

STRATEGIC QUALITY PLAN

2025-2029



Acarfax S.L.

1. Introduction and Institutional Framework

At Acarfax S.L., we believe that learning Spanish is much more than mastering a language: it is opening a door to new cultures, friendships, and ways of seeing the world. This 2025–2029 Strategic Quality Plan establishes the roadmap to continue offering personalized, human-centered, and excellent instruction.

In a globalized and highly competitive environment, our strength lies in personalized attention. We want every student to have a complete experience—from the first contact to the final class—and for their time at Acarfax to be transformative.

The plan is based on four pillars: student orientation, continuous improvement, transparency, and constant evaluation, complemented by a quality policy and a review system that ensures its relevance over time.

2. Institutional Identity

2.1 . Mission

To provide excellence in Spanish as a Foreign Language (SFL) training through a comprehensive and communicative approach.

Our goal is for every student to acquire the necessary competencies for successful academic, professional, and cultural integration in Spain.

2.2 . Vision

To establish ourselves as an international benchmark in Spanish language teaching, recognized for pedagogical innovation, intercultural commitment, and a humanistic approach.

2.3 . Values

At Acarfax, we believe that language teaching should be an enriching experience tailored to each individual. Our values reflect our commitment to effective and meaningful learning.

1. Student-centered approach: In our academy, every student is unique, and we adapt our teaching to their competencies, needs, and objectives.
2. Active methodology: Students learn by using the language in real-world situations, integrating linguistic skills in accordance with the CEFR.
3. Innovation and pedagogical quality: We combine grammar instruction with socio-cultural content, fostering participation, reflection, and autonomy.
4. Learning from errors: We conceive errors as a natural and positive part of the learning process, paving the way for improvement.

5. Culture and immersion: We offer extracurricular activities that provide a real-world experience of the language and culture.
6. Continuous and personalized evaluation: We conduct constant monitoring, in both face-to-face and digital formats, ensuring that every student progresses in a solid and effective manner.

3. Quality Policy

Acarfax is committed to offering person-centered Spanish language teaching based on continuous improvement, methodological innovation, and respect for cultural diversity. Our priority is student satisfaction and the development of global citizens capable of communicating with empathy and confidence.

We are guided by three essential principles:

1. Human warmth and professional excellence in every interaction.
2. Transparency and ethics in academic and organizational management
3. Constant evolution, incorporating new technologies, pedagogical approaches, and sustainable values.

4. Environmental Analysis (SWOT)

Strengths	Weaknesses
Personalized attention and close rapport. Highly qualified teaching staff. Cultural integration in teaching.	Limited resources compared to large institutions. Limited digital visibility.
Opportunities	Threats
Growing global interest in Spanish. Collaborations with universities and other entities. Potential for online teaching.	Competition from online platforms. Changes in visa or mobility policies. Local market saturation.

5. Target Audience and Strategic Positioning

5.1. Priority Target Audience

The center directs its activities primarily toward:

- International students aged 18 to 99 seeking Spanish as a Foreign Language programs and linguistic immersion.
- Students preparing for access to Spanish universities.

- Candidates for official certifications such as DELE and SIELE.
- An emerging segment of online students and professionals.

5.2. Strategic Positioning

The strategic positioning of the center is situated within a **medium-high quality segment** of the local market.

The value of our center's proposal is based on:

- Personalized teaching.
- Individualized academic monitoring.
- Real cultural integration.
- Comprehensive support, including academic and administrative orientation.
- A high success rate in official examinations.

6. Business Strategy

6.1. Pricing Policy

The pricing policy is based on:

- Consistency with the quality and personalized service offered.
- Annual analysis of the market and local competition.
- Annual review based on costs and inflation.
- Discounts for long-term stays and student loyalty.
- A transparent commission policy for agents.

6.2 Commercial Strategy

The commercial strategy combines the following elements:

Direct Recruitment: An optimized website, use of social media, and online testimonials and reputation.

Indirect Recruitment: Agreements with universities, collaboration with international agents, and other educational entities.

Loyalty: Post-course follow-up, referral programs, and incentives for alumni.

7. Strategic Axes and Objectives 2025-2029

Axis 1: Academic Excellence and Student Experience

Actions:

- Progressively renew programs.
- Design personalized itineraries based on level and objectives.
- Implement digital systems for academic monitoring.

Indicators:

- 80% of programs updated before 2027.
- Student satisfaction $\geq 90\%$
- Success rate in official exams $\geq 85\%$.

Axis 2. Innovation and Digital Transformation

Actions:

- Digitalize academic and administrative processes.
- Offer high-quality hybrid and online courses.
- Promote digital training for teaching staff.

Indicators:

- 80% of processes digitalized before 2027.
- 25-30% of students enrolled in hybrid or online modalities.
- 80% of the teachers receiving annual training in digital competencies.

Axis 3. Organizational Culture and Team Development

Actions:

- Create professional development and teacher well-being plans.
- Foster a collaborative and participatory work environment.
- Enhance participatory internal communication.

Indicators:

- 80% of staff receiving annual training.
- Positive evaluation of the work environment.

Axis 4. Sustainability and Financial Growth

Actions:

- Diversify revenue sources and establish institutional alliances.
- Optimize resources to reinvest in technology and scholarships
- Design an expansion plan with an international focus.

Indicators:

- Average annual growth of 8% to 12%
- At least 3 new strategic alliances.

Axis 5. Cultural Presence and Internationalization

Actions:

- Develop a stable program of cultural activities.
- Strengthen the global brand through digital marketing
- Consolidate preparation for official exams (DELE, SIELE).

Indicators:

- 15% to 20% increase in international enrollment.
- 90% satisfaction rate in cultural activities

8. Review and Monitoring Cycle

To ensure continuous improvement, Acarfax will implement a review cycle for the quality plan through the preparation of an annual report, consisting of:

1. Annual evaluation of results and indicators.
2. Meeting of the quality committee, composed of management, teachers, and student representatives.
3. Quality report detailing progress and adjustments to the plan.
4. Update of objectives and actions based on the results obtained.

9. Final Commitment

This strategic quality plan represents the formal commitment of the academy to excellence. Its rigorous implementation and the active participation of the entire team will ensure that the academy not only meets the expectations of its students, but also consolidates its reputation and ensures its sustainable growth.

The 2025–2029 strategic plan establishes a clear roadmap to strengthen our position as a leading academy in the teaching of Spanish and its culture. This document constitutes the institutional framework that guides the academic, organizational, and business management of the center, ensuring its consistency with the quality standards required in the field of teaching Spanish as a foreign language.