



Sculpting Your Scholastic
Aspiration.....



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Marketing Mix, Services, Offer

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Company
Profile

Executive Summary

SAJCO Educational Consultant (Pvt) Ltd. Is a Pakistani based Education Consultancy company inaugurated with the concept of providing highly professional Study Consultancy services to the target Market. **SAJCO** is operating with head office in Islamabad (Capital of Pakistan) and with the network of branch offices in all the major cities of Pakistan.

The objective of **SAJCO Educational Consultant (Pvt) Ltd** is to focus on the Service development by rendering all the technical and professional services, differentiate the company as the paramount service provider in the market.

SAJCO Educational Consultant (Pvt) Ltd. Is following growth strategy by service development and market development concepts. We would differentiate our business from our competitors on service image basis, As business requirements are concerned, we would head far as other business requirements are concerned, we would head to head compete in quality, features, technology, and networks, to cope with the challenging business environment.

SAJCO Educational Consultant (Pvt) Ltd. Is pure consultancy company, who understands trends in market and has deep observations on the changing market dynamics.

We design our offer in a manner, which is Complete, Authentic, Reliable, reasonable, and under the paying capacity of our clients, We promote our ideas using the best possible and available resources in order to boost the goodwill and awareness about our self and our strategic partners (Affiliated Foreign Education Providers).

SAJCO Educational Consultant (Pvt) Ltd key strength is their human resources who are highly skilled in this field and know the art of working in a professional manner, who keep them selves updated with the new amendments in Immigration laws and Education Providers Policies.



SAJCO educational Consultant (Pvt) Ltd has set-up unique resources to give a step-by-step guidance for the entire process. Our systematized approach and a network with Universities help students who apply through **SAJCO Educational Consultant (Pvt) Ltd**.

Our organization has a single-minded focus, to guide students to the best possible Institutions, thus enabling them to build their future and provide best services to the overseas Universities, colleges and institutes etc.

Using our expertise and vast experience we can identify the most suitable College/University for each student. We are the stepping-stones to their future and remember that their success is directly linked to our success.

Our Advisors live by a strict code of ethics and a set of values that are not merely etched in stone but are woven into the very fabric of the organization. **SAJCO Educational Consultant (Pvt) Ltd** is a one-stop solution to all your international study need.



Mission Statement

SAJCO Educational Consultant (Pvt) Ltd. Is a service oriented educational consultancy company inaugurated to facilitate the ever increasing number of Pakistani students who wish to plan their education from abroad by delivering the assurance and swift services within the economic range, at **SAJCO** we want...

- To be a knowledge Centric Organization Based on Strong business ethics and uncompromising values.
- To provide potential students quality advice and world class services for international education.

SAJCO is a professional educational consultancy that gives ultimate study opportunities in abroad for Pakistani Students. **SAJCO** waits to become the driving force in student's career by rendering best possible guidance and plethora of options in order to make right decisions.

About SAJCO

SAJCO Educational Consultant (Pvt) Ltd is a specialized Educational consultancy with several years experience in placing the right students in the right Universities. We built our reputation in overseas education consultancy by maintaining our philosophy of commitment to the success of aspiring students.

We continuously believe in providing professional services to students, parents and our Institutional clients at all times. Since It's launched on September of 2004, in Islamabad, **SAJCO** has grown at an extraordinary rate through a network of universities and asteam Colleges. This ability has allowed The **SAJCO** to create a convenient unparallel experience for students who wish to study abroad.

At **SAJCO**, we firmly believe that education requires proper planning to ensure that student choose appropriate academic pathway, Keeping these things in mind, we assist student by giving comprehensive information about study opportunities in UK, Greek Cyprus, Australia, Malaysia, Singapore, Ukraine, Canada, Ireland, China, Hungary, Switzerland, Romania, Turkey, Germany, USA and New Zealand.

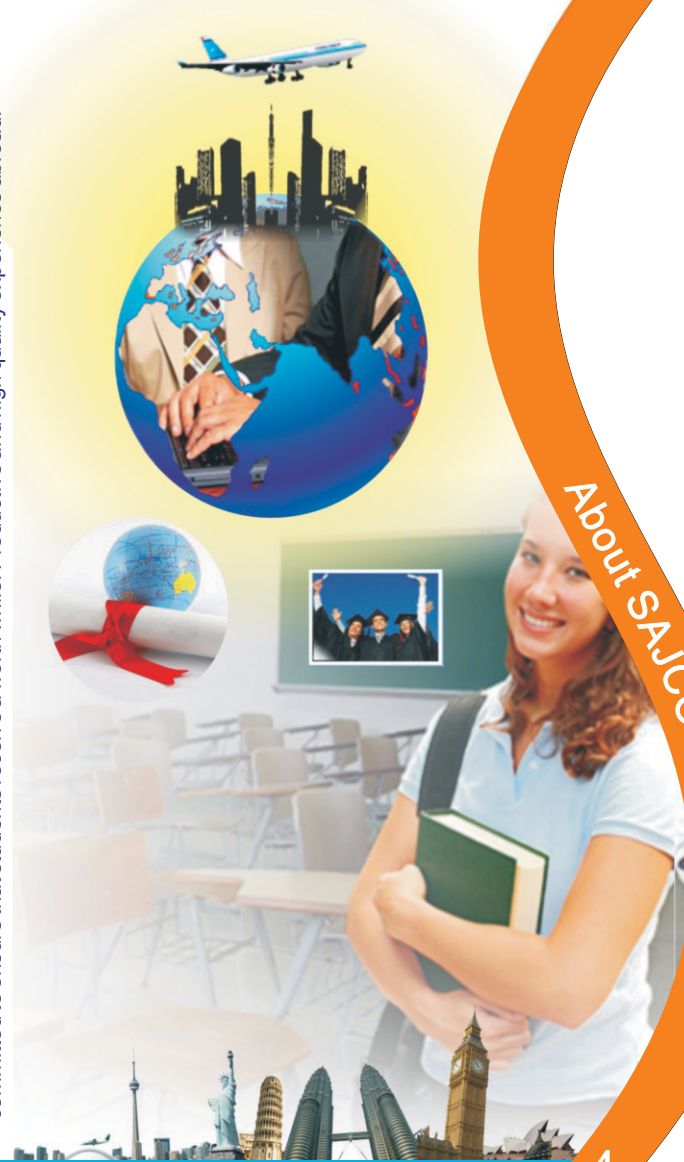
Following Are the major pints about SAJCO:

- **SAJCO provides comprehensive backup services for Pakistani students throughout their period of study in abroad.**
- **Sajco conduct seminars to prepare the students on the Higher Education System before they leave for their studies.**
- **SAJCO offices provide IELTS/TOEFL support including libraries of IELTS/TOEFL Materials for the students to Study.**
- **Future Standard of Care**
- **Public relation and community perception.**

All Companies claim to provide a quality and professional service. However in **SAJCO** case, this is reflected through the referrals of new students time after time. We believe that good relationship and trust are built up over time and must not be compromised. We would head to head compete in quality, features, Technology, networks to cope with the challenging environment.

SAJCO guides the students for locating suitable accommodation, type of food and availability, weather conditions with suitable clothing.

Our role is to understand the requirements of the students in terms of their previous qualifications, their family and financial background, interests, future goals and a combination of such factors and help the students to choose the right course. Their education should be advantageous to them in their careers in the future. We are committed to ensure that students receive a worth while. Productive and high quality experience abroad.



Our Goals & Strengths:

"Effectively communicate and implement value services for the student community to assist them in achieving their academic goal".

SAJCO team has developed a value driven operating model and a procedures dedicated to deliver customer values in Price, Convenience, quality and selection, with the focus on total customer satisfaction and long-term customer relationship by understanding the value system of its service provider.

SAJCO team of consulting and marketing experts is at the leading edge of trends, planning six to twelve months ahead to provide students with current and future trends and their differences, which will help them to take decisions.

"SAJCO is an Experienced professional who is committed to providing timely, accurate, unbiased, advice to students and even to families".

SAJCO Services:

- Hassle Free Processing
- University/College Selection
- Expert Visa & Financial Guidance
- Economical Package, No Hidden Cost
- Guaranteed Admission
- Money Back Guarantee
- Counseling Service

Visa Documentation:

SAJCO provides excellent visa documentation. When a candidate applies for a student visa he/she requires. certain documents, which has to be presented at the consulate/Embassies. **SAJCO** advise/guide the students to prepare all the required documents for case preparation like visa Application Form, Visa Interviews by Conducting Mock Interview Sessions.

Travel: **SAJCO** helps the students in providing Air Tickets with discounted rates when there is a peak session of students going to study abroad. Sajco helps in foreign exchange by converting your currency.



Our Goals & Strengths



Relationship Statement:

We at **SAJCO** Believe that our role is to work as a bridge between potential student and Foreign Educational Institution.

We believe the key basis for success in this business is to secure the major interest of the Affiliated Universities/colleges and students. For achievement of this we have laid down following.

- ◆ **Creating the proper awareness about the Universities/Colleges we are working in Affiliation.**
- ◆ **Maturing maximum admissions.**
- ◆ **Registration/Tuition Fee transfer in accordance with the payment policies of affiliated universities/colleges.**
- ◆ **Avoiding fake documents.**
- ◆ **Continuous liaison (Long Term Relationships)**
- ◆ **Arranging frequent Seminars in Pakistan**

Business Objectives:

.....To differentiate our company as the paramount service provider in the field of student consultancy.

Business level Strategy:

.....We would differentiate our business from our competitors on service image basis as far as other business requirements are concerned we believe that education requires proper planning to ensure success in career students have to choose the appropriate academic pathway. Keeping this aspect in mind, we assist students by giving comprehensive information about study opportunities in our Affiliated Foreign Universities/Colleges on the basis of their personal interest and previous pattern of studies.

Divisional level Strategies:

All the strategies followed by **SAJCO Educational Consultant (Pvt) Ltd** would be implemented. Keeping in view the environmental factors and all the changes required for the continuity of the business.

Marketing Mix

SERVICE:

Our core business activity is the education consultancy; we have designed our services by keeping in view the problems associated with foreign education starting from the institution search to the time of departure. We differentiate our self from our competitors through the provision of best customer service. The consistent delivery of superior service, which we use to provide requires the careful design and execution of a whole system of activities that includes people, technology, and processes and we duly focus on all the aspects which make our self distinctive in our respective field.

OFFER:

Universities/Colleges

SAJCO is operating in affiliation with foreign Universities and Colleges as their authorized representative in Pakistan.

At **SAJCO** we are drive to provide the high class services to our clients by keeping our selves updated about the offered courses and changes in Immigration Policies.

Policy:

- ◆ To accept only those cases who provide original documents/no fakes.
- ◆ To accept only those cases that has the urge to go abroad only for Study purpose.
- ◆ To accept Credit Transfer Cases only from Govt. Recognized Universities and Institutions.
- ◆ To receive the payments only through Cheques no cash acceptance at counters.
- ◆ To provide 100% professional consultancy not to promise the visa guarantee. Company doesn't promote Human Trafficking.
- ◆ Not to accept any case, already involved in any Terrorism activities or banned by the Govt. Of Pakistan verified by Police Statement.
- ◆ Company doesn't allow the Employees to make any financial deal with the clients regarding the visa Confirmation and any illegal documentation on company behalf.

Procedure:

An exceptionally designed computer based inquiry system handled by the experienced Executive consultants at the very first level to scrutinize the information provided by the clients.

After scrutinizing, the case referred to the senior consultant who helps the client in the final selection of course and institution. We finalize the course and institution on the basis of student interest previous pattern of study and finances available to the student for bearing his cost of studies.

Processing the basic documentation the case is finally referred to the principal consultant who is responsible for the arrangements including (Fee payments, Admission letters, Accommodation Arrangements etc) revision of all the documentation, reconfirm that all the necessary and legal requirements have been properly met before the submission of the case to the relevant embassy.

Pricing:

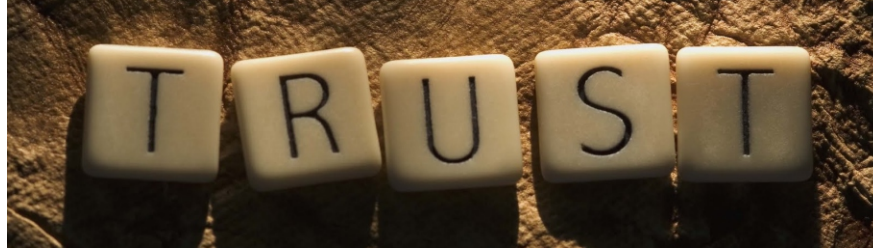
We don't charge the student for processing of his/her case. This Policy brings in a very strong position to compete effectively in the market.

Promotion:

Saving a cost on promotion is just like saving a time by stopping the watch, so we at Sajco strongly believe that promotion is one of the key factors of our success we are using following medium for promotion of available offers of our services:



SAJCO Services Promotion



Public Relations:

By Participating in all activities related to foreign education, by arranging time-to-time visits to all the relevant organizations and institutions We also held informational seminars at our premises to educate students about benefits of enhancing skills through foreign qualification & its impact on their career.

Placement:

Sajco Educational Consultant (Pvt) Ltd. Head Office is situated at the heart of the Capital city Islamabad in I-8 Markaz which itself is the main Business Hub of the city, in order to provide the easy access approach.

Positioning (Unique Selling Point):

Study abroad is one of the crucial decisions in the student's life and the selection of the country and institute is the most difficult aspect of that decision. Correspondence with the foreign institutions, complexities in the proper documentation, its in time availability for the visa processing, language certifications, Awareness regarding the living and lodging problems as international students. In reality, it is a web of interrelated problems.

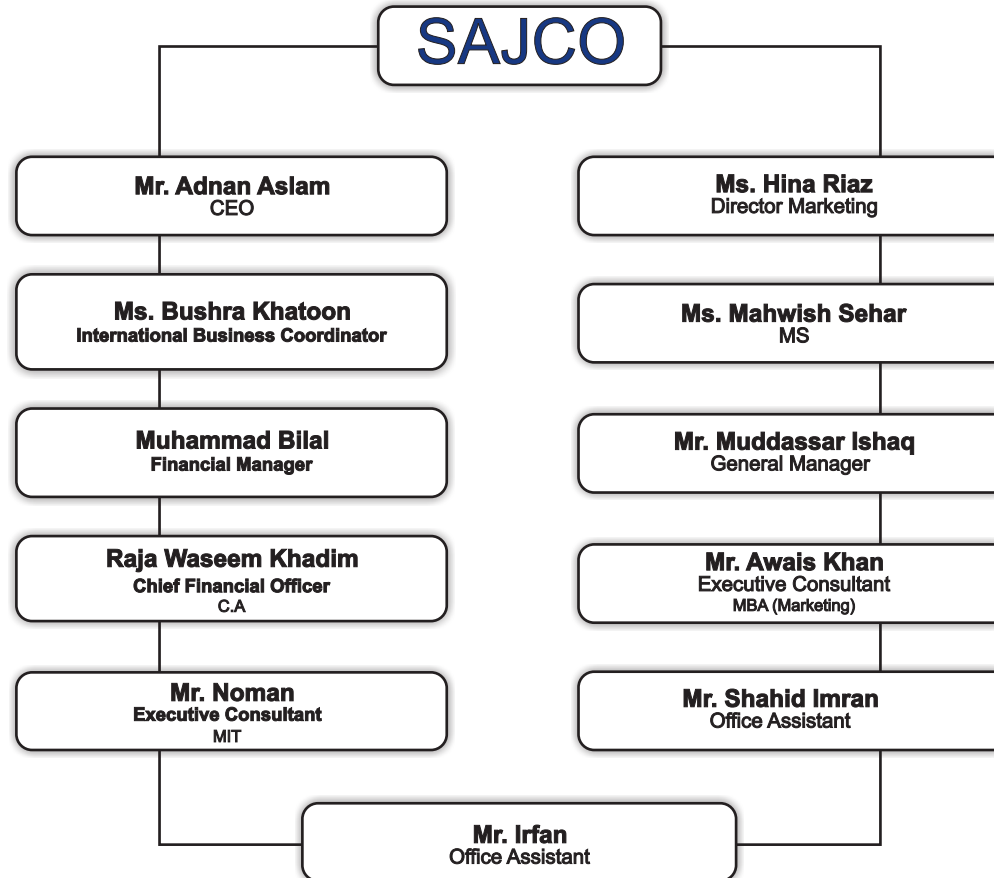
We at Sajco Identify that set of problems and create a professional set of solutions in a manner that would be an attractive offer which would deliver an experience of trust and confidence to our clients under one roof by following a one stop shop concept.

Financial Capability:

The Working Capital of Sajco Educational Consultant (Pvt) Ltd is Rs. 86,45,000/- equivalent to US Dollar 95,000/-

Organizational Hierarchy:

The Strongest aspect of our company is the human Resource. We have highly experienced professional from all aspects of life having rich background of business development and growth.






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