SUMMERY

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Problem: The problem of the study is to help an e-learning company that is just on its way to be established on the e-learning market. The company wants to know what a potential customer values as important factors in an attractive education-package of different courses. They also want to know if their product will be a substitute or a complement to the potential customer's traditional education.

Purpose: The purpose of the study is to answer some questions regarding the e-learning company's product. The questions deal with issues such as; time, wishes of new courses, and whether the potential customer can see the e-learning product as a complement to their traditional education within a year.

Method: The material has been gathered by personal interviews with key-persons in the organisation of the potential customer. Theoretical material has been found in books, on the Internet and in newspapers.

Conclusion: The factors that the interviewed persons found most important were that the product should be just-in-time and that the different courses had a standard of quality that were high. It is most likely that the e-learning product can be a part of the customer's educationsystem within a year. Some of the current courses can be replaced by e-learning, and some of the courses they wish for that do not exist today, can be a complement to already existing courses.