



CLIENT STORY | ASSESSMENT OF POTENTIAL DEMAND AND PRICE RANGE FOR AN NEW SCHOOL

**Region :**  
INDIA**Consulting Services :**  
MARKET ASSESSMENT

## CLIENT SITUATION

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- The client is among the top ten business houses in India and a leader in the multi utility vehicles segment
- The company already ran a College on the outskirts of Pune
- It wanted to utilise excess land available at the current campus and open a new school as a profit centre to provide cash generation to support not-for-profit educational activities
- The company wanted to assess the potential number of students such a school would attract & the approximate fee range which parents would be willing to pay

## OUR APPROACH

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- Avalon mapped the entire Indian schooling system along with the parent perception on various systems. This was done through fourteen FGDs across 8 cities where each FGD consisted of 10-12 parents of children in the 8-13 age group, belonging to SEC A1 category
- Their perception on the current schooling practice and feedback on the proposed school were collected and analysed. Parents were asked to respond various aspects such as factors affecting selection of a school, satisfaction with current quality of education, problems with current schools, education expenses and also to give feedback on their preferences for a residential vs. day schools, facilities, location, curriculum etc
- A detailed profiling was also done for the existing international schools
- Based on the insights gathered through the FGDs and competitor profiling, Avalon identified the realistic target population and estimated the demand for the concept at various price ranges

## OUR RECOMMENDATION/ IMPACT

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- The client gained immense clarity on features which the proposed school should have in terms of fees, courses offered, location and facilities
- It was also able to get an estimate of the revenue projections for the proposed concept