

The Long and Short of Apollo Group and the University of Phoenix (A)



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**APOLLO**  
EDUCATION GROUP

**How to grow**  
after introduction of student  
funding restrictions?

**Alternative 1**  
Lower or new learning preferences

**Alternative 2**  
Expand on global level and use the  
same business model that has made it  
successful

**Alternative 3**  
Concentration on working adults,  
engaging in partnerships with local  
employers

**Alternative 4**  
Concentration on Associate Degree  
offerings as per

**Our recommendation**

**Opportunity:**  
To attract working adults  
with two college degrees,  
willing to pay ahead,  
and/or commit to  
a reduced education

**How?**



**Target:**  
Increase enrollment  
and revenue  
while maintaining  
operational efficiency

**Key Success Factors:**  
Identify and attract  
high-quality working  
adults who are  
willing to pay ahead  
and/or commit to a  
reduced education

**Target:**  
Increase enrollment  
and revenue  
while maintaining  
operational efficiency

**Apollo at a glance**

- US-based corporation working in for-profit education;
- Catering to the employed student;
- University of Phoenix, 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

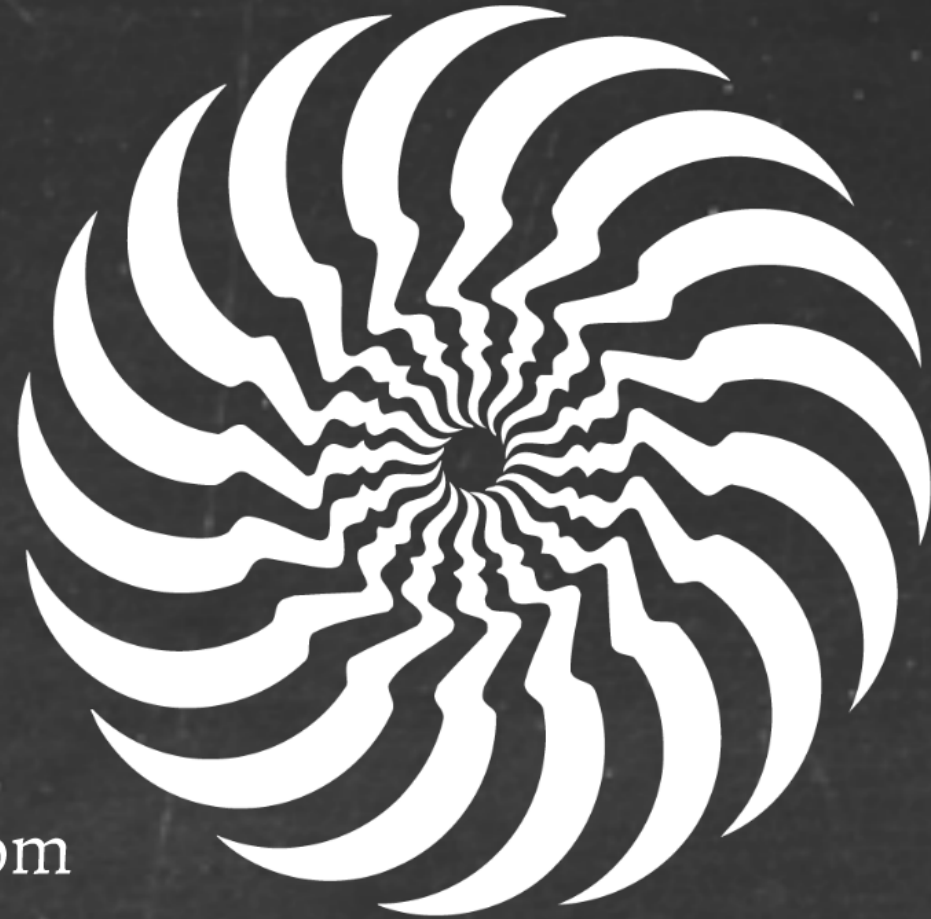


SWOT Analysis

Thank you and good luck in the quiz!

Any comments?

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## Apollo at a glance

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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