

International School Adjacent Market Analysis



Provider of startup services for international schools evaluates growth opportunities

Background and Objectives

As the international school landscape evolved, a non-profit support service provider sought opportunities to grow market share, address the shifting needs of its audiences, and increase its competitiveness. BCE conducted primary market research to evaluate the global market opportunity, including major trends, competitive landscape, and customer need areas. We then developed recommendations and next steps to support long-term competitive differentiation.

Approach

After engaging the client team to understand internal hypotheses, BCE leveraged a mix of primary and secondary research to assess the external market opportunity. The market was comprised of a mix of non-profit and for-profit entities, entrenched in niche service areas. BCE focused initial primary research on customer and competitor communities to assess need areas, purchasing process, and map the market.

BCE supplemented this analysis with an excel-based competitor comparison tool to collide market data on customer need by service area and strengths and weaknesses of each entity.

BCE applied its analysis of market opportunity and implications to develop go-forward strategy for the client team. Outputs of the competitive benchmarking process served to highlight underserved need areas and inform prioritization of adjacent service opportunities. Recommendations focused primarily on strategies and associated tactics to:

- Address new customer segments within the international school market
- Build, buy, and partner for new service offerings aligned with customer need areas
- Build sustainable competitive differentiation in the client's core market

Recommendations

Willingness to outsource and ability to afford services varies by tier



Company Type 1s lacking in-house capabilities, Company Type 10, and entity CFOs are entry points of contact to sell Service 10

