

Increased profit of US\$ 1.6 million by improving the sales volume by 300% for an offline education provider within 4 calendar months

BUSINESS CASE

Organization Trends

- The organization had created an effective assessment mechanism to help students appearing for competitive examinations prepare well
- The organization was focussed on selling this product in schools and colleges over the last 5+ years
- In the last FY the organization has sold 120,000 units

CHALLENGE

What is the challenge and how much

- The sales had saturated, even through the product has only captured less than 1% of the market

Where is the challenge

- Across the country

When was the challenge identified

- During FY 2009

IMPACT

What is the impact

- The organization had invested over \$1 million to move from an offline model to an online model
- The investor(s) were now worried about their returns given the saturation in their sales, in spite of their discounting strategies in the market

TARGET

What is the Target

- The goal was to double the number of units sold from 120,000 units to at least 240,000 units in the next 12 months

OUTCOMES

Decision Making

- An industry research was undertaken with a specific focus on Target Market, Marketing and Sales
- We identified that the potential sales could be dramatically increased provided the focus was shifted from influencers to decision makers

Improved Revenue

- The marketing and sales team immediately shifted their focus from influencers to decision makers, which resulted in their sales increasing 300% within 4 calendar months
- This brought in an additional EBIDTA of over US\$ 1.6 million within the first 4 months, and a projected additional EBIDTA of over US\$ 4.2 million over the next 12 months

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