



**Student's
inclined
towards the
world's
diversity are
the value
of **for-profit**
education**

Shining Perspective

- Educational institutions in Developed economies like USA, Australia which primarily are funded by tuition fee charged from foreign students face budget cuts in light of economic recession
- Emerging economies become locations of interest as students from America and Europe pour in India, China, Africa to gain understanding of the burgeoning and prosperous market
- Integration of technology to create perceived selling differentiation through optimal delivery of content

For-Profit education continues to be a profitable business even when other sectors of economy are severely affected by world wide recessions.

While in developed countries, institutions faced budget cuts and closures owing to their financing being dependent

on tuition fee coming from foreign students, In emerging countries, government continue to support education program at primary level by declaring education as fundamental right of citizens.

At secondary and higher secondary level, both government and private sector continue to contribute jointly.

It is at the university level that private sector has outpaced government in investment. A large number of private institutions offering variety of courses will continue to dominate the scene.

With curriculum being uniform and dictated by regulatory body, there is very little differentiation in the content of education. So educational institutions need to create perceived selling differentiation in the delivery of content by integrating technology.

Industry Growth Drivers

- Increasing disposable income
- Rapid urbanization
- Inability of public education system to meet the increasing demand
- Declining public expenditure
- Education is the second largest expenditure after food & groceries

- Burgeoning middle class who stress upon their children receiving education
- Increased investment from Private sector
- Increased interest of foreign Universities to invest in infrastructure in India
- Increase in demand for online courses
- Easy availability of student financing

Industry Competitive Scenario

- Highly competitive private sector
- Increasing stress on multimedia tools of delivery of lectures
- Large scale collaborations with esteemed foreign accredited agencies

Industry Complexity

- Ineffective regulatory authority
- Massive gap in required infrastructure for supporting increasing demand at primary level
- High enrollment fee charged by private players
- Lack of skilled work force
- Lack of interest among young generation towards taking teaching assignments
- Redundant pay-scale

Industry Pain Areas

- Decreasing standards of quality
- Unavailability of skilled work force
- Decreasing Public spending



Delivering extra benefit

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