

PROFILE

IES was established by Mr. Roop Singh with a vision to guide students aspiring to pursue higher education abroad in AUSTRALIA, USA, UK, CANADA, NEW ZEALAND and many more. IES has become leading Educational Consultant within a short span of time. These days, life is characterized by intense competition in every sphere. Every career, every profession is marked by the spirit of one-upmanship. The desire to be the best in the chosen field is all-pervasive. And it is this vaulting ambition that fans the embers of the passion to succeed. In this mission, the need to have a strong foundation and solid grounding in the subject, as well as qualifications from a good institution, cannot be over-emphasized. This fact is recognized and appreciated by students today. That's the reason youngsters prefer studying and graduating from premier colleges, universities abroad, which would open up many more doors for them and also lend them an advantage when it comes to career opportunities back home in India.

Mission

IES brings the latest information about various universities and colleges abroad, about their enrollment process, fee structure, how to apply for universities and colleges in various other places. All these things are brought to you by IES.

Vision

To empower students with a global education that would enable them to fulfill their dreams, achieve their goals and unleash their full potential.

Goals

1. To understand student needs for study abroad
2. To help a smooth transition through admissions, visa processing and support abroad
3. To develop trust in students and partner institutions with fair business practices

Aim

IES focus is to help students make right decision in achieving their career goals. IES believes in quality and honest guidance to Indian students and puts in great pains to ensure that the core values are always upheld by each of our team member. To succeed in our aim, we have with us a team of well trained counselors who have rich experience and thorough understanding of applications to universities, college's admissions and visa procedures. Our counselors provide personalized attention to the students throughout the procedure.

Services we provide

- 1.** Career counseling

- 2.** Pathway planning
- 3.** Choosing the right university with the right course
- 4.** Admission guidance
- 5.** Accommodation assistance
- 6.** Free assessment of applications
- 7.** Bank loan assistance
- 8.** Visa assistance
- 9.** Pre departure briefings
- 10.** Post arrival assistance
- 11.** Lodging applications for visa

Marketing Strategies

The promotions done at IES are through the following:

- Newspaper advertisement
- Seminars in educational institutions
- Electronic media
- Self conducted seminars
- Distribution of pamphlets
- Expansion plans for new markets
- Tie-ups with the Educated and high profile personalities of the society like doctors, teachers and lawyers
- Get together and other social events organized to be in the news.
- Telemarketing and regular mailers to existing and new clients
- IES is working on the principle of concept selling and direct marketing to make people aware and provide them a proper career counseling

These are the few activities with which one can explore the potential and gain the fruitful results and IES believe in the same.

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