



How to grow after introduction of student funding restrictions?



Our recommendation

Opportunity: To attract working adults with two college degrees, willing to pay ahead, sending consistent increased revenue.



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.



FINANCIAL data



MARKET Description



SWOT Analysis



SWOT Analysis



SWOT Analysis

Thank you and good luck in the quiz!

Any comments?

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APOLLOSM
EDUCATION GROUP

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1973

Apollo Group established



1976

University of Phoenix established



1978

University of Phoenix accredited



1980 UoP expands to California