

Business Opportunities in Education : SWOT of Higher Education

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Building Global Leaders

Purpose of this Presentation

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 ?

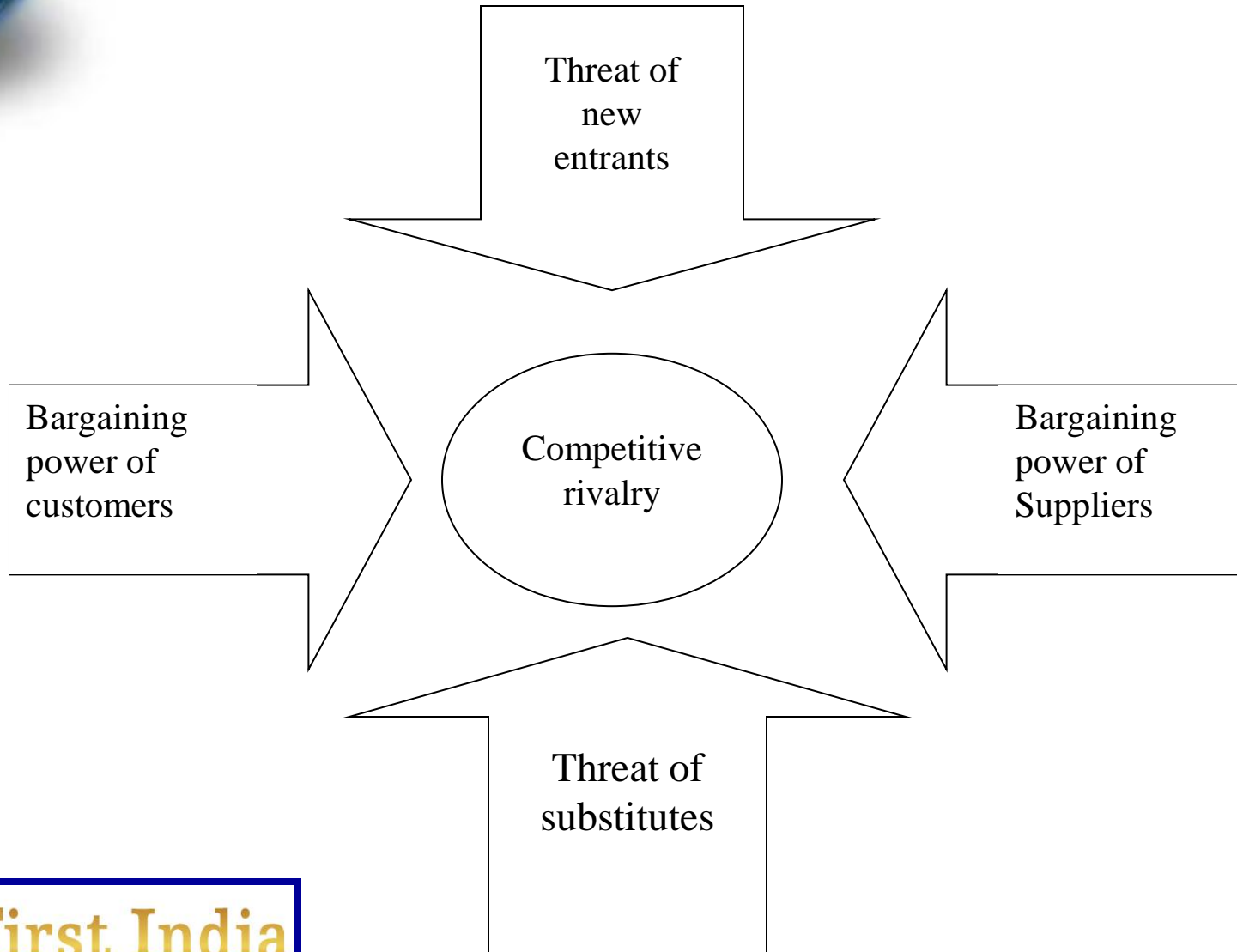
Structure

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

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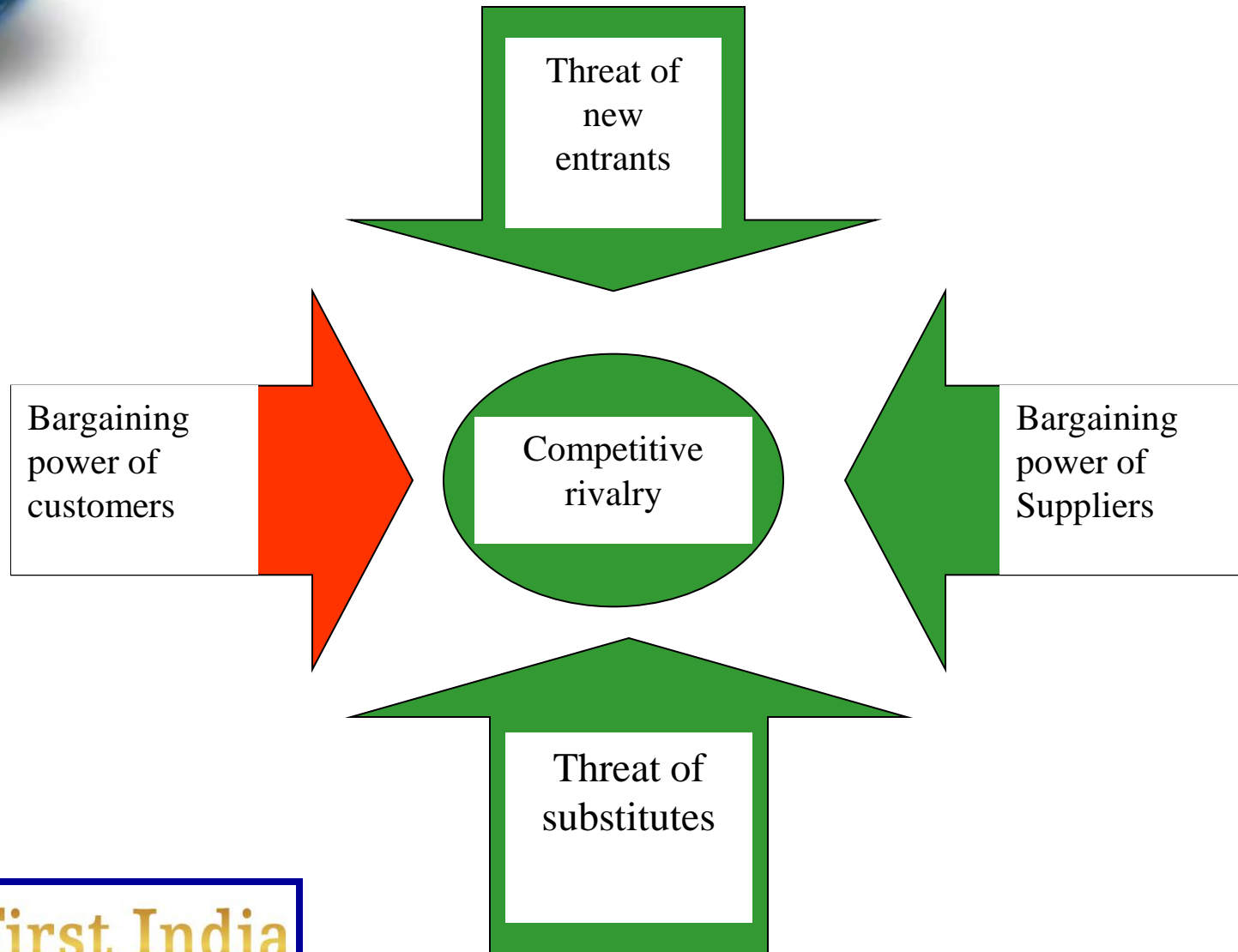
How attractive is the field of Higher Education in India



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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

- 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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