



CASE STUDY

BUSINESS STRATEGY: CUSTOMER SEGMENTATION

Client Industry: Higher Education

BUSINESS CHALLENGE

The client was seeking the most optimal higher education establishment to service the needs of the Province. There was no university in the area and a study needed to determine what the most optimal learning institution would offer in terms of faculties; the development of a business model (student numbers; subsidisation; fees); and the various risks and challenges that needed to be evaluated.

PSP ICON APPROACH

An in-depth market analysis was done to determine the current levels of training (surveys and interviews); an economic study was done to determine the economic drivers and enablers of the area; various financial models were developed and different scenarios were tested; planning and infrastructure approaches and budgets were developed; political and business opinion was measured; and high-level project plans were drafted.

RESULTS

A detailed report The report was presented to the Premier of the province for review and address. The findings were used to provide input into a national task team appointed by the Minister of Higher Education.

The financial model informed strategic decisions going forward.

The market research enabled the decision makers to determine the most appropriate faculties.

The scenarios tested possible future state possibilities.