

Endon Education Experts

Expert Advise



EDUCATION CONSULTANCY

Feasibility Study

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MARKET FEASIBILITY

Educational consultancy in Australia is a part of education industry. Australian education and research sector play a vital role in the growth of economic and cultural contribution to Australia. The international education sector of Australia has been enjoying success since 2009 that arose from first mover advantage and lower value of Australian Dollar (Commonwealth of Australia, 2013). International education agents play a vital role in the Australian education sector. The market feasibility for establishing the business under name of Endon Education Experts is discussed below:

MARKET SIZE

Endon Education Experts belongs to education industry in Australia. The education industry is broadly divided into school providers, education service providers, products and supplement education service providers (Education Industry Association, 2006). Education consultancy service include the transactions related to consultancy of education material and institutions including professional services, education administration and management services (Study Abroad, 2016). The trend of international student enrollment has been increasing rapidly since past many years. In 1994, the international enrollments of students was 93,722 while in 2015, it has risen to more than 600,000. A considerable increase has been realized in Higher Education, Vocational Education and ELICOS (English Language Intensive Courses for Overseas Students).

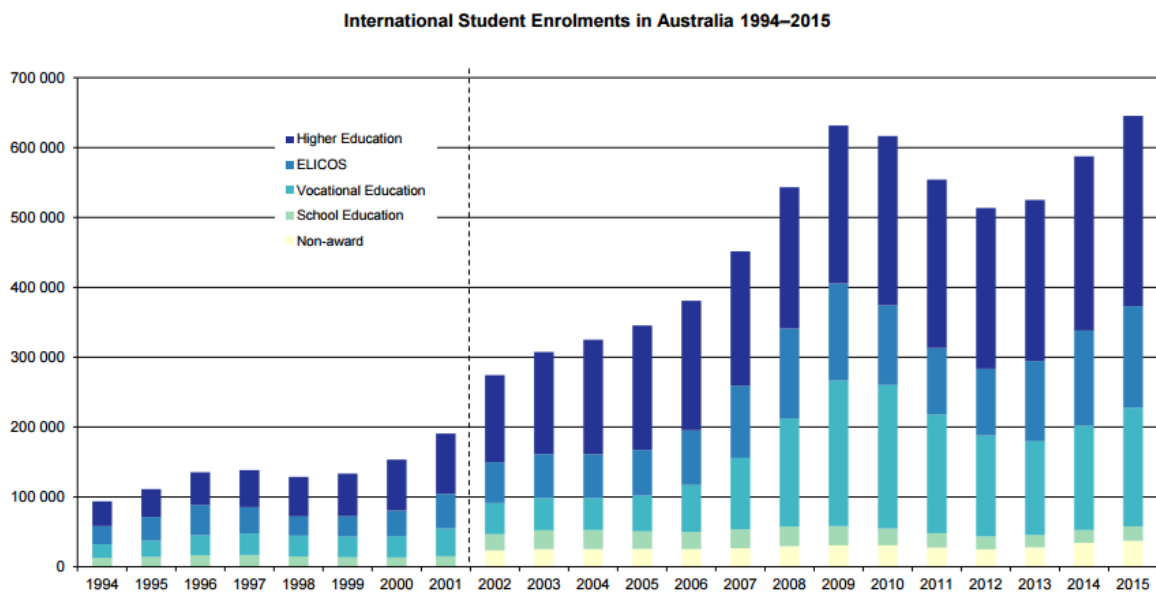


Figure 1: International Student Enrollment in Australia (1994-2015)

Source: (Australian Government, 2016)

In Australia Due to the increasing global competition and increasing number of international students (as shown above), the educational providers and consultants are stepping into the market to grab on market share and grow with the Australian international education sector. There are several educational consultants available in Australia as it is counted in the top five host destination for international students sourced from different countries as shown in the table below (Access Economics, 2013). The figure below shows the priority of choosing international country for getting higher education by various countries. According to Access Economics Report (2013), for Hong Kong, Indonesia, Malaysia and Singaporean students, Australia is first priority when it comes to getting higher education from abroad.

Country	Top five destinations (number of students)
China	USA, Japan, UK, Australia (40,316), Germany
Hong Kong	Australia (13,525), UK, USA, Canada, New Zealand
Indonesia	Australia (11,302), USA, Malaysia, Germany, Japan
Japan	USA, UK, Australia (3,976), France, Germany
Malaysia	Australia (18,538), UK, USA, Japan, Ukraine
South Korea	USA, Japan, Australia (4,889), UK, Germany
Singapore	Australia (11,206), USA, UK, Canada , Malaysia
Thailand	USA, Australia (5,014), UK, Japan, Germany
Vietnam	USA, France, Australia (3,055), Germany, Japan
UK	USA, Australia (5,412), France, Germany, Denmark
USA	UK, Canada, Australia (3,935), Germany, France
Bangladesh	Malaysia, Australia (3,606), USA, UK, Japan
India	USA, Australia (22,039), UK, Germany, Canada
Pakistan	UK, USA, Malaysia, Australia (1,545), Canada
Sri Lanka	UK, Australia (2,726), USA, Japan , Malaysia
Kenya	USA, UK, Australia (1,230), Canada , India

Source: UNESCO Institute for Statistics

Figure 2: Top Priority of International Students

Source: (Access Economy, 2013)

INDUSTRY GROWTH

The educational consultancy firms have been contributing into the Australian economy since many years. The consultancy services added \$74M in 2005-06 while the contribution grew at 25.6% to reach \$147M in 2007-08 further it touched \$158M in 2011-12 (Access Economics, 2013). International education in Australia is worth \$15.5B industry where the growth in international student enrollments have experienced over 290% over past five years (Queensland Government Australia, 2009). According to Olsen (2008) 50% of the student enrollments in Australia were brought in by international education consultant in the Queensland universities. According to ABS (2015), education consultancy services contributed \$137M in the export value of international education as shown in the table below (International Education Advisory Council, 2012).

Mode	Category	(\$m)
1	Royalties on education	37
1	Correspondence courses	11
1	Education consultancy services	137
2	Education related travel	18,172
4	Educational services provided through registered educational institutions	341
4	Other educational services	77
Total		18,775

Source: ABS, 2015

Figure 3: Categories of Economy Contribution in Australia (2015)

DIRECT BENEFITS TO CUSTOMERS

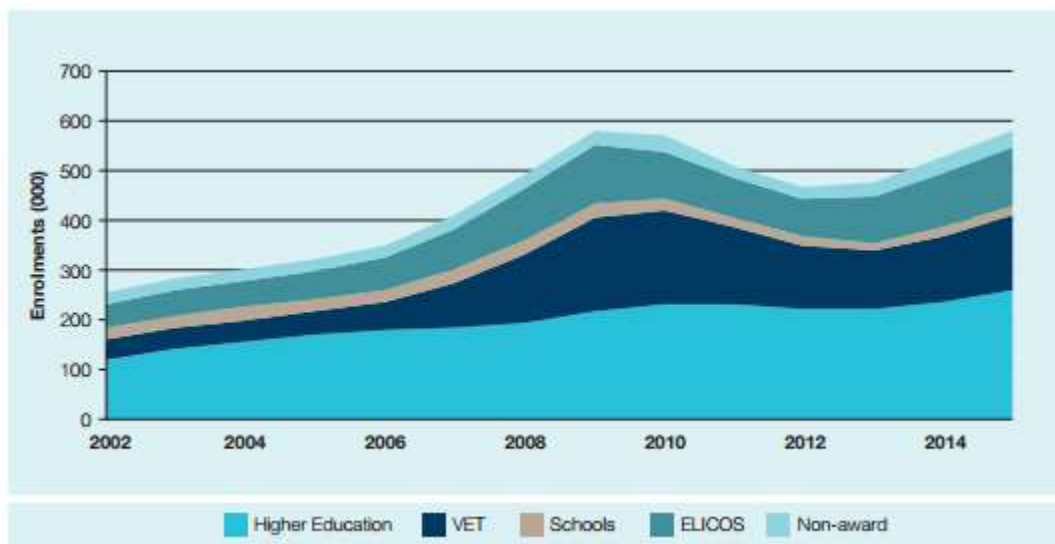
The student consultation service will provide the students with the utility of education consultancies including college admission, boarding school, hostel facilities, resources, visa consultancy and placement services to international students residing in all parts of world.

CAPACITY

The education consultancy industry in Australia is divided into three main segments including educational testing providers, educational consultants and student exchange program providers (IBISworld, 2016). Since there are many small educational service providers working in Australia, so the concentration within an industry is low and the industry is highly a competitive one (George & Lynk, 2000).

WHERE ARE CUSTOMERS GETTING THE PRODUCT NOW?

The students are gaining educational services and consultancy from their home country education providers as well as from educational consultants in Australia (Education Industry Association, 2006). The international students' enrollment trend is an indicator of students who are willing to study in Australia with the help of various sources including educational testing providers, educational consultants and student exchange program providers. The chart below shows that from 2007 to 2009 the international enrollment had experienced increasing trend while the decline hit Australia during 2009 to 2012 time period due to reasons including higher Australian Dollar rate, student safety crisis and global economic downturn. Furthermore, the students found stringent visa policies due to which 102,031 enrollments were lost during 2009 to 2012 (Queensland Government Australia, 2009).



Source: DET and Deloitte Access Economics.

Figure 4: International Student Enrollment Trend in Australia

CUSTOMERS

The customers of Endon Education Experts will be undergraduate students, graduate students and doctorate students. The services offered will include expert advice on degree choice, university choice, scholarship's availability, and country choice and hostel availability. Furthermore, students on exchange program and those who are interested in short courses will also be given advice and consultancy services.

The primary target market for the educational consultancy is Asian students as according to Australian Government (2015) report, Asia contributed around 84% of the enrollments in Australia. Especially Nepal, Pakistan, India and China will be targeted for giving them consultancy services. This is because Chinese nationals held 27.1% of share in

Australian international student enrollments, India held 11.3% share while Pakistan and Nepal held 13.4% of the total international enrollments in Australia (see figure below).

Nationality	YTD July 2014	YTD July 2015	Growth on YTD July 2014	Share of all nationalities
China	129,572	147,219	13.6%	27.1%
India	50,604	61,201	20.9%	11.3%

Figure 5: Contribution in Australia's Enrollments

Source: (Australian Government, 2015a)

Furthermore, the targeted students' age distribution group will be 20-34 as according to a report by Australian Government (2016), 43% of the international students enrollment belonged to 20-24 age group, 28% of them belonged to 25-29 age group and 11% of the total enrollments belonged to 30-34 age group (refer to figure below).

Top 10 Nationalities	Age group (years)						Total
	<18	18-19	20-24	25-29	30-34	≥ 35	
China	9,365	16,993	72,170	33,127	3,564	878	136,097
India	166	3,161	24,814	18,417	5,475	1,535	53,568
Vietnam	1,425	2,950	10,325	4,829	1,569	709	21,807
Republic of Korea	1,128	786	5,414	6,020	4,545	2,897	20,790
Malaysia	374	2,116	11,706	3,409	1,547	1,489	20,641
Brazil	276	480	6,158	5,813	3,141	1,399	17,267
Thailand	348	611	3,901	5,822	3,930	2,633	17,245
Nepal	15	961	6,624	5,315	1,804	500	15,219
Indonesia	410	2,564	6,663	2,465	1,101	986	14,189
Hong Kong	768	1,942	6,618	2,238	797	501	12,864
<i>Other nationalities</i>	4,111	8,159	59,892	51,916	28,171	16,219	168,468
Grand Total	18,386	40,723	214,285	139,371	55,644	29,746	498,155

Figure 6: International Students' Enrollment by Age

Based on the critical analysis above, Asian students from China, India, Nepal and Pakistan will be targeted with age bracket of 20-34.

EXTERNAL FACTORS

There are several external factors affecting the educational consultancy business. The main hurdles in the business are discussed below:

POLITICAL

Many international students are either funded by private wealth while few of them are funded by own government. Government tend to support different international programs majority of which are considered as means to political ends. The Higher Education institutes of each country tend to have their own rules, regulations and policies that might impact the enrollment of international students. Furthermore, tension between two different countries can worsen the international education enrollment prospects badly.

Endon Education Experts can gain by attracting more of students with which Australian Government has good ties. For instance, targeting students China will be beneficial as Australia has escalated its diplomatic network in China by establishing consulates in Shanghai, Chengdu and Guangzhou (Australian Government, 2016a). Furthermore, Austrade offices across China help the education businesses in promoting Australia amongst Chinese people as an investment, education and tourism destination. The Australia-China Council promotes engagement of Chinese students in education, cultural, sciences and business sector to add value to the bilateral relationship (Australian Government, 2016a).

LEGAL

A strong positive strategy can build the international education sector while a negative legal approach including ban on certain countries and/or limiting quotas of international student enrollment in specific degrees can pose a negative threat to educational consultancy firm. Currently, the Australian Government has launched three different strategies for underpinning the Australian international education sector with the target of achieving return of \$19 billion to Australian economy each year (Australian Government, 2016). Such policies can positively influence the smooth running of consultancy firm.

OPTIONS FOR DEVELOPING TECHNOLOGY

In this area, Endon Education Expert will design the way to deliver its services itself. However, off the shelf computer software will be bought to track the deadlines of universities and any change in the government policy. An off-the-shelf software will contain generic set of features at cheap price (Dorman, 2015). Example of such software is Zoho Projects. Endon Education Experts will buy Zoho Projects for communicating with millions of students around the world. It will aid Endon to plan projects, assign the duties to different experts and to communicate effectively

(Capterra, 2016). Endon will opt for the software to never miss an important update and detailed reports on the education policies.

OPTIONS FOR PRODUCING SERVICE

Endon Education Expert will opt for partnership with different universities including Australian National University, Warwick University, University of Melbourne, University of Swinburne and University of Sydney. The services of educational consultancy will be provided in collaboration with the legal advisors, student advisors, head of departments and supervisors at leading Australian universities so that students can get to know more about universities and can place high level of confidence on Endon Education Expert Company.

Endon Education Expert can partner up with offshore agents who can provide firsthand information on trends and opportunities in targeted countries like China, Nepal, India, and Pakistan etc. An offshore agent can provide supportive insights into market and can provide innovative marketing and promotional ideas for attracting students from those countries (Queensland Government Australia, 2009). The agents will be hired on 5% commission for every client if successfully preferred and enrolled. An access to high risk markets can be done without difficulty and extensive costs. Partnership with offshore education specialists can increase the overall satisfaction of students as they can work as one stop shop for targeted students (Queensland Government Australia, 2009).

Furthermore, Endon Educational Experts will form strategic alliances with the event marketing companies in relevant countries for promoting and marketing activities for selling its services to the intended targeted market.

- Nine Digital will be hired for marketing Endon Education Experts in India digitally.
- Ads Market Limited will be hired for marketing Endon Education Experts in Nepal.
- Hyeworth Pakistan will be hired for promoting Endon Education Experts in Pakistan.
- Agency Gentlemen Marketing will be hired for promoting Endon Education Experts in China.

OPTIONS FOR SALE AND DISTRIBUTION

The services of educational consultancy will be made available through two different channels. Firstly, the services will reach the potential students through face to face meetings and educational expos as well as seminars in which education representative of Endon Education Experts will be present to answer any questions and queries by students. Secondly, the services will be provided through online video calling system and telephones after getting minimal subscription fee from students residing in other states and countries that are willing to study at Australian University. The offices for face to face consultation will be developed in Melbourne and Sydney.

SKILLS REQUIRED

Resources include the capital requirements, worker's skills, suppliers and other facilities required for carrying out the business intended. The most important resource required by Endon Education Expert is human resource with high qualification and experience in legal advisory. Students enrolled in law related studies will be preferred so that they can give advice to students within the law framework. A legal expert with extensive knowledge about Australian visa requirements for all targeted countries is also required for successful student enrollment. Other facilities and resources needed are place for offices, furniture and computer machinery.

All of these resources are readily available in Australia especially there are number of Indian and Chinese students willing to work after graduating or may offer part time services (Whyte, 2014). The reason for choosing Asian students as consultants is because they have more knowhow of visa processing procedure of their respective countries and may be willing to work at low wage rate (Hunters & McGhee, 2016). Furthermore, Asian students hold a major portion of international student's enrollment in Australia (see figures below) which means hiring an Asian student will open the communication barrier between the students from Asian countries easily (Project Atlas Australia, 2014).

Rank	Place of Origin	Number of Students	Percent of Total
1	China	91,089	33.8%
2	India	26,433	9.8%
3	Malaysia	14,446	5.4%
4	Vietnam	12,030	4.5%
5	Nepal	10,221	3.8%
6	Indonesia	8,525	3.2%
7	United States	7,612	2.8%
8	Singapore	7,472	2.8%
9	Pakistan	7,371	2.7%
10	Hong Kong	7,324	2.7%

Figure 7: Top 10 International Student Source Countries

Source: (Project Atlas Australia, 2014)

LAWS AND REGULATIONS

The international education services provision is dominated by the Education Services for Overseas Students (ESOS) Act that is set for providing legislative framework for supporting international students and protecting the overall reputation of Australia's education system (Australian Trade Commission, 2016). Endon Education Experts are required to maintain integrity of Australian students' immigration system by following the ESOS Act.

The education providers are required to meet the obligations under legislative and regulatory instruments in Australian jurisdiction that is designed for protecting the Australian national security (Australian Trade Commission, 2016). ESOS Act is required to be followed by all educational expert providers and education institutions for delivering the quality education services by fulfilling roles and responsibilities set out by the act.

Moreover, legal framework for misrepresentation is also very strict in Australia (Legal Commissions Service, 2016). Misrepresentation involves false information provision by one party to the other before making any contract. Hence, giving students false information about programs in Australia before the contract is made, which induces the students to indulge into the contract is illegal in Australia and is subjected to be trialed. The students can sue the firm for giving false information about certain program and huge damages can incur in terms of finance (Legal Commissions Service, 2016).

TECHNICAL CHANGES

Australian education industry is prone to many future technological changes including online and off-campus. Such programs allow international students to earn degrees without physically attending the lectures in foreign land. Over past few years, the online education market in Australia has experienced growth of around 20% and touched \$4.68 billion (USD) in 2014. Kaplan, Open Universities Australia and Seek Learning are the major online education providers that are changing the trend of international students' enrollment (Education Advisory Council, 2013).

With virtual reality gadgets on brink, the international education industry is more likely to become online. Virtual reality technology will allow international students to experience live study sessions and give them feeling of being teleported to different countries. Such breakthrough technology can change the trend of international enrollment as more and more students will enroll online and future of educational consultants can wither (Education Advisory Council, 2013).

FINANCIAL FEASIBILITY

PROJECTED REVENUES

Endon Education Experts will offer wide array of service packages discussed below:

PACKAGE 1: BASIC PACKAGE	
Services Offered	Cost
3 Universities Searches	AUD 200
Filling Application Form	+ AUD 25 for additional university search

PACKAGE 2: PLUS PACKAGE	
Services Offered	Cost
6 Universities Searches	AUD 300
Filling Application Form	+ AUD 25 for additional university search
Direct Meeting with University Representatives	

PACKAGE 3: PREMIUM PACKAGE	
Services Offered	Cost
10 Universities Searches	AUD 700
Filling Application Form	+ AUD 25 for additional university search
Scholarships Availability	
Hostel Accommodation	
Direct Meeting with University Representatives	
Direct Meeting with Expert Education Advisors	
Visa Form Requirements Clearance	
Visa Application	
Visa Approval	
Placement	
Pick and Drop Upon Arrival	

FINANCIAL DYNAMICS

Endon Education Expert's financial dynamics are given below:

ENDON EDUCATION EXPERTS Budgeted Income Statement For Five Years (2016-2020) AUD					
Number of Expected Students	2016	2017	2018	2019	2020
Basic	500	550	605	666	732
Plus	200	220	242	266	293
Expert	150	165	182	200	220
Total Students	850	935	1,029	1,131	1,244
Basic at \$200	100,000	110,000	121,000	133,100	146,410
Plus at \$300	60,000	66,000	72,600	79,860	87,846
Expert at \$700	105,000	115,500	127,050	139,755	153,731
Total Revenue	265,000	291,500	320,650	352,715	387,987
Expenses					
Marketing Expense	39,750	43,725	48,098	52,907	58,198
Legal Agents (6 agents \$1000/month)	72,000	72,000	72,000	72,000	72,000
Miscellaneous Expenses	13,250	14,575	16,033	17,636	19,399
Computer, Phones etc.	80,000	10,000	10,000	10,000	10,000
Office Space (\$2500 in Sydney and \$2500 in Melbourne)	30,000	30,000	30,000	30,000	30,000
Total Expenses	235,000	170,300	176,130	182,543	189,597
Profit	30,000	121,200	144,520	170,172	198,389

The calculations are based on following assumptions:

- 15% of total revenue is devoted to total revenue per year.
- There are 6 legal agents hired each of whom will be given \$1000 per month.
- Endon Education Expert holds 5% of total revenue to fulfill other expenses each year.
- \$80,000 will be used for buying computer systems at startup after which it will reduce to 10,000 each year (expected).
- Office is expected to be of 70m² at \$400m²/pa (New Zealand Trade and Enterprise, 2016).
- The costs above does not include startup business cost.

REQUIRED INVESTMENT

The required investment for two offices in Melbourne and Sydney is given below:

Establishment Costs	Establishing Cost
Rental of two offices at 70m ² with \$400m ² p/a	\$5,000
Bank Guarantee (first month only) 3 months payment	\$15,000
Desktop PC (Pentium 4 on 12 month's contract)	\$\$1,320
Laptop P4 (10 at \$2000)	\$20,000
Electricity Deposit	\$3,000
Telephone Installation fee (5 lines \$209 each)	\$1,045
Internet Access 12GB ADSL (\$190 installation)	\$190
Total Startup Cost	\$45,555

Apart from the given start-up cost, the recruitment, maintenance and training of key staff for the business is key to boosting the success process. The cost break-down of human resource hired for target market will be as follows:

Personnel	2016	2017	2018	2019	2020
Educational Consultants	\$72,000	\$72,000	\$72,000	\$72,000	\$72,000
Marketing Consultants	\$50,000	\$51,000	\$55,000	\$57,000	\$60,000
Commission	5% of revenue from student	5% of revenue from student	5% of revenue from student	5% of revenue from student	5% of revenue from student

Apart from \$45,555 total startup cost, \$20,000 will be maintained as buffer cost that could involve fulfilling any legal obligations and requirements if needed. So total fund needed is \$66,000 (New Zealand Trade and Enterprise, 2016).

FINANCIAL RISK

Endon Education Experts might face problems of visa rejection which would lead to bad reputation (Education Industry Association, 2006). This might result in a decrease in the customer base. The other problem that the company might face is problems associated with software malfunction on which important deadlines associated with the universities and visas are present. The students would lose trust in the company leading to a decline in the customers and hence reduction in revenues.

SOURCES OF FUNDS

Endon Education Experts needs funds of \$66,000 to start up its business. Funds can be obtained from two main sources and that is owner's investment (\$30000) and bank loan worth (\$30000). The mortgage loan from the ANZ bank at 5.21% per annum which means that the amount of \$31563 would be paid back by the company in one year time (ANZ, 2016).

HUMAN RESOUCE FEASIBILITY

TECHNICAL MANAGEMENT EXPERTISE

Six educational consultants will be hired, two each for the students belonging to China, Pakistan and India. These educational consultants will be hired on the basis of their convincing power. They will comprise of former students who have gone through the vigorous exercise of applying to a foreign university. Preference will also be given to those individual who have some sort of educational consultancy experience.

OWNERS AND ROLES AND OWNERSHIP STRUCTURE

There will be two owners of the company who will pool in capital on equal basis and hence will retain 50% of the company's shares. They will be on the top tier of management and will have the responsibility of managing the six consultants and department of marketing and finance.

MANPOWER REQUIREMENTS

In order to deal with the students from various educational and ethnic backgrounds, experienced front desk officers, educational consultants and an IT expert will be hired. The IT consultant will be hired to resolve the issues relating to software and official website which can bump in time and again. The role of the front desk officers is to convince students to work with Endon Education Experts in order to apply in the foreign university. Educational consultants will work to resolve all the issues related to the student's admissions and visas. The hiring of the employees will be initiated through an advertisement in the Newspaper and Social Media.

GROWTH STRATEGY

The company's strategy for growth is to attract as many students as it can through the advertisement of packages that are affordable by the family of the students. By reducing the prices and offering deals such as offering the students to pay 50 % of the fee after receiving their visas will help the company in increasing their customer base, thereby increasing revenues.

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