENARIO**

CharterQuest has mainly offered part time (evening, weekends and home study options) courses to aspiring chartered professionals, and the CEO has determined that there is significant scope for growth if a full-time study option is designed and offered to high school leavers (matriculants). It has become the CEO's first priority for 2018, and he believes the whole organisation strategy has to be re-aligned to achieve a successful launch of full time courses across all its 3 campuses in Sandton, Park town and Pretoria (with a new fulltime campus due to be opened in Polokwane in June).

The following information has been compiled for your analysis:

## 1. CHARTERQUEST SWOT ANALYSIS:

<p><b>Strengths:</b></p> <ul style="list-style-type: none"> <li>Strong and growing brand (CharterQuest, The CFO Case Study Competition, The CFO Junior Case Study Competition, The Future CFO Magazine, CharterConnect)</li> <li>Visionary leadership</li> </ul>	<p><b>Weaknesses:</b></p> <ul style="list-style-type: none"> <li>Limited track record or presence (and hence limited relationship) in the high school sector and decision makers (parents, school principals, etc.)</li> <li>Limited resources or capacity to plan and execute school visits, including other marketing projects</li> </ul>
<p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>The recently announced free tertiary education in the public sector is likely to reduce quality and more parents will look for private education options</li> <li>Too many students seek degrees, although CharterQuest is not a degree awarding institution, there is scope to offer fulltime degree tuition to students pursuing UNISA studies and compete with other colleges such as Rosebank college, Damelin, Varsity College.</li> <li>Grow sponsorship income for The CFO Case Study Competition as well as advertisement income for The Future CFO Magazine</li> </ul>	<p><b>Threats:</b></p> <ul style="list-style-type: none"> <li>Compared to the CA (SA) qualification, 2 of CharterQuest Top 3 qualifications (ACCA and CIMA) are internationally recognised but still very small in South Africa and there is proliferation of rivals who copy CharterQuest business model to serve this market</li> <li>Regulations are changing rapidly and CharterQuest, as many other private colleges operating in the professional and vocational training sector, are still trying to register with Department of Higher Education and Training –DHET (CharterQuest has previously only been registered with The Sector Education and Training Authority (SETA) as required by previous regulations –students and parents may therefore, develop a wrong perception that CharterQuest is not registered to offer the courses, which is not the case)</li> </ul>

## 2. MARKETING AND ORAGNISATIONAL DATA (4Ps or 7Ps of MARKETING)

The 4Ps (+3 Ps)			
<b>Product</b>	CIMA, ACCA, CA (SA) Fulltime Classes for High School Leavers to start 2019; The Future CFO – FYLA Programme		
<b>Promotion</b>	<b>Market segments</b>	<b>Private High Schools</b>	<b>Public High Schools</b>
	Penetration strategy	CharterQuest has recently become a corporate member of <a href="#">ISASA</a> and has made resources available to exploit this relationship.	CharterQuest has signed a cost-free MOU with DSTV Channel 319 ( <a href="#">Mindset Network</a> ) to air and advertise The CFO (& Junior) Case Study Competitions.
	Social media	Ranking of the options is pending	Ranking of the options is pending
	Google SEO	Yet to be determined	Yet to be determined
	Trade faire	Yet to be determined	Yet to be determined
	Database strategy	Linked to charter books, and The CFO as well as The Future CFO Magazine	Linked to charterbooks, and The CFO as well as The Future CFO Magazine
<b>Placement</b>	CharterQuest seeks to run fulltime courses at all 3 campuses in Sandton, Parktown and Pretoria and also plans to open a full time campus in Polokwane in 6 months		
<b>Price</b>	Moderate-to-High for Private Schools; and Low-to-Moderate for Public Schools -but there could be price discrimination concerns from parents and the public.		

Physical evidence	Yet to be determined
Process	All enrolments must start in March and close in Jun 2018e; and an online system has been created to take and process enrolment; full time lecturers yet to be recruited and CharterQuest is still in the process of becoming fully registered with the Department of High Education and Training -DHET (although it has received a letter from the department to acknowledge receipt of its application and giving it authority to continue operating until its application is finalised; CQ however has a valid and formal accreditation from FASSET (The Sector Education and Training Authority for Finance, as well as from the Quality Council for Trades and Occupations (CQTO).
People	Team of customer-friendly staff are at each campus but there is still need for training on how to deal with parents and younger students who will walk in or come to inquire at the campuses. There is an ethics policy in place to guide staff behaviour which is largely followed but often when new people join, breakdowns are encountered.

=====THE END=====