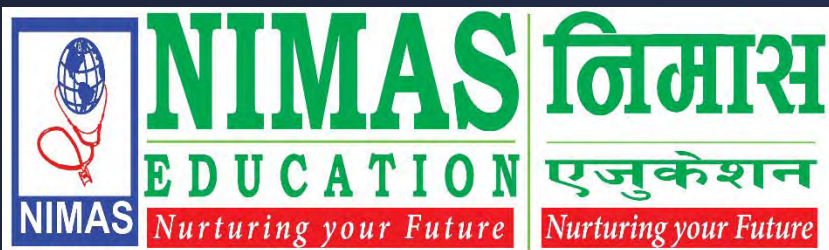


# Marketing Strategy 2018

We Help You Grow Together



## Overview:

NIMAS Education has its separate Marketing Department which aims to meet and fulfill the targets of marketing plan. This department coordinates with **Administrative, Admission & International Departments** in order to conduct its day to day marketing activities. This department consists of **Marketing Director, Marketing Manager, Business Development Manager, Marketing Officer, Tele Marketing & Marketing Representatives**. NIMAS Education invests approximately minimum **100,000 \$ USD** per year. NIMAS Education uses different tools of marketing for its promotional activities.

NIMAS Education targets annually minimum 200 + students to recruit in foreign universities and colleges. Approximately, we enroll students as follow:

English: 15 Undergraduate: 115 Graduate: 65 PHD: 5+

## Some Facts:

- 27,000 Nepalese students go to foreign countries for further study as per the record of Ministry of Education, Nepal in 2017.
- There are major 8 universities and more than 700 affiliated colleges in Nepal. There are limited seats in compare to the number of students.
- Nepalese students choose: USA, UK, Australia, Canada, New Zealand, Germany, Denmark, Norway etc.
- Major Subjects: Management, Engineering, Computer Science, Nursing, Health Education, Medicine, Biochemistry etc.

# Tools Of Marketing:

- ✓ National Newspapers & Magazines
- ✓ Online Media
- ✓ Social Networking Media
- ✓ National & Local Televisions
- ✓ National Radio & FMs
- ✓ Movie Theatres
- ✓ Education Fairs
- ✓ Seminars & Workshops
- ✓ Display Hoarding & Sign Boards
- ✓ Promotional Materials
- ✓ Tele Marketing
- ✓ SMS Marketing
- ✓ Email Marketing



# National Newspaper & Magazines

As per annual plan, we have done agreement with our media partner, **Sunmoon Media Pvt. Ltd.** for designing and publishing advertisements in the reputed National Newspapers. We do publish Nepal's number one and biggest selling newspaper, **Kantipur Daily Newspaper**. We publish 2\*5, 2\*10, 3\*20 sized advertisements 3 times a week. Then, our second and third choices are **Saptahik Weekly** & **Shukrabar Weekly** respectively over a year. We invest minimum **Rs. 30,00,00/-** which is equivalent to **30,000 \$ USD** per year.





# Online Media:

Now a days, there are so many online media and apps of media houses. We publish advertisements in different Medias time to time. We have **5,000 \$ USD** annual budgets for the promotion.



# Social Networking Media:

The most popular activity is to surf in the social networking media for today's generation, mainly **Facebook**, twitter, Google + etc. Our top priority is **Facebook Ad**. We have regular promotion adds in Facebook targeting **250,000 per week**. We invest **10 \$** per day in **Facebook**. This is our Second largest sources of student recruitment now.



# National & Local Television:

We have partnership with one of the top media production house in Nepal, **Saujanya Media Pvt. Ltd.** which produces educational programs for different televisions like **Info Plus – Kantipur Television, Platform – Nepal Television, Education Plus – News 24 etc.** They also do production of TV Ad for NIMAS Education which we broadcast in different Medias. They also cover our partner universities and colleges' profile, interviews and seminar news. We invest **10,000 \$ USD** per year.





# National Radio & FMs:

We also do sponsor for social awareness programs and news in **Radio Nepal** and local FMs. We also do audio advertisement for Spot Admission, Seminars & country specific Ad. These radios also take interview. We invest **3000 \$ USD** per year.



# Movie Theatre:

There are a good number of movie theaters with high quality facilities like **Big Movie, QFX, DCN** etc in Malls and Downtowns. We do advertisements of TV Ads regularly. We invest **6,000 \$ USD** per Year.



# Education Fairs:

Every year different event organizers and companies in Nepal organize mega events in education sector. The most popular Education Fairs are: **CAN Info Tec, Book Exhibition & Education Fair, Higher Education & Career Fair, European Education Fair** etc. We also organize customize Education Fairs for specific countries in different cities in Nepal inviting our partner universities and colleges like **Study Destination to USA, Australian & New Zealand Education Expo** etc. We invest **15,000 \$ USD** per year.





# Seminar & Workshop:

One of our direct marketing is to visit different local schools and colleges and we conduct **career counseling seminar & workshop** inviting experts with our counselor team in the schools and colleges. For specific purpose, we invite the students in the designated hotel conference Hall inviting **representatives** of our partner universities and colleges. We invest **12,000 \$ USD** per year.



# Display Hoarding & Sign Board:

We use electric and non –electric hoarding and sign boards in public places. We especially keep in **Malls, Bus Stations, Parks, street** etc. We invest **4,000 \$ USD** per year.



Study IN  
**AUSTRALIA**  
WITH NEW POLICY SSVF

**NIMAS EDUCATION** निमास एजुकेशन  
Nurturing your Future

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**JAPAN**  
INTAKE FOR  
Jan | April  
July | October  
FREE JAPANESE LANGUAGE CLASS

STUDY IN  
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CHINA  
PHILIPPINES  
BANGLADESH

Study in  
**New Zealand**  
Why New Zealand?  
► IELTS Optional\*  
► Post study work opportunities  
► Part-time job available  
► Spouse can apply

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With the Leading Educational Institutions

**IELTS**  
CLASSES  
ARE  
GOING ON

Engineering Medical IT  
Paramedical Management  
B.Sc. Nursing MBA

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**EUROPE**  
Schengen Country

France Germany Greece Denmark Czech Republic  
Finland Poland Netherland Switzerland Latvia  
Lithuania Sweden Spain Norway Hungary



STUDY IN  
**USA**  
**CANADA**  
**AUSTRALIA**  
**NEWZEALAND**

**NIMAS EDUCATION** निमास एजुकेशन  
Nurturing your Future

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(Opposite to P.K. Campus)  
01-4167542, 4167547  
9841364002, 9851016195  
info@nimaseducation.com  
www.nimaseducation.com



# Promotional Materials:

Annually we print 3000 prospectus, 10,000 leaflets, 50,000 discount cards, 1000 T- shirts, 2000 calendars, 3000 key lockets etc. We distribute at the exam centers of board exams. We invest **5000 \$ USD** per year.

An ISO 9001:2008 Certified Company Approved by Ministry of Education

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Recognized & Approved By

SPER, Nepal, Ministry of Education, Nepal, ThinkNow, Nepal

Study in **NEW ZEALAND**  
 Intake: July / October, 2017

**Diploma In Business Management Level 7 With Specialization in Health Services**

The Diploma in Business Management Level 7 with specialization in Health Services leads to positions in the healthcare sector such as team leader, supervisor, health services manager, operational manager, strategic planner, training and development manager.

**Program Delivery:**  
 The Diploma is delivered over one academic year, across five terms, where each term is 7 weeks long. Course timetables are structured to ensure that those students who wish to engage in part-time work will be able to do so.

**Entry Requirement:**  
 Academic: At least Bachelor Degree in Nursing, Pharmacy, Public Health, Health Education, Lab Technology, Radiology or Health related subject.  
 Language: At Least IELTS Overall 6.0 and 5.5 each band or equivalent English Test.  
 Experience: It is better to have at least 1-3 years work experience in the related health field to get part time and full time jobs during and after studies.

**Career Assistance:**  
 College provides, at no cost to the student, a professional career consultant, to assist students with CV preparation, interview skills, part-time job applications, and full-time job applications.  
 For Nursing background students: College provides guaranteed part time work 120 hrs Per Week with New Zealand minimum wage. After completion of Diploma Level 7, College provides guaranteed bonding arrangement Full time work guaranteed with Radius Care for two years. Nursing students then, need to prepare and take test of CAP course to qualify as a Nurse in New Zealand. After that, employ them (outside of Auckland) as a full-time registered nurse. This offers an excellent pathway through to PR, given the salary level that the students will earn as a full-time registered nurse at Radius Care (approximately \$52,000 a year), and the extra PR points scored for finding full-time work outside of Auckland.

**Why New Zealand, this course & College ?**

- English Speaking Country
- High Quality of Life
- Part time job guaranteed for Nurses
- Full Time job guaranteed for Nurses after graduation.
- Level 7 course and Full time job leads to PR in New Zealand.
- Hassle Free Processing

Recognized & Approved By

For Further Information, Please contact us :

An ISO 9001:2008 Certified Company Approved by Ministry of Education

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www.facebook.com/nimaseducation  
 www.twitter.com/nimaseducation  
 www.instagram.com/nimasedu  
 www.youtube.com/NIMAS Education

# Tele Marketing:

We have trained team for tele marketing. They call every day to students, give information and invite to our office for further details. They also record the details in our **Student Management System**. We have software which cost **1000\$** USD per year for maintenance.



**STUDY IN  
New Zealand**

**ONE TO ONE COUNSELING  
Seminar & Interaction Program**  
with **NZALI College from New Zealand**

**Date:** Sunday, 16 July, 2017 (साउन १ गते)  
**Time:** 2.00 pm to 5.00 pm  
**Venue:** NIMAS EDUCATION Premises

**For Further Information, Please contact us :** **ENZ TRAINED AGENT**

An ISO 9001:2008 Certified Company

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EDUCATION  
Nurturing your Future

Approved by Ministry of Education

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# SMS Marketing:

We have taken SMS services from our partner **Sharada IT Pvt. Ltd.** which provides **500,000 SMS** per year as per our need. We invest **6000 \$ USD** per year.



**NIMAS EDUCATION** निमास  
NIMAS EDUCATION निमास  
01-4167542, 9851040287

**WESTCLIFF UNIVERSITY**  
Educate. Inspire. Empower.

**FREE USA SEMINAR**  
Time:- 8:30am  
24th September, 2017

Meet:- Dr. David McKinney, Director of WESTCLIFF UNIVERSITY, USA  
Venue:- NIMAS Education Office



# Email Marketing:

We have our web partner **Trinity Infosys Pvt. Ltd.** which maintains our website and provides unlimited bulk email facilities. We invest **1000\$** USD per year.

## Seminar & One to One Counseling !!!

**Venue:- NIMAS Education Office**

**Date:- 18, September, 2017**

**Time:- 3:00 Pm**

**Meet:- UIW Representative**



 **01-4167542, 9851040287**





**NIMAS**  
**EDUCATION**  
*Nurturing your Future*

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