

# **Business Opportunities in Education : SWOT of Higher Education**

**Dec 11, 2010**

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**Building Global Leaders**

# Purpose of this Presentation

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**To discuss with you**  
**Opportunities in Higher Education in India**  
**by conducting a attractiveness analysis of the industry**  
**followed by**  
**SWOT of a representative institute ?**

# Structure

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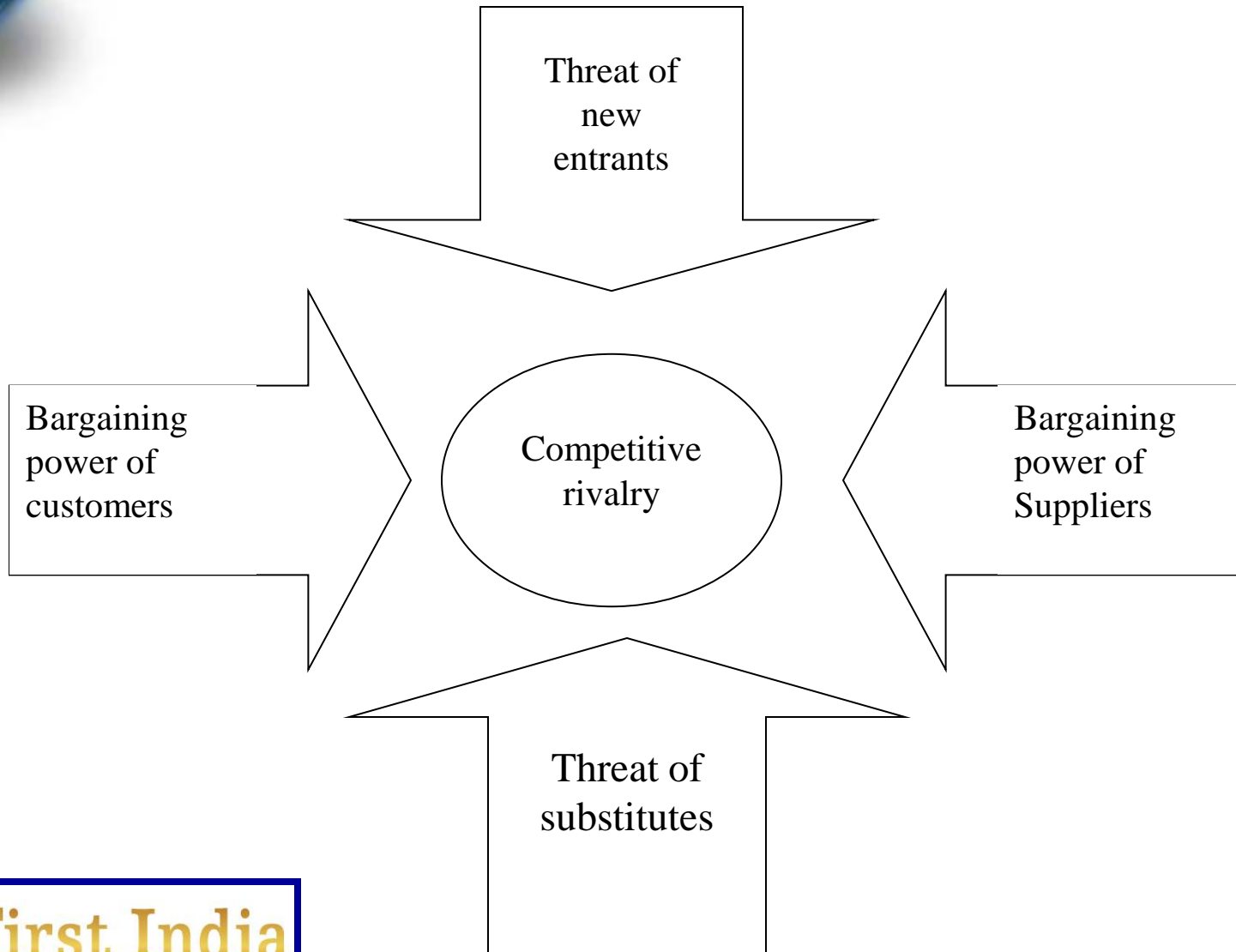
- How attractive is the Higher education field in India?
- Lets analyze a representative institute.
- Learnings and Conclusions

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# How attractive is the field of Higher Education in India

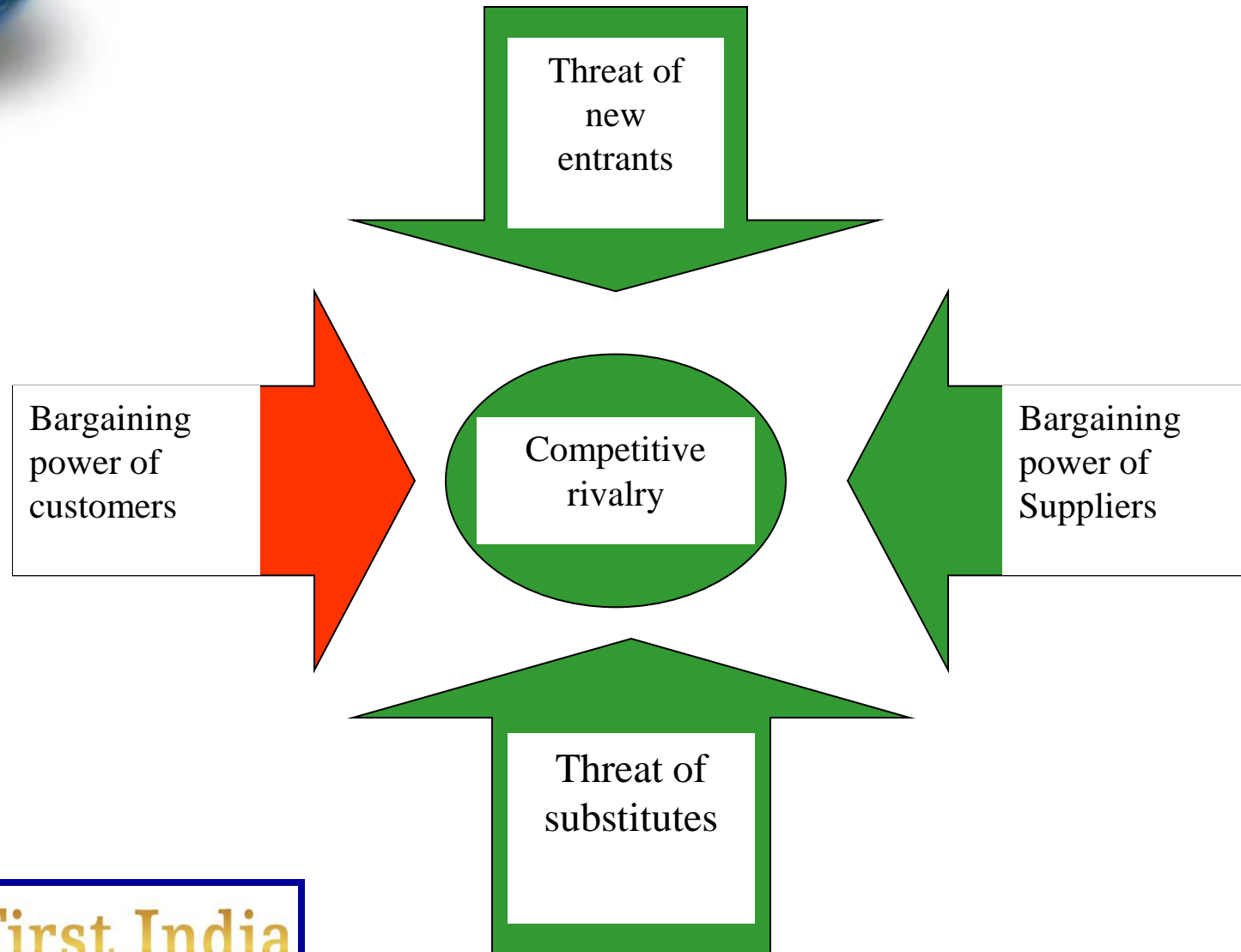


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# How attractive is the field of Higher Education in India



**A very attractive field...**

# SWOT of a representative institute

Strengths	Weaknesses
Opportunities	Threats



# SWOT of a representative institute

- Ability to offer low cost based on our variable cost financial model.
- Late movers advantages.
- Ability to innovate.
- Leverage Corporate networks.
- High Delta value add based on High quality focus- Team/ Faculty/ Intent/ corporate alignment

# SWOT of a representative institute

- Weak Communication / Unknown
- Preposition perception being 'too good to be true'-
- Inability to fight the old mindset of a 'Education Institute'
- Poor Input

# SWOT of a representative institute

- Scalable
- PE/ VC-savvy – team/ investment model
- International students
- New offshoots- Academic management, EPO, Content development

# SWOT of a representative institute

- Regulation
- Expansion is fraught with 'becoming me too' risks
- Adverse Publicity
- Funding and management bandwidth

We face threats if we don't grow and risks of becoming like others if we do...

# SWOT of a representative institute

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# Learnings and Conclusions

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- We as a people fear three Gs
- Brick and mortar is a hygiene factor in Education
- Input, throughput and Output are interdependent
- Innovate and grow or Die!
- Surviving the first two cycles is the key
- Competition is with yourselves
- Opportunities have never been better in this very short BES business

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# First India

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## School of Business

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