

# Case Study 1: A large private nonprofit educational testing and assessment organization

## – International Market Assessment (IMA)

### Project Overview

SIS International Research was commissioned by the client to conduct a global market assessment on current entrance exams to secondary school and college, English learning in Europe, Latin America, and Asia, College enrollment in Europe and admission policies in Latin America. The overall objective of the study was to identify potential business opportunities for the client in these markets and to conduct an analysis which would allow the client to prioritize their opportunities, by market segment and by geographical region.

### SIS Approach

| Task 1  | Task 2   |
|---|--|
| <p><b>Type:</b> School Leaving Examinations in the EU Countries<br/> <b>Target Countries:</b> 15 EU countries plus Hungary and Poland</p>   | <p><b>Type:</b> Admissions Policies/Assessment in EU Countries<br/> <b>Target Countries:</b> 15 EU countries plus Hungary and Poland</p>   |
| Task 3  | Task 4   |
| <p><b>Type:</b> University Admissions and Teacher's Training<br/> <b>Target Countries:</b> Argentina, Brazil, Chile, Mexico, and Canada</p> | <p><b>Type:</b> Global Academic English Language Assessment<br/> <b>Target Countries:</b> Germany, UK, France, Italy, Spain, Poland, Hungary, Saudi Arabia, UAE, China, Hong Kong, Japan, Korea and Taiwan</p> |

SIS assembled a team of highly seasoned research professionals with knowledge of the global educational markets. Our research methodology was based on secondary research mixed with in-depth interviews with Key Opinion leaders per country.



### Key Findings

**Task 1:** The Need for English Training of Teachers at the Primary School Level  
 The local classroom teacher has a significant need for a new educational product

**Task 2:** The Need for English Language Testing at the Secondary School Level [ages 12 –18 years]. The global English language testing program would have the highest potential in: China/Hong Kong, Japan and Taiwan.

**Task 3:** The need for English Language Assessment at the University Level [ages 17-19 years] The current tests for English language proficiency at the University level are too “narrow in scope.”

**Task 4:** The Need to Improve the Image of Teachers in Latin America and Canada

### SIS Strategic Recommendations

Take advantage of “window of opportunity” for the client to “integrate backwards” from their position in the university level and to develop a new product which captures the global “English Teacher Training and Pupil Testing Market.”

The training of teachers at the primary school level [age 8-12 years] is a very large market and is currently not captured by any single competitor.

The pupil testing market at the secondary school level [age 12-18 years] is a growing segment and the need exists for testing which “links English language learning at the primary level to English language assessment at the university level.”