

A photograph of a man and a woman in a modern office setting. The man, wearing a light blue button-down shirt and jeans, is leaning over the woman, who is wearing a white blouse. They are both looking at a laptop screen. The background shows office shelves with plants and various items.

DCI BUSINESS PLAN

DR. OLIVER PHILLIPS, PRESIDENT

1317 EDGEWATER DR. #6113
ORLANDO, FL 32804

TABLE OF CONTENTS

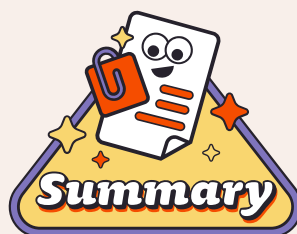
EXECUTIVE SUMMARY	3
MARKET ANALYSIS	4
MARKETING STRATEGY	5
PARTNERSHIPS	6
REVENUE STREAMS	6
OPERATIONS	7
CONCLUSION	8

Diakonia Christian Institute (DCI) exists to build strategic alliances which provide ministerial training and support for under-represented pastors and leaders of ethnic-specific congregations. We see ourselves as a trusted school, which means that our students can rely on us for the best leadership training and support that offer solutions to help solve their related problems.

EXECUTIVE SUMMARY

Our online school for ministers, called "Diakonia Christian Institute," (DCI), is an innovative and comprehensive online platform designed to provide high-quality theological education to aspiring ministers. The primary objective of our school is to prepare and equip ministers with the knowledge, skills, and values needed to lead and serve their communities effectively. Our curriculum includes courses on theology, biblical studies, church history, pastoral leadership, and practical ministry skills.

Our target market consists of individuals who are interested in pursuing a career in ministry, as well as current ministers who wish to enhance their skills and knowledge. We plan to promote our online school through a variety of marketing channels, including social media advertising, search engine optimization, email marketing, and strategic partnerships with religious organizations.



MARKET ANALYSIS

The demand for online theological education has been growing steadily in recent years, as more individuals seek to pursue careers in ministry or deepen their knowledge of theology. According to a report by Technavio, the global market for online theological education is expected to grow at a compound annual growth rate of 13% between 2020 and 2024.

In recent years, the COVID-19 pandemic has also accelerated the demand for online education, making our platform more accessible and appealing to students. Our target audience includes individuals of all ages, particularly those who cannot attend traditional seminaries due to geographic or time constraints. We plan to offer our courses at competitive prices, making them accessible to a wide range of students.



MARKETING STRATEGY

To promote our online school for ministers, we plan to use a combination of digital marketing techniques, including social media advertising, search engine optimization, and email marketing. We will use social media platforms like Facebook, Twitter, and Instagram to reach our target market and promote our courses. We will also invest in search engine optimization to ensure that our website ranks highly on Google and other search engines. In addition, we will use email marketing to reach out to our target market and offer promotions and discounts to encourage enrollment.

We will also leverage our network of faith-based organizations to help promote our courses and gain exposure to a wider audience.



PARTNERSHIPS

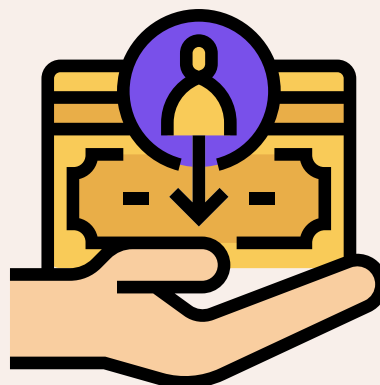


We plan to form strategic partnerships with religious organizations, such as churches, denominational bodies, and ministry associations, to promote our online school.

These partnerships will allow us to reach a wider audience and gain credibility within the religious community. We will offer special discounts and promotions to members of these organizations to encourage enrollment in our courses.

REVENUE STREAMS

Our primary revenue stream will be tuition fees paid by our students. We plan to offer a range of courses and programs at varying price points to cater to different budgets and needs. We will also offer scholarships and financial aid to students who demonstrate financial need.



OPERATIONS

Our online school will be entirely virtual, with all courses and materials delivered online. We will use a learning management system (LMS) to manage our courses and track student progress. We will hire experienced theological educators and industry experts to develop and deliver our courses.

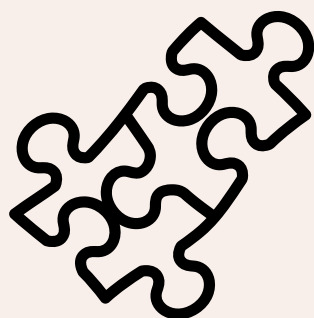
We will leverage technology platforms to ensure a seamless learning experience for our students, including live video classes, discussion forums, and interactive quizzes. We will also provide ongoing support and guidance to our students to ensure their success.



CONCLUSION

DCI is an innovative and comprehensive online platform designed to provide high-quality theological education to aspiring ministers. Our target market consists of individuals who are interested in pursuing a career in ministry, as well as current ministers who wish to enhance their skills and knowledge. We plan to promote our online school through a variety of marketing channels, including social media advertising, search engine optimization, email marketing, and strategic partnerships with religious organizations. Our primary revenue stream will be tuition fees paid by our students, and we plan to offer a range of courses and programs at varying price points to cater to different budgets and needs.

With the growing demand for online theological education, we believe our platform is well-positioned to capture a significant share of this market.





Dr. Oliver Phillips is a graduate of Howard University School of Divinity (HUSD) where he majored in the Social Sciences and a Theology of Liberation. He graduated with the M. Div. Degree, and continued to the D. Min. Degree in Social Science from the International Bible College & Seminary in Kansas.

The author of more than 19 books, Phillips is passionate about Cultural Intelligence (CQ) and theologies of liberation. Having traveled to more than 20 countries, he has been on the cutting edge of innovative education paradigms for the educating of the clergy for the 21st century.

Presently, Phillips serves as the Director of Foreign Missions at the Community Missionary Baptist Church in DeSoto & Cedar Hill, Texas.



www.thediakonia.com



407-600-7620



info@thediakonia.com

