

Pathfinder Business Partner Program



The company

History

“Possibilities within oneself can do wonders”. With this belief the first Pathfinder centre was established in 2002. And With its “one team one goal” rule Pathfinder grew from 1 room 1 employee organization to over 20 self-motivated individuals and 2 centers in - Bhopal and Trichy The company’s turnover has grown from a mere 20 lac to approximately 1 crore in the past 5 years of their operation.



Aim



To be a leading player in the competitive exam training industry in India as measured by student numbers joining, student satisfaction, and student selection, thus justifying our motto -
“All about possibilities - in you”.

Activities

At present we train students for various competitive exams like MBA entrance (CAT and other national level management entrance training), Law Entrance training programs for admissions to various National Law universities and other Law colleges. We also have a tie up with Words Worth for Spoken English training programs. Apart from this we plan to start a basket of related courses to ensure a good ROI to our franchisees and our investors. All the courses are backed by a strong IT infrastructure which includes a web presence and an innovative asynchronous online learning program delivered via the worlds most popular and cutting edge learning management system.



The Pathfinder Advantage

Our Experience

Pathfinder faculty team comprises alumni from the IIMs, IITs, XLRI, and individuals from a broad spectrum of streams - all working in tandem to achieve one goal- student satisfaction and ultimately their Selection to their careers of choice. We have been in this industry for 12 years now and understand the needs of the students and the nature of competitive exams very well. At the same time having struggled with a tough competition locally, we also are in a position to give advice on viable and cost effective marketing and entry strategies.

R&D team

Pathfinder has a Research & development team which keeps a watchful eye and tabs on even a little change in the pattern or syllabus of the competitive examinations and puts in continuous efforts to upgrade the study material EVERY year.



Training Program for faculty and branch operations

We have a well developed training program and manuals for both, the branch operations and the faculty. This ensures that even someone new to the business but with a willingness to work hard is able to start operations without any trouble. Further, the training program continuously monitors teachers for their development and progress.

Study material

Study material includes the recently updated papers, All India Mock test series, classroom teaching, GDs, mock tests for other exams, face to face sessions and after class doubt clearing sessions.



Web Support

In keeping with the needs of the students, the company has initiated an innovative training program offered completely through the web. The programs includes

- ✍ Online Lectures (Asynchronous)
- ✍ Online Class sheets
- ✍ Online Assessment tests
- ✍ Online Practice material
- ✍ Online Student Information system.
- ✍ Online forums and blogs.



The market and Market Size

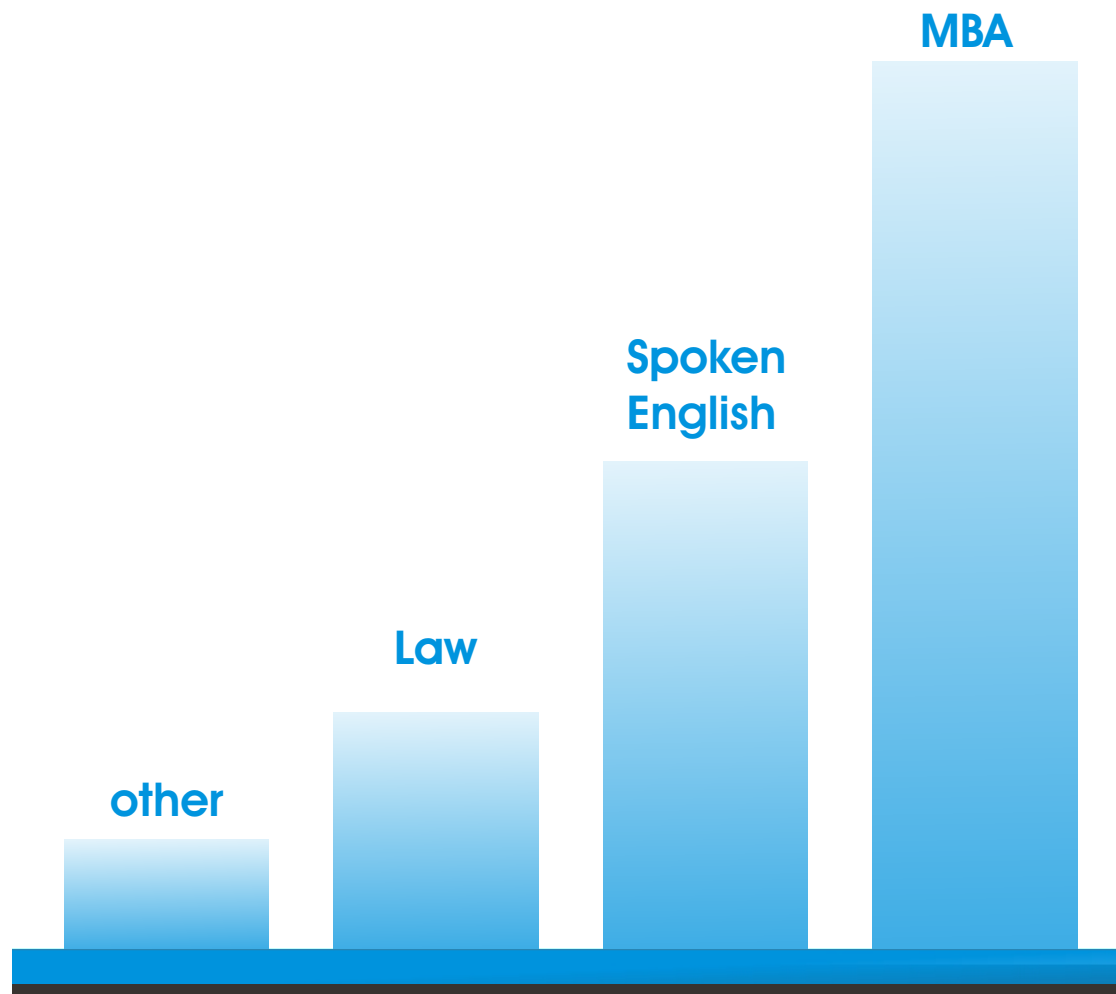
The market for company's products comprises students and working professionals in the age range of 16 to 30 years. The current market size for the products nationally is

MBA entrance (National) : Rs 450 Crore

MAT (Regional MBA exams): Rs 72 crore

CLAT (Law Entrance Exam): Rs 45 crore

Total : Rs 567 crore



The Future



The future of the company lies in setting up and managing effectively an **e- Learning supply chain** backed by cutting edge products for the benefit of the student community. The company aims to provide vertical and horizontal learning opportunities keeping up with the current trends. While the vertical learning opportunities are the standard asynchronous lectures, the horizontal learning opportunities are from peer to peer.

The potential of such a business at a conservative estimate is around 10 crore in the first year nationally and can increase to a level of Rs 100 crore in the next 5 years through adding more and more products online.

Marketing Plans

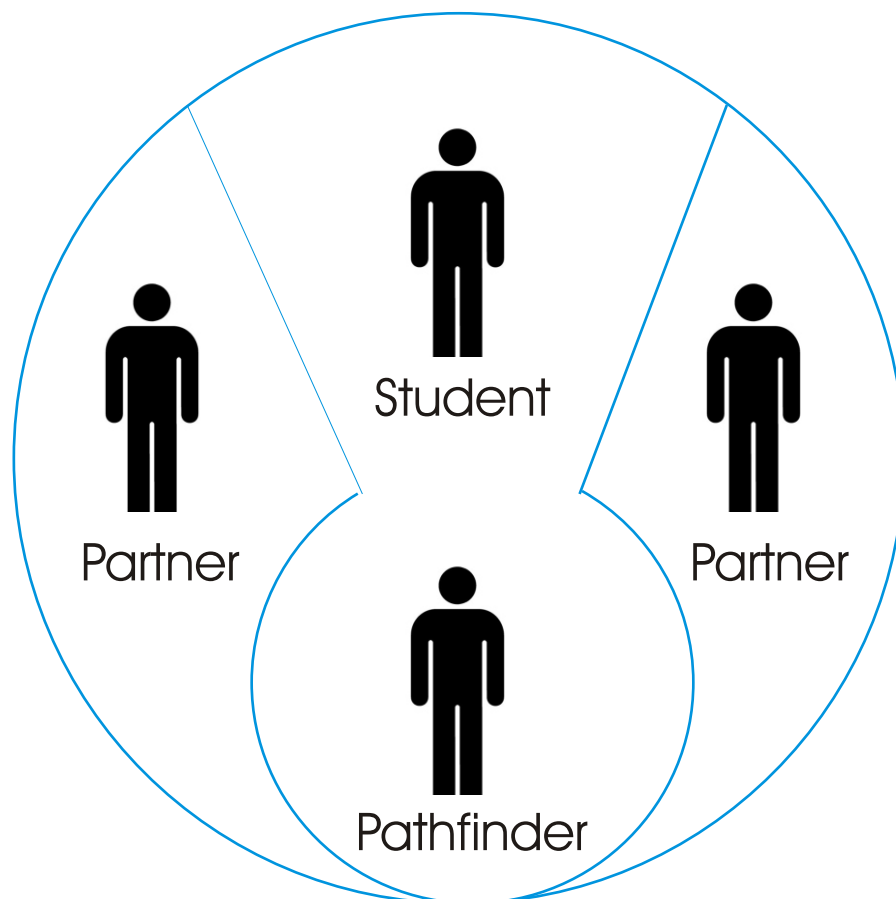
The company believes that increasing the visibility of the product is key to increasing the sale of it's' products. In order to draw audiences to the supply chain network the company intends to engage in active marketing (online) to help in generating footfalls for the network partners. The company intends to carry out the following activities for marketing

- 1) Designing and printing of the Flyers, Posters, Brochures and Banners which will be available to the network partners in the Initial kit of the first order and then on a paid basis as and when the requirement comes up. All these will carry co-branding of Pathfinder and the alliance partner.
- 2) Online advertising through, Google, Yahoo and Rediff and some of the other popular portals frequently used by the youth.
- 3) SMS blasts to target audiences
- 4) Online tests
- 5) Online competitions.



Roles

In order to ensure efficacy of the alliance, the company has narrowed down to the following expectations from its alliance partners and also the support the company intends to provide to the alliance partners.



Alliance partners Role

- ✍ To help in generating the footfalls.
- ✍ To collect and manage cash on a day to day basis.
- ✍ Providing for the internet facility to those who need the internet facility (this should be done at an additional cost and should not be included as a part of the standard product cost)
- ✍ To conduct events within cities / areas to promote the courses.

The Company's Role

- ✍ To provide study material.
- ✍ To provide basic online asynchronous lectures.
- ✍ To provide online support through e-mails for doubt clearing.
- ✍ To provide web based information pertaining to the national level examinations and colleges.
- ✍ To maintain the necessary IT infrastructure.

What Next?

Does this sound interesting to you? In case it does sound interesting to you, then fill out the form attached and send it to us with a DD of Rs 200 for further processing. The processing of your application comprises the following stages:

1. Evaluation of your application and candidature for being a business partner.
2. A short telephonic or other conference / discussion with you.
3. Sending of the documents in text format for your perusal.
4. Clarification if any on either side.
5. Your visit to Bhopal for signing of the documents.
6. We issue a license to run the Pathfinder centre.
7. You start operations.

