

# Case Study 3: A large private nonprofit educational testing and assessment organization – International Assessment TOEFL

Project Overview	
<p><b>The client</b> intends to build a database of educational institutions in 12 markets. This database will contain information pertaining to these institutions' market share, number of students and clients, etc.</p>	
<b>Type:</b>	TOEFEL International Market Assessment
<b>Target Countries:</b>	China, Pakistan, Nigeria, Malaysia, Hong Kong, Singapore, Taiwan, Thailand, Brazil, Canada, Indonesia and Korea
<b>Target Institutions:</b>	English Language/Test, Prep Schools, Study Abroad Organizations, Agents/Student Recruitment Organizations, Elite High Schools (Public and Private)
<b>Key Intelligence Topics</b>	English Language Test Prep School No. of School Chains in the country, Total Student Enrollment TOEFL Prep Total Student Enrollment % of Total TOEFL Prep Enrollment among Test Prep Schools in the Country IELTS Prep Total Student Enrollment % of Total IELTS Prep Enrollment among Test Prep Schools in the Country. % Share of all students taking TOEFL (vs. Total School Enrolment)

SIS Approach	
<b>Primary Data Collection</b>	
<p>This is conducted through in-depth face-to-face and telephone interviews with industry executives, key players, customers, distributors, suppliers, government agencies, key opinion leaders, market analysts, expert observers and other knowledgeable sources.</p>	
<b>SIS Strategic Recommendations</b>	
<p>SIS build a detailed and comprehensive database of educational institutions in 12 countries. Data Tables including Contact Info, Statistic and Key Insights/Findings was produced for the varying target institutions per country. The data base acted as a market assessment platform as well as provided opportunities, threats and competitor profiles.</p>	

Sample Data Collection (Snap Shot of Data collection for 1 Institution in China)	
<b>Chinese English Language Prep School</b>	
<b>No. of School Chains in the Country</b>	257
<b>Total Student Enrollment</b>	1,271,000
<b>TOEFL Prep Total Student Enrollment</b>	90,000
<b>% of Total TOEFL Prep Enrollment among Test Prep Schools in the Country</b>	24%
<b>% Share of All Students Taking TOEFL (vs Total School Enrollment)</b>	7%
<b>Key Findings</b>	<p>Offers foreign university entrance exams such as the TOFEL, GRE and GMAT</p> <p>New branches in Beijing and Shanghai registers approximately 500 students for the summer vacation alone.</p> <p>The school has plans of opening new branches in Lanzhou, Huangshi and Ningbo</p> <p>In 2008, registered 1,271,000 students for language training and test preparation. This reflects 19.1% growth from 2007</p> <p>Formed a strategic partnership with Intuto E-learning solutions provider to co-develop and update customer learning materials for their IELTS classes.</p>