

## Tuition Fee Pricing

### The Challenge

Our client is a top-100 international university and established an operating presence in the Middle East in 2018.

Competition amongst the organizations within the Middle East market is divided into **two key groups**:

1. Branch campus operations (i.e. substantial footprint)
2. Satellite operations (i.e. smaller footprint)

### The institutions' objectives were to:

1. Gain a greater understanding of the application process for prospective candidates in the Middle Eastern market.
2. Understand the extent to which course price influences an applicant's decision-making process.
3. How does the institutions' offering compare to the competition?



## United Kingdom

Project Markets

### The Approach

Pricing Solutions leveraged its extensive survey research and analytics expertise in order to help the client achieve their pricing objectives.

#### 1. Strategic Workshops

- Price segmentation analysis
- Review of competitive alternatives
- Price/value mapping
- Hypothesis generation

#### 2. Qualitative Research & Competitor Benchmarking

- Application process insights
- Value driver identification
- Customer segmentation insights
- Initial target price ranges
- Competitor benchmarking

#### 3. Quantitative Research

- Price sensitivity insights
- Value driver importance scores

#### 4. Pricing Tool Development

- Projected market positioning model
- Optimized strategic launch price ranges
- Competitor value delivery and performance

## Results



1. Pricing Solutions data analysts developed a tool that builds this view from existing data sources, and the findings from the research study.
2. The tool allowed the university to price confidently across the whole portfolio of courses, even for courses not addressed directly in the research
3. Can be adjusted to take into account changing market conditions, new competitors, competitive price adjustments in the future

HIGHER EDUCATION