

COMPETITOR ACTIVITIES:

Market Presence

Competitor countries such as the US, the UK, Australia, Japan, India, France, Germany and Russia have education centres and/or cultural-resource centres in Bangladesh for 10-20 years. In some cases, these centres have branch offices in key Bangladeshi cities such as Dhaka, Chittagong and Sylhet. (Please see Annex 1.0).

These competitors are very active. US (American Centre), India (Cultural Section), UK (British Council), Australia (agent- Australian Education Centre), Japan (Study Centre), Russia (Cultural Section) and Germany (Goethe Centre) are the most active as they organize more than one education fair annually as well as other education and alumni related events. In addition, they have introduced a number of features to promote education including:

- Partial/ full scholarships;
- Waiver of application fees, relaxation of international student work regulations for off-campus jobs and transfer of credits.
- Many foreign institutions have local agents and there are many immigration agencies who promote education as well.

Strategies for marketing:

Regular Advertising/Student Counselling

- The British Council and American Centre spend the most money for advertising and promotions spanning all types of communication tools including newspapers and outreach programs. They also offer individual student counselling.
- From September 20, 2001, the British Council is offering a professional advisory service to students. The personalized consultancy

service includes: facilitating students choice of higher education course; making the necessary contacts with the selected UK universities on behalf of the students; keeping students informed of progress within a reasonable time; assisting students with the completion of any necessary course application forms; and assisting with visa procedures.

- The Australian Education Centre (agent) advertises extensively during their recruitment and fair related events and offer individual student counselling.
- Frequent education fairs by the Australian Centre and the British Council.
- The American Centre does not organize its own fairs but the American universities and colleges hold fairs twice annually through agents. They particularly promote US women's colleges which are a popular destination for undergraduate female students from Bangladesh.

Transfer Programs

- These allow Bangladeshi students to complete a certain number of credit hours of a US degree program at a local private college and then transfer to a US university. A few Canadian universities and university-colleges have started to recognize these credits and to transfer students.

Establishment of foreign university campuses in Bangladesh. (Please see Annex 1.0)

Application Turnaround Times

Acceptance letters are usually issued very quickly and, in the case of Australian and British institutions, many of them issue acceptance letters on the spot at their education fairs,