

公务员考前培训机构核心竞争力提升策略研究

摘 要

公务员考前培训机构作为我国非学历教育市场的朝阳产业越来越受到社会的关注和重视。目前我国各种规模的公务员考前培训机构拥有 100 余家，大多数都采用连锁和加盟的方式遍布全国。但是，值得注意的一点是，我国众多的公务员考前培训机构同质化非常严重，许多培训机构的核心竞争力非常薄弱，并且因为抢夺生源和经济效益的原因，行业发展并不健康。在分析其中原因之后认为之所以出现这种情况，主要是因为公务员考前培训机构在核心竞争力方面并不强大。为了能够对这种情况加以改善，并且帮助公务员考前培训市场健康发展，本文选取 GT 教育集团作为研究目标，采用调查问卷和 SWOT 法相结合的方式深入分析其核心竞争力的弱势方面，希望通过本文的研究可以帮助 GT 教育集团有效的提升自身的核心竞争力，同时也可以对我国其他公务员考前培训机构在核心竞争力提升方面带来具有价值的参考和借鉴。

关键词：公务员；考前培训；机构；核心竞争力；提升策略

ABSTRACT

The civil service exam training institutions as the market for non academic education in China sunrise industry has got more and more attention and attention. The current civil service exam training institutions of all sizes in China has more than 100, most of the chain and the way to join all over the country. However, it is worth noting that the homogenization of civil service exam training institutions in China many core competitiveness is very serious, many training institutions are very weak, and because rob students reason and economic benefits, the development of the industry is not healthy. After analyzing the reason that the reason why this happens, mainly because of the civil service exam training institutions in the core competitiveness is not strong. In order to improve this situation, and help the healthy development of the civil service exam training market, this paper selects the GT education group as the research target, using questionnaire and SWOT method in-depth analysis of the core competitiveness of the weak, I hope that through this study can help GT education group can effectively enhance their core competitiveness, at the same time may also have value to our other civil service exam training institutions brought in to enhance the core competitiveness of reference.

Key words: Civil servants; training; mechanism; core competitiveness; improvement strategy

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