



Learning the English Way

Your client is Vedantu and Indian edtech giant seeking to enter three European countries. Give four parameters that you would consider with your rationale behind it.

CASE TYPE
Unconventional

COMPANY NAME
Alvarez and Marsal

DIFFICULTY LEVEL
★ ★ ★

Learning the English Way

Vedantu entering Europe!

Problem Statement

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Case Overview

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Unconventional

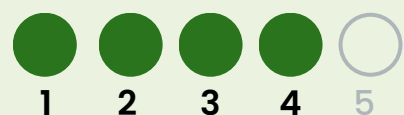
COMPANY NAME

Alvarez and Marsal

ROUND

Manager Round

DIFFICULTY

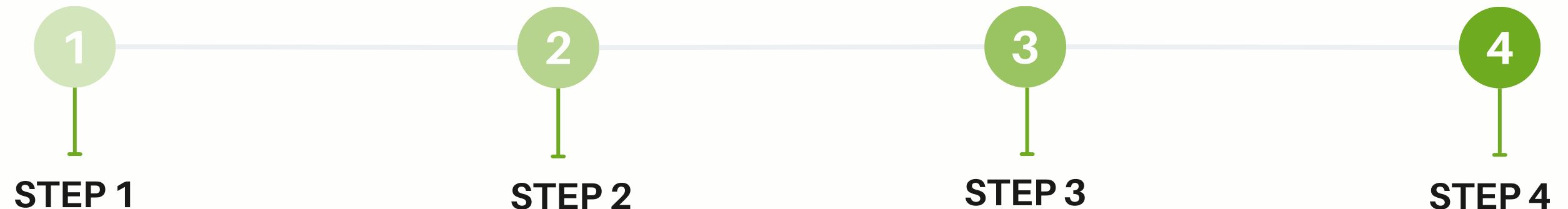


CLARIFYING QUESTIONS ASKED

Will it be fair to assume that K12 and college students are our target audience.

Can we conduct surveys or do we have to use the readily available data?

Case Approach



Take into consideration the political stability by using the country risk index and ease of business Index.

The economic factors include considering the demographics focusing on populations with higher audience lying in the 4-22 years bracket, GDP per capita and literacy levels.

Delved deeper into the prevailing industry by looking at the competitors and their market coverage. Considered any subsidies given to the sector by respective governments

Considered the Internet penetration levels and gadget usage patterns in different countries of Europe.