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**UNITED STATES INTERNATIONAL UNIVERSITY- AFRICA**

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**MIDTERM PROJECT**

**TITLE**

**SHULE-FINDER**

**A WEB PLATFORM THAT HELPS PARENTS AND GURDIANS FIND SUITABLE SCHOOLS**

**Market Analysis**

**1. Industry Overview**

The Kenyan education sector has expanded significantly in recent decades due to government policy reforms, the rollout of the Competency-Based Curriculum (CBC), and private sector participation. According to the Ministry of Education, Kenya has over **30,000 primary schools** and **more than 10,000 secondary schools** (MoE, 2021). However, despite the rise of digital services in health, finance, and transport, the education discovery and admissions space remains largely offline.

Most parents rely on **word-of-mouth**, **physical visits**, or **unstructured platforms** like classified ads and social media to explore schools. This creates a clear need for a centralized digital platform that aggregates, verifies, and presents schools in a searchable and comparative format (Ndung’u, 2023).

**2. Target Market Segmentation**

Shule Finder targets:

* **Parents and guardians** in urban and peri-urban areas, especially those new to a region or with no personal recommendations.
* **Private and public schools** looking to enhance online presence, attract more enrollments, and build trust digitally.

This aligns with the changing behavior of digitally aware parents in Kenya, especially the emerging middle class with increasing access to smartphones and internet services (CAK, 2022).

**3. Market Needs and Pain Points**

**Qualitative research** via desk reviews and informal interviews identified these major gaps:

| **Pain Point** | **Description** |
| --- | --- |
| **Information fragmentation** | School data is scattered, inconsistent, or outdated. |
| **No structured comparison tools** | Parents cannot easily filter by curriculum, fees, or performance. |
| **Digital exclusion of rural schools** | Many schools lack websites or structured digital presence. |
| **Lack of verified reviews** | Word-of-mouth dominates, but lacks accountability or depth. |
| **Admission confusion** | Processes are unclear and vary widely across schools. |

Such inefficiencies point to a need for digital transformation in how Kenyan families access educational services (Omollo, 2022).

**4. Competitor Analysis**

Several platforms currently list schools, but suffer from issues such as outdated interfaces, low engagement, or limited data accuracy:

| **Platform** | **Pros** | **Cons** |
| --- | --- | --- |
| **Education.co.ke** | Relatively wide listing | Inconsistent updates, poor UX |
| **Kenya Education Directory** | Multi-platform presence | Lacks detailed search/filter features |
| **Facebook & Google Maps** | High reach, reviews | Not school-specific, lacks structured metadata |

Shule Finder differentiates itself by providing **up-to-date listings**, **verified reviews**, **comparison features**, and **targeted search filters** based on curriculum, location, fees, and other parent-relevant data.

**5. Market Size and Opportunity**

Kenya’s school-age population is massive, with **over 12 million students** in primary and secondary school (KNBS, 2023). This translates to millions of parents making school decisions annually.

With **internet penetration at 54.2%** (CAK, 2022), even a modest capture of 5–10% of tech-savvy parents represents over **500,000 active users annually** for a school discovery platform.

On the institutional side, **over 20,000 schools** (MoE, 2021) could be targeted for premium listings, digital reputation tools, and analytics, creating a strong business case for a **freemium B2B model**.

**6. Value Proposition Summary**

| **Stakeholder** | **Value** |
| --- | --- |
| **Parents** | Transparent, filtered, and data-driven school discovery experience. |
| **Schools** | Greater visibility, enrollment insights, and feedback loops. |
| **Policy-makers & NGOs** | Opportunity to access analytics on school performance trends. |

**References**

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