**Assessment Task for Reading**

**Topic: Starting a Tutorial School**

This assessment task focuses on developing senior secondary students’ reading skills.

This set of materials contains the following:

* **The reading text**
* **A set of questions**
* **Suggested answers**

**Reading Text**

**Serevi:** Is there anyone here who has successfully started their own tutoring school? I have been tutoring in Hong Kong for some time now. I have a Masters in Mathematics and I am good at forming a rapport with my students. Also I greatly enjoy teaching. I think its time for me to start my own little school. Any suggestions/advice on how to go about it?

**George Sir:** Yes, there are a couple of us here... one thing I can say for sure is that it involves far more work than private tutoring. It is rewarding, but having the overhead costs also adds a lot of stress.

**Alumnus:** Right. You probably need about HK$500,000 to cover rental deposit, renovation, equipping, advertising, lands department, planning dept., building dept., fire dept. and health dept. requirements... As George Sir says, it is rewarding but in no way the same as being a private tutor.

**George Sir:** Not to mention that to make it worthwhile, you need to be able to staff the place, otherwise you are paying rent and not earning. I suggest you find out exactly how much you need, then decide if it's something you want to do. Remember, when you rent a commercial property, it is a SHELL. You need to put in EVERYTHING, including electrical outlets, lights, flooring... EVERYTHING! You need to have deep pockets before you even open the doors.

**Cute English Teacher:** How many students will you have? Will you teach groups, if so how big? What is the USP of your centre?

A lot of little centres come and go. You need to be very adaptable to change and pay attention to detail - I just paid HK$800 for a company chop for example!

Get to know your market. Hong Kong people have very different styles of learning than you might be used to.

One big thing I would consider is what parents can do nearby while the kids are having their classes. I speak from experience and I've solved it by opening a cafe in the same building of my centre... but that's another story.

**Serevi:** Thank you all for your wonderful replies. I've been in HK for two years now and haven’t yet found myself a career/calling. My aim is to teach mathematics to secondary school kids around 13-18 year olds. I don’t plan to teach groups larger than 3 students. I want the service to be a little personal and effective so students can actually benefit from me.

Cute English Teacher, it’s impressive that you've opened a cafe too.

**Cute English Teacher:** Serevi - My cafe is a room with six tables, a coffee machine, fridge, combi cooker and 2 computers with wifi! It's much easier to set up than a tutorial centre.

On the other hand, it seems to me that you only need a couple of desks, a computer, tel/fax, whiteboard and a cupboard... finding space should be easy for you...

Market research....start with your students of course......see if they will post ads for you around their schools. Maybe do a few after-school classes at cost in a school, the kids and parents will get to know you that way. I rarely do flyers but if I did I would do them myself, have them translated, and I would stand outside other centres or schools and stick them into parents’ hands.

**Alumnus:** Serevi - if you only plan to have max 3 students and below 21 in a single day then there is no reason to get registered. That will save you a lot of time and effort. However, will the number of students cover overheads and still make it profitable?

**Cute English Teacher:**  How I do it is I charge HK$125 per hour per student and my groups need to be at least 6 children.

You need to earn at least HK$600 per hour for a private lesson.

If I charged less it wouldn't be worth it. I'm not saying you should have really huge groups, legally you can only have 8, but the bigger the group, the safer you are! I normally have 2 or 3 lessons every evening. You are planning 2-3 children per lesson? I think it depends on your fees but I think you have to try to earn a minimum of 600 an hour as a tutor.

Where will you get your students from? I guess you'll need 30 – 40 regular students pretty quickly.

I'm basing all this on you getting say, 400sqf for just under 10k......yes, it's this tough! Don't forget your prep. time and of course, in the early days, you can't give up your private work, no! I still work as a jobbing NET in the kindergartens every day.

On the other hand, I wouldn't have it any different; the future looks promising, I love what I'm doing, I see more of my kids and yes, I'm slowly reaping the financial rewards.

Adapted from <http://hongkong.geoexpat.com/forum/71/thread209954.html>

**END OF READING TEXT**

**Questions**

**Read the article the text and answer questions 1-15. Blacken the circle when appropriate.**

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| 1. | What **four** reasons does Serevi give for his decision to start his own tutoring school? |
|  | *(4 marks)* |
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| 2. | What does George Sir mean when he says “there are a couple of us here” (line 5)? |
|  | *(2 marks)* |
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| 3. | What two-word expression used by George Sir is elaborated by Alumnus? |
|  | *(1 mark)* |
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| 4. | What is the main point made by George Sir in lines 12-17? |
|  | *(1 mark)* |
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|  | A. | A tutorial school needs staff. |
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|  | B. | The most important factor in a tutorial school is the property it is in. |
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|  | C. | A lot of renovation work needs to be done before opening a tutorial school. |
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|  | D. | Opening a tutorial school requires a lot of money. |
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| A. | B. | C. | D. |
| ⭘ | ⭘ | ⭘ | ⭘ |

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| 5. | Cute English Teacher starts her turn by asking a number of questions for Serevi to think about. Her last question is “What is the USP of your centre?” What do you think “USP” stands for in this context? |
|  | *(1 mark)* |
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|  | A. | User Stored Procedure |
|  |  |  |
|  | B. | Unique Selling Point |
|  |  |  |
|  | C. | Ultimate Student Population |
|  |  |  |
|  | D. | Usage Sensitive Pricing |
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| --- | --- | --- | --- |
| A. | B. | C. | D. |
| ⭘ | ⭘ | ⭘ | ⭘ |

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| 6. | Cute English Teacher gives Serevi some advice in lines 20-26. Complete the table below that summarises the advice she gives |
|  | *(4 marks)* |
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|  |  | **Advice** |  |  | **Example** |  |
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|  |  |  |  |  | A lot of little centres come and go. |  |
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|  |  |  |  |  | She paid $800 for a company chop. |  |
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|  |  | You need to know your market. |  |  |  |  |
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|  |  |  |  |  | She opened a café in the same |  |
|  |  |  |  |  | building of his centre. |  |
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| 7. | What **two** **other reasons** does Serevi give for wanting to open a tutorial school in lines 27-30? |
|  | *(2 marks)* |
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| 8. | In lines 32-33, Cute English Teacher describes the café that she has set up in the building of her tutorial school. What point made by Serevi is she responding to? |
|  | *(1 mark)* |
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| 9. | Why does Cute English Teacher think that “finding space should be easy” (line 35) for Serevi? |
|  |  |
|  | *(2 marks)* |
|  |  |
|  | He doesn’t need |  | because he |
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| 10. | Summarise Cute English Teacher’s advice on how Serevi should promote his school in lines 36-40. |
|  | *(5 marks)* |
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|  | **Students** | – |  |
|  |  |
|  | **Schools** | – |  |
|  |  |
|  | **Flyers** | – |  |
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| 11. | Alumnus states an advantage and a disadvantage of Serevi’s plan: |
|  | *(2 marks)* |
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|  | Advantage:  |  |
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|  | Disadvantage: |  |
|  |  |
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| 12. | In line 44, Cute English Teacher says “How I do it is I charge HK$125 per hour …”. What does “it” refer to? |
|  | *(1 mark)* |
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| 13. | What does Cute English Teacher mean by “the bigger the group, the safer you are” (line 48)?  |
|  | *(1 mark)* |
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| 14. | Cute English Teacher recommends that Serevi need the following for his tutorial school to be worthwhile: |
|  | *(3 marks)* |
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|  | 1.  | Income per hour: |  |
|  |  |  |  |
|  | 2. | Students enrolled: |  |
|  |  |  |  |
|  | 3. | Premises rented: |  |
|  |  |
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| 15. | Write two expressions used by Cute English Teacher to show that she is happy to have her own tutorial school? |
|  | *(2 marks)* |
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END OF QUESTIONS

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| **SUGGESTED ANSWERS** |
| 1. | He has been tutoring (in Hong Kong) for some / a long time (1 mark)He has a Masters in Mathematics (1 mark)He is forming a good rapport with his students (1 mark)He greatly enjoys teaching (1 mark) |
|  |  |
| 2. | There are a few / some / a number of people (1 mark) who contribute to / write on the forum (1 mark) |
|  |  |
| 3. | overhead costs (1 mark). |
|  |  |
| 4. | D (1 mark) |
|  |  |
| 5. | B (1 mark) |
|  |  |
| 6.  | You need to be adaptable to change (1 mark)You need to pay attention to detail (1 mark)Hong Kong people have different styles of learning (1 mark)You may need to provide something for parents to do (1 mark) |
|  |  |
| 7. | He has not had a career / calling previously // He wants a career (1 mark)He wants to teach students in a personal way (1 mark)  |
|  |  |
| 8. | She is responding to Serevi’s point that her café is impressive (line 31) by describing it as very basic (1 mark) |
|  |  |
| 9. | much equipment / space (1 mark) [because]he plans to teach small groups of students // he won't have much equipment / furniture (1 mark) |
|  |  |
| 10. | see if they will post ads / advertisements around their schools (1 mark)do a few after-school classes (at cost) (1 mark)do them yourself (1 mark)have them translated (1 mark)stand outside schools and give them to parents (1 mark) |
|  |  |
| 11. | Advantage: with small groups he won’t need to register his school (1 mark)Disadvantage: (with small groups) he may not be able to make a profit (1 mark)  |
|  |  |
| 12. | Making a profit // Running a profitable school (1 mark) |
|  |  |
| 13. | She means that with bigger groups, you can make more money // it is (financially) less risky (1 mark) |
|  |  |
| 14. | minimum of $600 per hour (1 mark)30-40 (students) (1 mark)400sqft for just under 10k / $10,000 (1 mark) |
|  |  |
| 15. | I wouldn't have it any different //the future looks promising //I love what I'm doing(Any two answers, 1 mark each) |
|  |  |

END OF SUGGESTED ANSWERS

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