

A Study on Marketing Strategies of Promoting the Background of Studying Abroad: A Case Study of E Company

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Keywords: Marketing Strategy, Study Abroad, Background Improvement.

Abstract. With the continuous improvement of China's national living standards and international awareness, the number of applicants for study abroad is increasing every year. According to the data given by the Ministry of Education in 2017, the number of applicants for study abroad in China reached 608,400 in that year. With such huge market potential, the overseas study market has not only limited its focus to language training and application. E company found that in addition to rigid requirements for the language and academic performance of applicants, foreign universities also attach great importance to the relevant background of students, such as whether they have published papers, scientific research or internship experience. When the language and academic performance meet the requirements of the school, students with relevant academic background have a higher probability of applying. Therefore, the E company's background of studying abroad improves the operation of its products. This paper mainly analyses the market environment of E company, and carries out strategic analysis according to its own environment. Combining with its advantages and disadvantages and market competition pattern, it summarizes the development direction suitable for the enterprise.

1. Introduction

According to the data of 360 Marketing Research Institute, the number of Chinese students studying abroad in 2015 was 523.7 million, an increase of 63.9 million over 14 years, an increase of 13.9%. However, the growth rate slowed down in 16 years, but it remained at about 11%. According to the data given by the Ministry of Education for 17 years, the number of applicants for studying abroad in China reached 608,400 in that year. Therefore, after preliminary calculation, the number of overseas applicants will exceed 670,000 in 2018. Although the number of overseas students is increasing year by year, domestic applicants are generally unaware of their preferences for admission to foreign institutions of higher learning. For example, at Harvard University, the second most comprehensive university in the United States, company E found that among the students who successfully applied for Harvard University, applicants have good GPA and TOEFL scores, including 53% who have had scientific research or thesis experience, and 53% who have internship experience in enterprises. For 61%, the number of subjects rewarded is 5%, and the number of volunteers is 4%. Therefore, in 2013, E company climbed 8653 resumes of students who successfully applied for Top30 in Linked. It found that 64% of successful applicants had experience of writing scientific research papers, 59% had internship experience, 12% had successful applicants had experience of winning awards, and 10% had volunteer experience. We found that, in addition to the hard results of GPA and TOEFL, papers, scientific research and practical experience will greatly enhance the success rate of the application. However, before 2013, there was no counseling for the improvement of the background of studying abroad in the domestic market, so E company for this service came into being. Since the establishment of the company in 13 years, due to the huge market demand, E company has also

ushered in a wave of rapid development. At the same time, the rapid development of the company has also attracted the attention of the same industry or cross-border companies. ViaX Company as the representative of a group of companies with enhanced background of studying abroad has risen one after another, so in the past two years, E company has also faced great competition pressure.

Under this background, this paper analyses the strengths and weaknesses of E company and the market competition pattern, in order to give reasonable suggestions for the development of the company become the main research content of this paper.

2. Development Status of Domestic and Foreign Industries

2.1 Current situation of foreign industries.

There are great differences between foreign education system and China. In the United States, for example, during the period from kindergarten to high school graduation, the school itself has many academic organizations and community activities for interested students to participate in. Of course, in order to apply for better schools, students sometimes have to participate in these activities, so for them, there is no need for additional opportunities to participate in similar background promotion services to increase their chances of applying for famous schools. Therefore, according to the relevant research, the author knows that there are basically no foreign companies to improve their background. Because of this, in the early days of the establishment of E Company, there was no mature experience to guide the operation and development of the promotion companies with the background of studying abroad.

2.2 Current Situation of Domestic Industry Development.

In the early days of E company's establishment, because there was no mature experience to learn from, it could only touch the ancient stone river. Some of the more product ideas come from the resume data of overseas students who have climbed up the top of the US top (nearly 9,000 resumes of top 30 students) and others come from the personal success experience of returned overseas students. It is thus concluded that,

(1) Two applicants with similar TOEFL and GRE scores, who have academic or social background, will be more likely to be admitted to famous foreign universities (for example, graduate students).

(2) Although TOEFL and GRE scores are good, but there are no related background activities, they can only apply to top 50 universities in the United States, but if they have relevant academic background, they will be more likely to be admitted to top 30 universities in the United States.

After exploring in recent years, several background promotion products suitable for applying for going abroad have been summarized at present in China. For students of science and engineering, scientific research (with a letter of recommendation from their tutors), academic papers and volunteer activities will be more helpful to the application; for students of business, internship, academic papers and volunteer activities will be more important.

Generally speaking, the promotion of study background refers to the accumulation of extracurricular activities and academic practice in addition to GPA and standardized test scores (such as TOEFL, IELTS, GRE, GMAT, SAT, etc.). Essentially, it is a process of seeking to distinguish itself from other competitors, discovering and tapping its unique competitiveness and value in application for study abroad.

The two core issues of background enhancement are:

(1) From the perspective of applicant's personality, abilities and conditions to evaluate the potential and abilities of the applicant.

(2) The application for studying abroad pays attention to matching degree and comparative advantage. Real overseas experts believe that background enhancement should focus on students 'application objectives, planning and implementation, not only limited to academic and scientific

research ability, but also cross-cultural experience and ability, leadership, social responsibility and even personality and emotion.

3. Analysis of the Current Situation of E Company's Products and Industry

References are cited in the text just by square brackets [1]. (If square brackets are not available, slashes may be used instead, e.g. /2/.) Two or more references at a time may be put in one set of brackets [3,4]. The references are to be numbered in the order in which they are cited in the text and are to be listed at the end of the contribution under a heading *References*, see our example below.

3.1 Current situation of foreign industries.

3.1.1 Strengths analysis.

As a start-up company in the field of studying abroad, compared with other background promotion companies, E company does not spend a lot of money on marketing propaganda, but mainly uses the profitable funds to improve the quality of products and develop channels.

Team of mentors is strong, E company background promotion project mentors, 80% are from top 5 universities in China, 10% are from famous foreign schools, the remaining 10% are domestic universities with first-level disciplines, at least doctoral degree. At present, the number of tutors has exceeded 100, covering almost all disciplines.

3.1.2 Product advantages.

E company currently has two main core products, one is paper guidance, and the other is scientific research projects. After tutoring by E company tutors, students' papers can generally be published in well-known academic conferences or journals in the industry, and can be retrieved by EI or CPCI. Some students with higher quality papers can also be retrieved by SCI.

Scientific research projects, E company's scientific research projects and other background promotion company's scientific research projects are quite different. Other company's scientific research projects mainly focus on explaining basic theoretical knowledge, and the project is mainly a virtual project for the company, not a project of domestic universities, generally more like lectures. E company's scientific research projects are all the projects that the tutor applied for in the university. After entering the project, the students should complete the corresponding work according to the current progress of the project. At the same time, the tutor will explain the related theories according to the project progress, so that the students can feel what the real scientific research is.

3.1.3 Channel advantage.

Company E, as an institution for promoting the background of studying abroad, has become the main method for the company to sell its products by cooperating with overseas institutions. At present, the large overseas institutions on the market, such as Oxbridge International, Shunshun Liuxue, Vision Overseas, have cooperated with E Company. The general process is that students and institutions sign service agreements for studying abroad. According to relevant agreements, institutions transfer students to relevant docking personnel of Company E. The docking personnel transfer students to relevant professional tutors according to the professional situation of students themselves. After that, the tutors will contact students directly and give guidance on papers or scientific research.

3.2 Market-side performance is weak.

In recent years, 95% of the total number of student counselors in Company E came from the push of the channel, and less than 5% came from the market. After analysis, the reasons are mainly manifested in two aspects. First, the lack of funds. As a start-up company in a new industry, if it invests a lot of money in the market, such as advertising on a fixed point, first of all, the company is not sure how long it will be able to get a return for advertising indefinitely. Second, if the funds put into the market in the early stage cannot get a considerable return within the company's affordability, E company will face the risk of capital shortage or even bankruptcy. Competitors are increasing year by year. Second, there is a scarcity of foreign tutors. For the students who apply to go abroad, it is the

greatest help for them to get counseling from the tutors of famous foreign schools, but most of the tutors of E company come from home and few from abroad, which brings a lot of disadvantage to the company in terms of products.

3.3 The increase of competitors year by year poses a certain threat to the development of E company.

According to the report on the number of Chinese students studying abroad from 2017 to 2022, it is estimated that the compound annual growth rate of the number of Chinese students studying abroad will be about 7.2% from 2017 to 2022, and the number of students studying abroad will reach 830.05 million in 2022.

At present, there are about 30 companies specializing in promoting the background of studying abroad in China. The products mainly involve academic papers, scientific research, internships and volunteer activities. Among the companies specializing in the promotion of the background of studying abroad, E Company, ViaX Company, Azure Blue Company, Tailan Company and Youfang Company occupy most of the market share of the industry. However, as the market demand continues to expand, and other companies continue to join in, even the traditional overseas study industry (traditional overseas study institutions refer to the company's main business is focused on the application for study abroad, language training and the counseling of the corresponding age examination), they also tried to use their brand advantages to build their own background promotion products in 2018. In the next 2-3 years, the domestic market structure will be greatly changed. As the earliest pioneer in the industry, E company needs to constantly increase its competitiveness on the basis of existing, and strive to maintain and expand its leading position in the industry in the next few years.

3.4 E Company Industry Development Opportunities.

3.4.1 The Urgent Requirement of the Overall Environment in China

On the one hand, in order to realize Made-in-China 2025, China needs to transfer from Made-in-China to Created-in-China, from investment to talent. To achieve this, it needs talents to support it. On the other hand, studying abroad can learn the experience and advanced theoretical knowledge of developed countries, improve personal quality and humanistic feelings. After returning home, we can realize our personal value and serve our motherland.

3.4.2 The State's Preferential Policy for Overseas Students

From the data point of view, more than 400,000 international students choose to return to China every year. Since the reform and opening up, the rate of returning to China has exceeded 80%. In recent years, the development of domestic economy has also attracted foreign students to return home on their own initiative. More importantly, China has many preferential policies for returnees, such as setting up in big cities such as Guangzhou and Shenzhen, providing entrepreneurial sites, financial support, and even purchasing tax-free vehicles. In addition, special policies such as the "Yangtze River Plan", "Thousand People Plan" and "Ten Thousands of People Plan" also provide great job support for returnees studying abroad.

At present, our society needs continuous development. However, good social development needs high-quality talents. As far as the whole social development is concerned, the western developed countries are better than our country in terms of social system and education, so we need to experience such a high-quality society to guide the development of the whole domestic society.

After entering the new century, although the number of students studying abroad is increasing, it has improved their personal quality and cultural accomplishment, and broadened their international horizons. According to the Report on Supply and Demand Forecast and Industry Prospect of China's Overseas Study Market from 2017 to 2022, 81.45% of the returnees have master's degree, 11.09% have doctoral degree, and 7.46% have undergraduate and professional degree. The main types of institutions chosen by these returnees are state-owned enterprises (25.85%) and private enterprises (17.42%). The returnees with doctoral degree mainly choose universities and state-level institutions.

With the increase of economic strength in recent years in China, and the rise of local science and technology industries such as Tencent, Alibaba and Baidu, the "homecoming fever" of Chinese students has been promoted. At the same time, the local government has provided many incentives to encourage entrepreneurs to start companies.

Overseas returnees have acquired advanced knowledge, whether in management or technology, with an international perspective. China's current opportunity is the best opportunity for entrepreneurship. With the support of preferential policies such as China's entrepreneurial park and talent plan, it is a very good opportunity for returnees. At present, not only foreign students, more and more senior talents and social elites also choose to return home for development.

4. Conclusion

Under the background of globalization, the competition of studying abroad is not confined to the domestic market, but the young people all over the world compete on one platform at the same time. At present, under the circumstance of relatively imperfect education system, only by upgrading the background of studying abroad to increase their own soft power, can our foreign students gain a firm foothold in the competition. As the earliest pioneer in China, E company has relatively mature experience in user experience and product understanding. But the company itself also has a lot of disadvantages in product and market. In the future, E company needs to strengthen the teaching staff of foreign tutors on the one hand, and put a reasonable proportion of funds into the market on the other hand, so that it can stand in its own footsteps under the background of China's good economy.

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