

■ Pricing Optimization and Value Enhancement

Eduvisors is a research and consulting firm dedicated to providing cost-effective advisory services to institutions and students across K-12, college and university education. Considered an authority on research driven education trends and best practices, our strategic services help colleges and universities measurably improve performance by making the most of their investments.



What is the optimal price for an education at your school?

This may seem to be a straightforward question, but many college and university presidents, deans, and other administrators acknowledge its true complexity. The best answers can be found in understanding the intricate relationships between price and value, especially the distinct value perceptions held by prospective students and their families.

Considering pricing strategies for your institution raises many additional questions:

- How price sensitive is your unique market?
- How do you know which market segments are the most and least price sensitive?
- How can you raise revenue and still meet student enrollment goals?
- How will price increases affect your discount rate?
- How does your price shape your school's image in the marketplace?
- How do you build and sustain brand value that supports a given level of pricing?

College and university officials certainly understand the urgency associated with these issues. Administrators are under intense scrutiny as educational costs soar and economic conditions fluctuate. When setting prices, however, many college and university administrators struggle to arrive at their pricing decisions systematically. Many continue to rely heavily on immediate budgetary concerns, intuition, or what their competitors are charging. Eduvisors offers an integrated research and consulting service to assist colleges and universities address price and value issues. Through our Pricing Optimization and Value Enhancement service, we work with you to achieve a variety of essential objectives, including:

- Increased net revenue;
- Higher enrollment among target populations (e.g., higher ability students, students outside primary geographic markets); and
- Enhanced value perceptions in the marketplace.

Our approach is completely customized for each institution we serve and ensures that you can achieve your objectives while staying true to your unique institutional vision, mission, values, and culture.

With Eduvisors, you will gain a comprehensive understanding of:

- Optimal pricing based on attitudinal and behavioral market data;
- Market sensitivity to potential price increases;
- Price sensitivity benchmarking against comparable schools;
- Perceived value relative to key competitors;
- Key drivers of perceived value;
- Strategies for improving net revenue and student enrollment composition;
- Competitive tuition, cost, and discount-rate benchmarking; and
- Short- and long-term options for monitoring price sensitivity and improving perceived value.

To achieve these outcomes, we offer your institution an unrivaled combination of market research, financial aid modeling, and consulting techniques. Our service is customized for your institution and designed to accommodate your institution's unique needs and goals. Eduvisors approach incorporates our experience in working with colleges and universities across the full spectrum of enrollment size, financial health, program offerings, institutional culture, geography, and other dimensions.

Eduvisors is a research and consulting firm dedicated to providing strategic business advisory services to institutions and other stakeholders in Higher Education.

For further details, please contact us at info@eduvisors.org



professional rigour in education

Thank You

Gurgaon

A-25/12
DLF Phase 1
Gurgaon – 122 002
India

Bangalore

1084, Sobha Daffodil,
Somasundarpalya, Sec -2,
HSR Layout, Bangalore 560 102
India

Delhi

1400A
14th Floor, Devika Tower
6 - Nehru Place
New Delhi – 110 019
India

Hyderabad

Lotus 107, Serene County
Gachibowli
Hyderabad – 500 032
India