

Case Study

A Leading UK-based Educational Institute

Service(s) offered: Pre-investment Advisory & Market Research

Sector/Industry: Education



Formulated recommendations on setting up an international K-12 School

A British international K-12 school approached Nexdigm to gain insights of the educational landscape in India in order to make informed decisions regarding their expansion.

The client wanted to understand the local market's educational needs while identifying potential opportunities.

Solution

The Nexdigm team conducted **qualitative and quantitative research** on the **size, structure, and dynamics** of international schools operating in India.

The study discerned that India possesses the second-largest schooling system globally, expanding at an impressive Compounded Annual Growth Rate (CAGR) of 14%. Additionally, we observed that a select few metropolitan cities in India host the highest number of international schools.

The team conducted an assessment of the programs provided by various affiliations and associations across the age group of 5 to 17 years and provided key details of international schools operating in one of the metropolitan cities as selected by the client.

The team adeptly analyzed the **competitive landscape** and identified **potential competitors** for the client for strategic decision making.

Furthermore, the study also focused on providing information regarding growth catalysts, obstacles encountered by new international schools in India, shifting parental aspirations, rising disposable incomes, the growing number of students pursuing higher education abroad, and more.

The study also included a detailed analysis of the **local educational policies**, as well as regulatory requirements for establishing schools in India while providing an overview of business models adopted by similar international schools.

The entire market study involved interviewing 25+ stakeholders across the ecosystem which included state government schools, school-level executives, parents, affiliated associations, etc.

Outcome

Our report provided an overview of the educational landscape in India with a detailed assessment of the most developed metropolitan city in terms of the ecosystem of international schools.

This assessment included understanding the existing international schools, their business models, fee structures, curriculum, etc. as well as the **legal framework** governing the sector.

Our recommendations helped the client formulate their entry strategy into the Indian market.

For more information on this case study, please write to us at:

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You can also visit our website to know how our services resulted in tangible business benefits:

www.nexdigm.com