B-School Dreams
Bschooldreams – What is it?

- A Top US/European MBA screening, mentoring, and advising business in emerging / high growth markets
- One-stop Shop(Integrator) with multiple suppliers providing components.
Today’s Market Situation

- **Price Axis**
  - Low Price: $10 to 40 / Hour
  - Medium: $40 to 100 / Hour
  - High Price: $100+ / Hour

- **Quality Axis**
  - Low
  - Medium
  - High

- **Intense Competition**
  - Mostly American Top B-school grads or experts
  - Mostly inexperienced local freelancers

EFS: Anant Badiatya, Gerald Hartig, Kannan Palaniswamy and Sen Wang
Target / Relevant Geographies

**Consumer (Target)**
- 20-35 year old
- Top 30 US/European B-School potential applicants
- Working/student in the final years at top Under-grad schools

**Markets of Interest**
- Middle East & North Africa
- India
- China

**Offices**
- Front Office: Singapore (and/or Dubai)
- Back Office: India

**Scope (Services Marketing)**
- Value Chain/Process Maps
- 7 Ps of Marketing
Defining the Markets

Did you have a coach (professional or otherwise) during your business school applications?

- Yes - a professional service (like accepted.com) 6%
- Yes - alumni network of former school 8%
- Yes - friend / family or colleague (with a B-school background) 26%
- Yes - friend / family or colleague (without a B-school background) 23%
- No 29%
- Other (please specify) 8%

Survey amongst INSEAD participants 92 Responses

GMAT Takers in Target Markets

- Singapore
- India
- China

Source: GMAC

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The 7 Ps of Services Marketing
Promotion

• Be present in the MBA Fairs in India / China and Middle East
• Word of Mouth - Visit and Promote programs in leading universities in India and China (Ex: IITs)
• Web based advertisements in domestic educational sites
• Newspaper advertisements in educational supplements
• Local Business newspapers (Economic Times, Asian WSJ and channels (CNBC)
• Participation in Open forums like Business week.
• Special discounts for high scorers in standardized tests (750+ GMAT)
• Free for Black Amex holders !!!
Activity Cycle

Prospecting

- Enquiry
- Evaluation
- Pre-Counsel

Applying

- Counselling (+ School Selection)
- Test Preparation
- Application
- Interview

Supporting

- Financials
- Visa
- Travel

Customer Value
1. Level of Service
2. Information Availability
3. Matching Guest needs
4. Closing Ratio (Funnel)

Customer Value
1. Strengths Match
2. Acceptance Rate
3. Response Time
4. Process Consistency

Customer Value
1. Convenience
2. Response Time
3. "Recommend" rating

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**Component Suppliers / Channels**

**Prospecting**

- Enquiry
- Evaluation
- Pre-Counsel

**Pot. Partners**

- CL (India) / China? / ME?
- None

**Medium of Dist.**

- ?

**Customer Value**

1. Level of Service
2. Information Availability
3. Matching Guest needs
4. Closing Ratio (Funnel)

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Component Suppliers / Channels

Applying
- Counselling
- Test Preparation
- Application
- Interview

Pot. Partners
- "Self"
- CL / Kaplan / TPR
- Free Lancers
- CL (India) (or) Kaplan (or) TPR (or) Free Lancers

Medium of Dist.
- Backoffice
- Class Room

Customer Value
1. Acceptance Rate
2. Response Time
3. Process Consistency
Component Suppliers / Channels

Supporting

Financials

- Visa
- Travel

Pot. Partners

Banks

Travel Agents

Travel Agents

Medium of Dist.

Customer Value
1. Convenience
2. Response Time
3. Recommend” rating