

Industry Overview

Players in the visa consulting firms industry offer services relating to the legal status of individuals, including permanent residency and visa services. These services include submitting visa applications, providing visa advice, and preparing for and representing before a court of review authority in relation to visa applications and related matters.

Basically, immigration lawyers and attorneys who are major players in this industry assist individuals in obtaining visas and gaining citizenship, defend the rights of immigrants, navigate the issues of illegal immigration and assist businesses in understanding immigration issues in a global marketplace.

Market Analysis

Market Trends

The visa consulting industry is indeed a very large industry and of course it is one industry that works for individuals and corporate organizations.

The big catch in this industry is the fact that loads of people from Sri Lanka will give up anything to migrate and become legal citizens or to visit, study and do business abroad. This is the chief reason why the visa consulting industry is a thriving business venture in Sri Lanka.

Lastly, the geographic distribution of visa consulting firms and revenue in the industry is based on population levels and business locations. Visa consulting firms tend to be located in areas with high populations; as such areas tend to have higher migrant levels, which can lead to visa applications for family members and for students.

As businesses use immigration consulting firms for employer sponsored visa applications, many industry firms generally tend to locate near business regions.

Our Target Market

The demographic and psychographics composition of those who need the services of visa consulting services providers cut across individuals, small businesses and large corporations.

Educare International will initially serve small to medium sized business, from new ventures to well established businesses and individual clients, but that does not in any way stop us from growing to be able to compete with the leading visa consulting firms in Sri Lanka.

As a standard and licensed immigration consulting firm, Educare International offers a wide range of visa consulting services hence we are well trained and equipped to services a wide range of clientele base. Our target market cuts across businesses of different sizes in both the individual and corporate clients.

We would be able to come into the industry with a business concept that will enable us work with individuals, small businesses and bigger corporations in and around Colombo and other cities in Sri Lanka. Below is a list of the people and organizations that we could specifically design our products and services for;

- International Students
- Undocumented Migrants

- Sport Clubs
- Construction Companies
- Real Estate Firms
- Individuals
- Households
- Blue Chips Companies
- Corporate Organizations
- Religious Organizations
- Hotels and Restaurants
- The Government (Public Sector)

Our Competitive Advantage

The level of competitions in the visa consulting services industry depends largely on the location of the business and of course the business model. If you can successfully create a unique brand identity for your visa consulting firm or carve out a unique market, you are likely going to experience less competition.

For instance, if you are one of the few visa consulting firms in your locations that has the most qualified and experienced immigration attorney under your payroll, you are likely going to have a competitive advantage over your competitors.

Sales and Marketing Strategy

We are mindful of the fact that there are stiffer competitions amongst immigration consulting firms and other related immigration service providers in Sri Lanka.

Our excellent job deliveries speak for us in the market place; we want to build a standard and world – class immigration consulting firm that will leverage on word of mouth advertisement from satisfied clients (both individuals and corporate organizations).

Our goal is to grow our immigration consulting firm to become one of the top 20 immigration consulting firms in Sri Lanka which is why we should map out strategy that will help us take advantage of the available market and grow to become a major force to reckon with not only in Colombo, but also in other cities of Sri Lanka.

Educare International is set to make use of the following marketing and sales strategies to attract clients;

- Introduce our visa consulting firm business by sending introductory letters alongside our brochure to migrant communities, sport clubs, corporate organizations, households and key stake holders in Colombo and other cities.
- Advertise our business in relevant magazines, newspapers, TV stations, and radio station.
- List our immigration consulting firm business on yellow pages' ads (local directories)
- Attend relevant international and local immigrations, international studies and business expos, seminars, and business fairs.
- Create different packages for different category of clients (start – ups and established corporate organizations) in order to work with their budgets and still deliver quality visa consulting services to them.
- Leverage on the internet and social media, email marketing to promote our visa consulting firm.

- Engage in direct marketing approach.
- Encourage word of mouth marketing from loyal and satisfied clients.
- Join local chambers of commerce and industries with the aim of networking and marketing our services.

Sources of Income

With the aim of maximizing profits in the visa consulting industry and we should to go all the way to ensure that we will do all it takes to attract clients on a regular basis.

- Provide legal advice about the ability to reside, work and study in the country of their choice.
- Collect and submit appropriate documentation to prove a case.
- Helps obtain the type of documentation needed to legally reside, work and study within the country of their choice.
- Obtain immediate access to citizenship in emergency situations.
- Assist with citizenship tests.
- Defend a person's case to prevent him or her from being deported.
- Handle family-sponsored immigrants, employment-based immigrant visas, Diversity programs, Refugees and Asylees and other categories

Sales Forecast

One thing is certain, there would always be undocumented migrants, international students, individuals, sport clubs, expatriates and corporate organizations that would need the services of professional architectural services providers.

We should be positioned to take on the available market in Sri Lanka and we should be quite optimistic that we will meet our set target of generating enough income / profits from the first six month of operations and grow the business and our clientele base beyond.

We should be able to critically examine the visa consulting services market and we should analyze our chances in the industry and we have been able to come up with the following sales forecast.

Our Pricing Strategy

Hourly billing for visa consulting services is a long – time tradition in the industry. However, for some types of immigration consultancy services, flat fees make more sense because they allow clients to better predict consultancy costs.

Payment Options

- Payment via bank transfer
- Payment with cash
- Payment via credit cards / Point of Sale Machines (POS Machines)
- Payment via online bank transfer
- Payment via check
- Payment via mobile money transfer
- Payment via bank draft

In view of the above, we should choose banking platforms that will enable our client make payment for farm produces purchase without any stress on their part. Our bank account numbers should be made available on our website and promotional materials to clients who may want to deposit cash or make online transfer for all visa consultancy and advisory services rendered.

Publicity and Advertising Strategy

Any business that wants to grow beyond the corner of the street or the city they are operating from must be ready and willing to utilize every available means (both conventional and non – conventional means) to advertise and promote the business. We intend growing our business which is why we have perfected plans to build our brand via every available means.

Knowing that it is important to create strategies that will help us boost our brand awareness and to create a corporate identity for our architectural services firm business. Below are the platforms we will leverage on to boost our brand and to promote and advertise our business;

- Place adverts on community based newspapers, radio stations and TV stations.
- Encourage the use of word of mouth publicity from our loyal customers
- Leverage on the internet and social media platforms like; YouTube, Instagram, Facebook, Twitter, LinkedIn, Snapchat, Badoo, Google+ and other platforms to promote our business.
- Distribute our fliers and handbills in target areas in and around our neighborhood.
- Contact migrant communities, sport clubs, and corporate organizations et al by calling them up and informing them the services we offer.
- Advertise our business in our official website and employ strategies that will help us pull traffic to the site.
- Search engine optimization (SEO), Email Marketing and so on.