

Preschool Business in India

Market Entry Strategy — January 2010

Product Brief

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Product Description

Indalytics Advisors introduces Market Entry Strategy Report for Preschool Education.

The report focuses on the market entry strategy for setting up a preschool business in India. It discusses the characteristics of the sector, as well as the major factors that should be considered while entering the sector. The report further talks about the best practices by key players operating in the sector, which have helped them to attain competitive edge.

The report is prepared with the help of a study encompassing both the demand and the supply side of the business. On the demand side, a survey of 550 parents was conducted, with each parent belonging to different household. The survey was conducted in the national capital region of Delhi, with an objective to access the psychology of parents, which influences their decisions in choosing preschools. Similarly, on the supply side, business models of major preschools were studied to understand their operations. These business models were then compared against each other to pickup the best practices that provide competitive advantage to these businesses.

Finally, all the vital points collected from the above mentioned approach are presented in form of a market entry strategy report. The report is prepared with an objective of helping the new entrants in understanding the market dynamics, and strategizing their course of action accordingly.

Product Details

Contents of the Report

The report covers the following:

- Size and structure of preschool sector in India
- Factors leading to increasing attractiveness of the sector for investment
- Five forces analysis of the preschool sector in India
- Market entry strategy for preschools
- Key performance indicators of the business
- Value proposition to be delivered
- Marketing and branding of preschools
- Challenges that new preschools could face
- Growth options in the sector
- Best practices used by major preschools
- Results of survey on preschool parents

Format of the Report

The report is in form of an Adobe PDF document and contains 25 pages.

Who Should Buy the Report?

- Existing preschools that want to expand and attain competitive edge.
- Individual investors who want to start their own preschools.
- Private equity and venture capitalist firms that want to invest in preschool businesses.
- Analysts who track the sector.

Value Proposition Delivered to the Client

The report will be helpful to the readers as it will help them in:

- Understanding the operation of preschool sector.
- Planning and strategizing their operations.
- Anticipating and avoiding the mistakes.
- Understanding the best practices of major players and incorporating them in their operations.

Report Procurement

Price of the Report

Price of the report in INR5,000 (inclusive of taxes) / US\$125 (inclusive of taxes)

Procedure for Procurement

Please [send us a mail](#) if you want to but the report. We will then send you an invoice through PayPal for the report amount. Upon receipt of funds, we will send you the report within 24 hours on the email provided by you.

For further queries, please visit us at www.indalytics.com or mail us at info@indalytics.com.