

T&A Consulting

Business with India Starts Here...

North American Education Company

Background

North American education service provider led by a team with a proven track record of operating exemplary schools and certified by American Society for Quality. The core team has extensive experience in teaching, research, training and management of educational institutions focused on K12 segment

Client Objectives

- Client had no prior experience of the Indian market and wanted to understand the market by mapping the K12 segment, identify potential target customers and potential investor groups
- Company wanted to have a detailed assessment of the industry by building up a comprehensive database
- Primary objective of the study was to assist the client to establish an in-road into the Indian K-12 segment with its portfolio of services

T&A Approach: Market Intelligence

- In-depth research on the education sector with key focus on K12 segment
- T&A research indicated the following segments as target customer/investor/partner groups: Private Equity focused on the education segment, Business Groups (who have plans to venture into education & who have set up educational institutions), Focused Educational Groups, Existing Schools, ICT Service Providers, Preschools, Real Estate developers and Architects who have experience in the education segment

- A master database of 180 companies/institutions across above segments was prepared along with the key decision makers in each of these companies/institutions
- The study was conducted through a funnel approach i.e. creation of a broad master database and then narrowing the list at the second stage based on interactions and feedback from each of the target players

On-going Support: Lead Generation

T&A contacted prospective target customers and held detailed discussions with the key decision makers and thereby generated qualified and actionable leads for the client

For more information on this project or any other project, please contact us at info@tandaconsulting.com or [+919899999999](tel:+919899999999)