



How to grow
after introduction of student
funding restrictions?



Our recommendation

Opportunity:
To attract working adults
with two college degrees,
willing to pay ahead,
and/or commute
across local education.



Apollo at a glance

- US-based corporation working in for-profit education;
- Catering to the employed student;
- University of Hoosier, 400,000 students in 2011;
- Various smaller educational institutions in US and worldwide;
- Strong focus on on-line learning;
- Offers most of the usual academic amenities.

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FINANCIAL data



MARKET Description



SWOT Analysis



SWOT Analysis



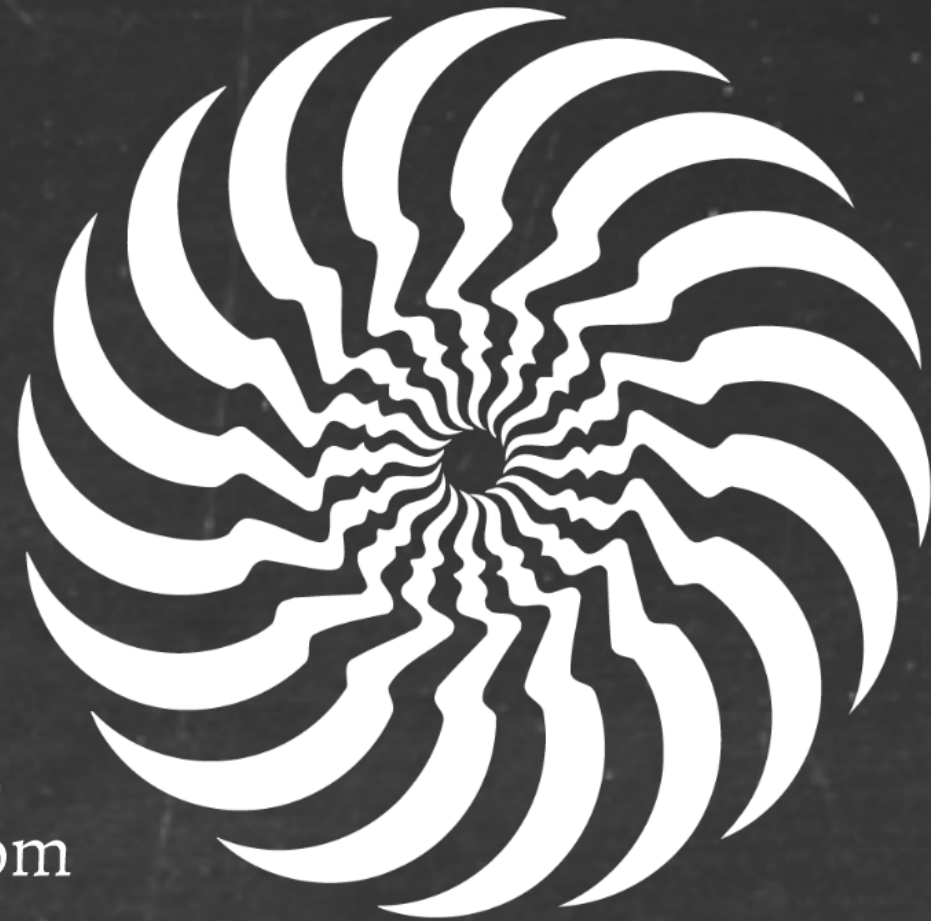
SWOT Analysis



Thank you and good luck in the quiz!

Any comments?

Red, White & Hoos: A New A Cappella Group at the University of Virginia



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APOLLOSM
EDUCATION GROUP

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1973 Apollo Group established



1976

University of Phoenix established

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1978 University of Phoenix accredited

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1980 UoP expands to California


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1989

First UoP online courses held

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1995 Western International University
acquired