

BUSINESS AFFILIATE PROPOSAL



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“Education creates great societies in the world – Positive progress of the world depends the existence of great societies.”

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Introduction

This business brochure document elaborates the overall benefits of being a business partner. This is a brief idea created by Derrick Jones Management to increase the number of business affiliates in India and thereby increasing the number of student admissions of Institute of Business. The detailed discussion can be initiated after starting the initial discussion process.

OUR VISION

Derrick Jones Management's vision is to transform the efficiency of student recruitment process in India by introducing them to new information and communications technologies from New Zealand.

OUR VALUE

“Education often decides the future of an individual – Change the future of you and your next generations through education”

EXECUTIVE SUMMARY

“Derrick Jones Management Limited” is a New Zealand owned and registered company, with its physical offices in New Zealand and India. The company has 16 business affiliates in India & 3 business affiliates in the Middle Eastern countries.

The company also has independent contractors that make the company as a virtual organization and all the associates of the company would function in a virtual team format, meaning that associates would work from geographically different locations and the main offices of Derrick Jones Management will co-ordinate the affiliate offices, Associates and independent contractors. All our business partners would make extensive use of internet and technology to carry out business activities.

OUR MISSION

- To become India's number one provider of International students to New Zealand institutions. Aiming to work with Immigration New Zealand as an official channel partner for international student recruitment from Indian sub-continent.
- To develop and introduce a technology solution that helps students to choose their course of study in New Zealand without visiting an agent in any part of the Indian sub-continent will be deployed by mid of 2020 with 95% of customer satisfaction.
- Derrick Jones Management will increase the student support staff members in New Zealand to their course admission, student visa application submission & initial settlement in New Zealand under the guidelines of the pastoral care of New Zealand qualification authority.

Services Offered to Students

Derrick Jones Management will provide a comprehensive set of value added customer service that will be specifically catered to our students. These services include. Our business affiliates can offer all these services on behalf of us.

Course/programme Counselling



Student will get course information, documentation requirements for admission, documentation for student loans from banks, documentation for student visa application, Travel booking from local to New Zealand.

Post Landing support



Airport pick up & transfer, Accommodation arrangements, support with Enrolment.

Initial settling up services to students



Part-time job assistance, introduction of potential employers, free car with driver for initial shopping trips.

Post study services



Post study visa application processing, Internal References from New Zealander's for new job seekers, Brand new CV with New Zealand references.

Industry placements



Placing students with different industries for professional development and industry knowledge that can help their post study employment.

Visas/Immigration policy



A 60 minute interactive seminar from our Licensed Immigration Advisor about New Zealand immigration policy, Visa Categories, family re-union, employment agreements etc.



Benefits to our Students

Derrick Jones Management customers will be attracted to our services because of several key value propositions. Our business affiliates can offer all these services on behalf of us.

• Unique student counselling

Our students are getting most latest course information from our trained Indian affiliates as well as New Zealand based staff members. Most of our New Zealand based student counsellors are multilingual and knows inside out of student life as they were once being an international student in New Zealand. Prospective students want to hear more about courses, visa's, career opportunities from others who walk through the road ahead of them.

• Student Visa processing

We process all the student visa applications on-line through Derrick Jones Management's "realme" account portal & through our Licensed Immigration Advisor.

• Licensed Immigration Advisor

Our Licensed immigration Advisor supports students on their visa related issues on all visa categories during the study as well as post study times.

• One on one with NZ employees

Student will get employment tips and internal references from senior employees of Air New Zealand, Spark New Zealand, Datacom, HP, Dimension Data, Auckland Transport etc.

• New Zealand Based

Derrick Jones Management is Auckland based and all the students will get a personalised initial settling up services from our New Zealand based team members. We support students with various post study options that suits their circumstances and requirements.

• ZERO % Interest CAR Loan

We have a business arrangement with a New Zealand business for the car ownership of our students. Our students will get a interest free CAR loan with a minimum of \$1000 deposit.

Market Analysis / Trends

There are a number of trends that are converging to make Derrick Jones Management the ideal marketing solution for the International student recruitment from India to New Zealand.



Market Presence

Derrick Jones Management has 20 years of work experience in the area of international student recruitment from Indian sub-continent and Middle Eastern countries to New Zealand. This experience enabled us to have a realistic view on the up and down side of the market and market trends.



Business Partners

We partner with a number of student recruitment agents and independent contractors to recruit students to New Zealand in the past 20 years. We will be able to place students across New Zealand, throughout the year.



Credibility Of Local Agents In India Is The Lowest Among Other Countries

The credibility of India based student recruitment agents are at its lowest from 2015. Indian students are increasingly looking for information from New Zealand organisations on their proposed course of study, student visa and career opportunities even though local student consultants are offering student admission to all over the world. So being a partner with fully New Zealand owned and operated business will definitely let you to gain more student admissions.



Market Share Of New Zealand

New Zealand has a decent market share of international student recruitment. In 2015 it has hit a record rate of 18000 student visas.



Overseas Support Offices Or Contact Person

The leading student consultants have their support office of contact staff's in Canada, Australia, UK, Ireland and US. Most Indian student consultancy offices doesn't have a contact person in New Zealand to provide initial settlement service to their students. Indian students often looking for a contact person in their host country to guide and support them to progress into a great career and a brand new life. Derrick Jones Management can provide great guidance and career options and which will eventually help to settle down in New Zealand.



Indian students

Indian students are looking for an overseas qualification that can lead into a career with a world class business preferably in an English speaking country. Students are often hesitant to take an overseas study opportunity if they are not fully informed about their post study opportunities.



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Market Size & Revenue Potential

Market Potential

India has 29 states and 7 Union Territories. There are more than 500 big cities. India has 600 million young people and it's more than half India's population. It's estimates that every month a million people turn 18 years of age in India and it continue until 2030. There are 6.8 million students getting graduated in India every year.

The American Dream

There are 186,000 students went to USA from India in 2018 on a student visa. Indian student spend 1.25 billion as course fees to educational institutions in the USA. The recent immigration policy changes and restrictions of post-study work permits made cation on Indian students who are planning to go to USA at the moment.

Canada, Australia & UK

Canada has overtaken Australia and UK in the number of Indian International students as the Post-study work visa options are becomes liberal in 2017. Indian international students find that Canada's skilled-based immigration system for Permanent Residence is the best chances of their stay back option compare to other English speaking countries. There are 172,000 Indian students are travelled on student visa to Canada in 2018. Australia and UK has accommodate 35,000 and 16,500 Indian students in their institutions on 2018.

New Zealand

Indian agents has successfully processed 8880 student visa applications to New Zealand on last year. There are 31,380 "fee paying" Indian international students are studying in New Zealand at the moment. In 2016 there are 13,795 "fee Paying" international Indians students has secured their student visa. The Numbers of Indian international students to New Zealand has gone down as the tight immigration rule changes as well as the Indian agents are start working closely with Canadian institutes and European countries where students are offered "Schengen Visa". Derrick Jones Management is aiming to increase the number of student visa applications by the help of adding more business affiliates to the business.

An estimate of 32,000 Indian international students are currently studying territory programmes in New Zealand. In 2018 Indian student consultants processed 8880 student visa applications through immigration New Zealand.

Worlds Biggest International Student Markets

India is the second biggest International student market following China. The number of Indian students moving to English speaking countries for higher education will increase year by year as Indian couldn't generate job opportunities to accommodate its graduates.

Big Number Of Students To New Zealand

New Zealand government eased entry requirements for international students in 2013 and the result was instant, the number of Indian students more than doubled within just a two years. New Zealand has gained 16,315 students from India in 2015.

Students Prefer Private Providers Rather Than Universities

Indian students in recent years shows their interest on PTE's and Technology Institutes over Universities for their studies in New Zealand.

3-Year Forecast

The government regulations is the game changer of International student admissions sector in New Zealand. Based on the current government policy, the number of International students coming to NZ from India will be between 8000 – 12000 in a year. There will be a 20 – 35% of increase in student numbers respectively on 2021 and 2022.

Competition



Presently there are 111 registered educational consultancies recruiting students to New Zealand from Indian market. Majority student consultancy businesses in India maintain or contracted a number of sub-agents in various part of India. The total number of businesses who are working in the area of NZ student referrals from India is unknown as almost all English language training institutions working for an educational agent or agents to refer student but not registered as a student consultant.

As a New Zealand owned and operated business, believe in adding value to all our business affiliates and we can support all our agents by offering the best services and commission.

Derrick Jones Management Ltd has partnership with most of the universities and colleges in New Zealand and the area of service that we offer to the students is far beyond a competitor within the existing Indian agreements. For more information please contact us.