



CLIENT STORY | MARKET ASSESSMENT FOR A CONTINUING EDUCATION PROGRAM IN INDIA

Region :
INDIA

Consulting Services :
MARKET ASSESSMENT, GROWTH STRATEGY

CLIENT SITUATION

- The client is among the top 10 technical education institutes in India
- The working professional education division of the institute wanted to attain a sustained growth
- The division was deeply entrenched in a few sectors, and wanted to make inroads/diversify in other growth sectors to expand their participant base
- The company was keen to conduct a market scan to assess high growth sectors and educational needs in these sectors

OUR APPROACH

- Avalon conducted secondary research covering internal and external databases to gauge the work-related education potential in India
- Prioritization of sectors was undertaken using Avalon proprietary prioritization matrix, National Skill Development Corporation data and dipstick interviews in these sectors
- Detailed interviews with senior HR professionals in the shortlisted sectors were undertaken to assess the potential for work-integrated education programs, and identify relevant roles and qualifications. The HR professionals were asked respond to aspects relating to their organisation’s continuing education policy, budget, skill gaps and their preferences for the program structure (offering- Degree/Diploma, curriculum, duration and the preferred operating model)
- Interviews with prospective candidates along similar lines were also conducted to understand the customer buying behaviour and their preferences

OUR RECOMMENDATION/ IMPACT

- High growth sectors where there was a large demand – supply gap in terms of technical educational needs were identified
- The overall addressable potential population split by education and roles and responsibilities in these sectors was estimated by Avalon
- Avalon also conducted a detailed evaluation and validation of customer buying criteria
- A comprehensive scan of the competition was undertaken to paint the current supply landscape in the relevant sectors
- In addition to market landscaping and competition landscaping, key insights were provided along with a high level growth strategy