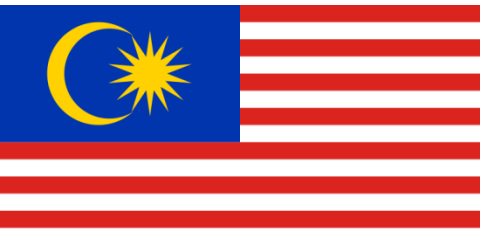


# Malaysia: A promising horizon for international student recruitment

A nighttime aerial view of Kuala Lumpur, Malaysia, showing a dense urban landscape with numerous illuminated skyscrapers and buildings. The Petronas Twin Towers are prominent in the center, and the Kuala Lumpur Tower is visible on the right. The city lights create a vibrant, glowing effect against the dark blue night sky.

Dave Kokandy

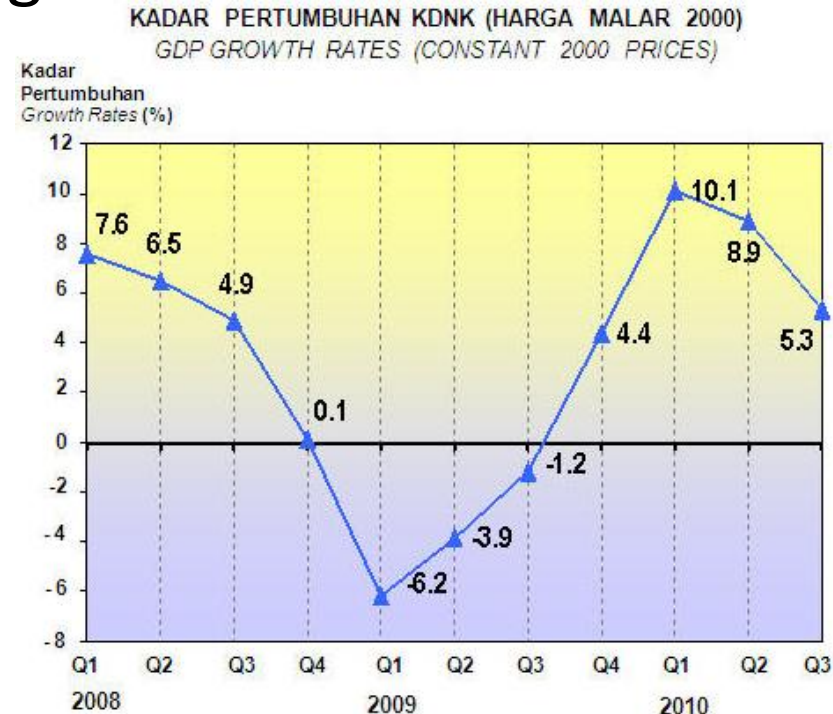


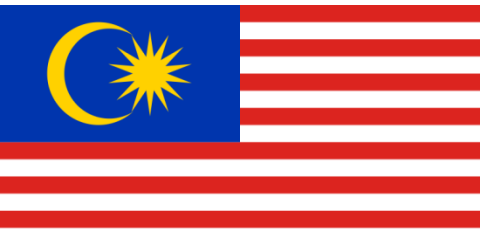
# A Growing Economy

- Middle-income country
  - Formerly primarily exporter of raw materials
  - Transforming into a multi-sector economy
  - Increasing investment in high-tech and multinational corporations

- GDP equivalent to \$193 billion in 2009
- Promising GDP Growth

(Department of Statistics Malaysia, 2010)

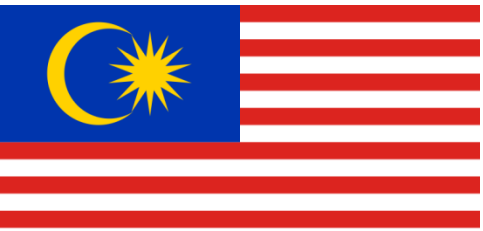




# Why Malaysian Students?

- English is an official and educational language
- Large minority of ethnic Chinese
- Goodwill now will pay as the economy grows
- Low unemployment rate in Malaysia
  - Families will have one or more wage earner
  - Appropriate employment will be available for returning students (will help in visa interviews)
- Favorable exchange rate between USD/MYR
- Malaysians at Kent State now: 4 UG, 3 Ph.D





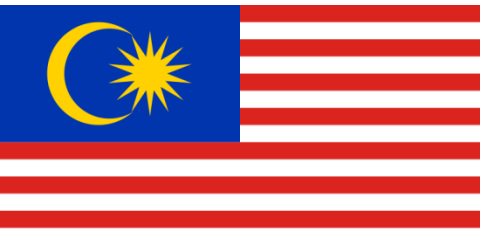
# Cost of Attendance

- KSU requires \$28,230 for UG attendance

USD 28,230 = 88,995 Ringgit

Malaysia's GNI per capita: 25,113 MYR

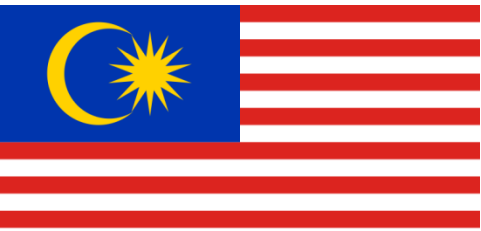




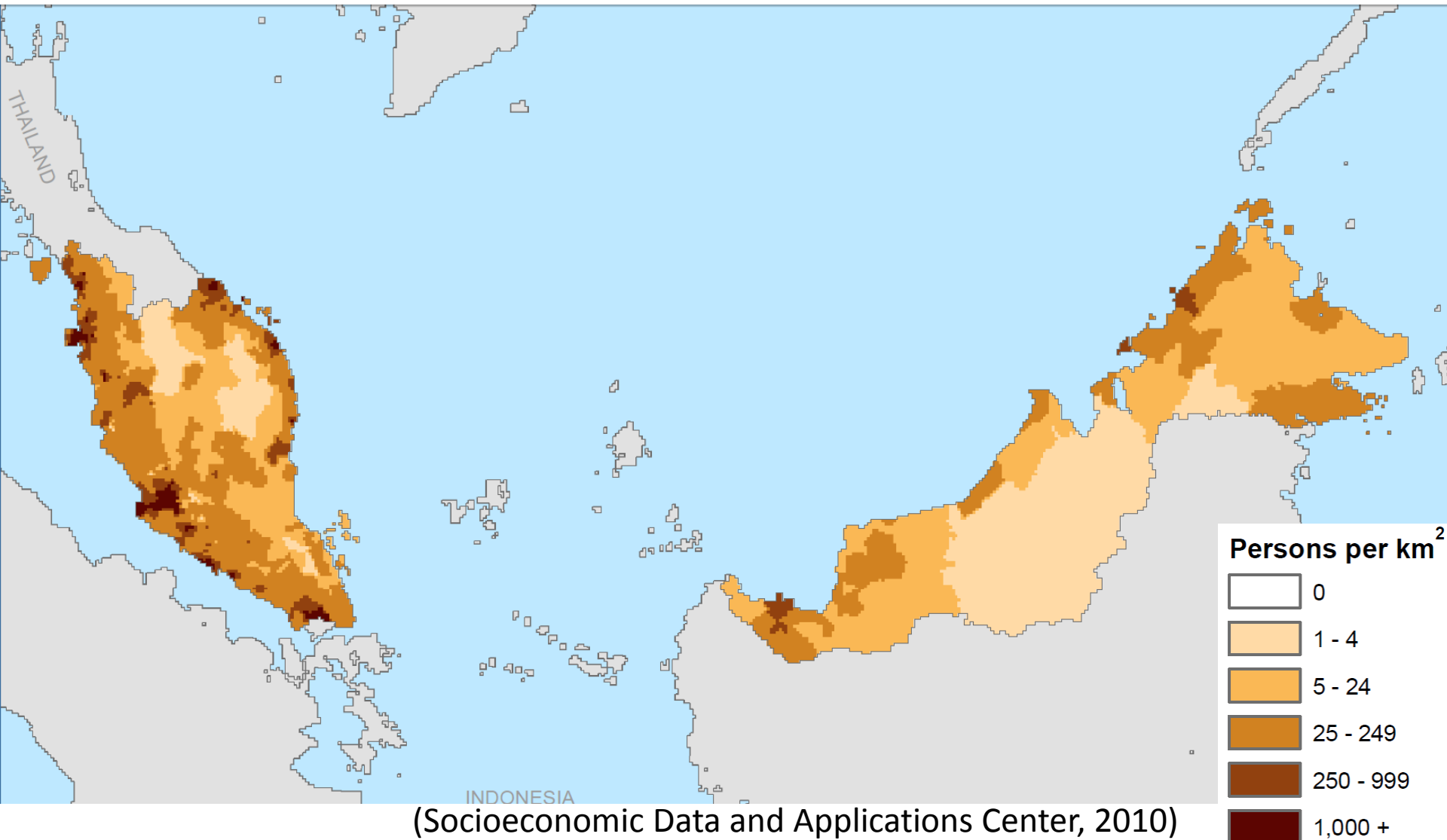
# Higher Education Market

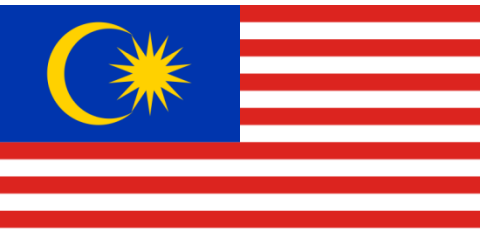
- Internationally mobile Malaysian tertiary students: over 49,300 accounted in 2008
- Top destinations:
  - Australia (18,576)
  - United Kingdom (11,727)
  - United States (5,434)
  - Russia (2,516)
  - Japan (2,012)
- Singapore exact number not available

(UNESCO Institute for Statistics, 2010)

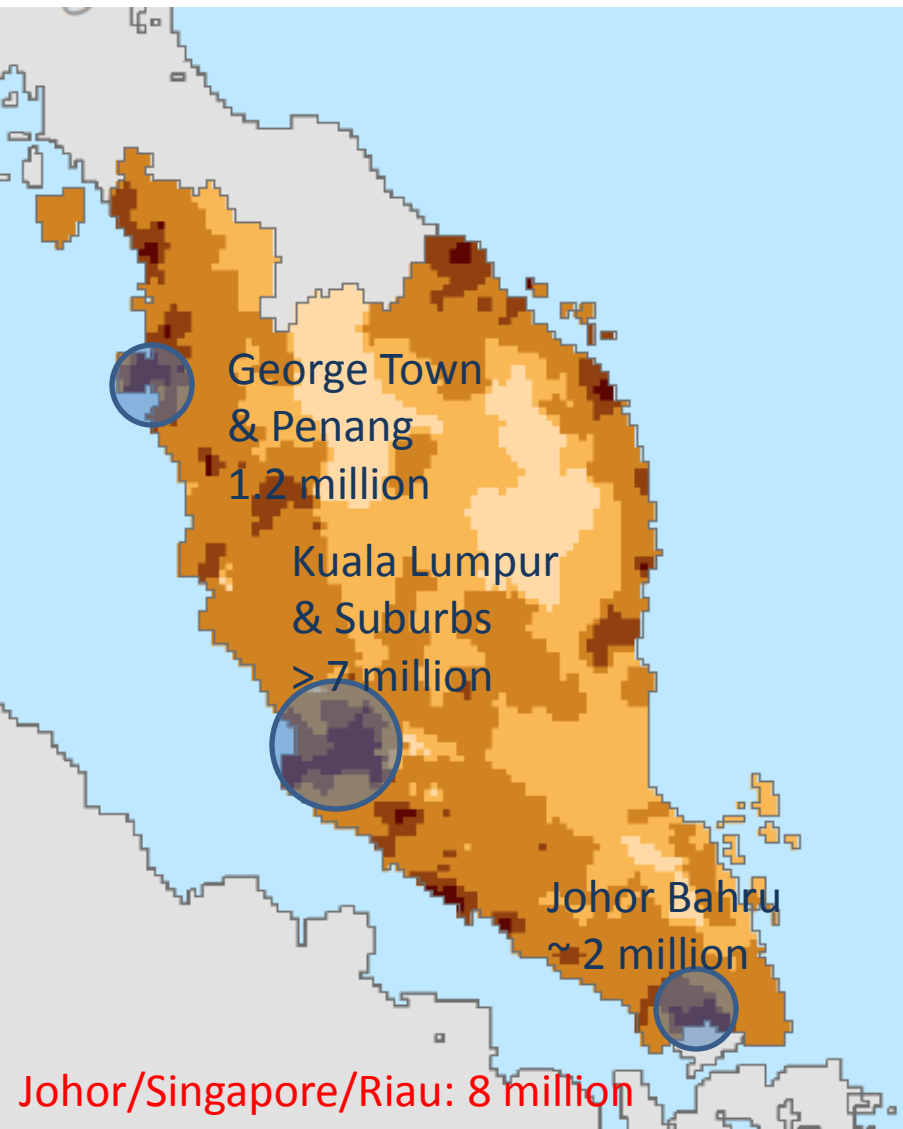


# Population Density





# Target Areas



## Quantity of Prospects

- Largest metro areas
- > 1 million residents

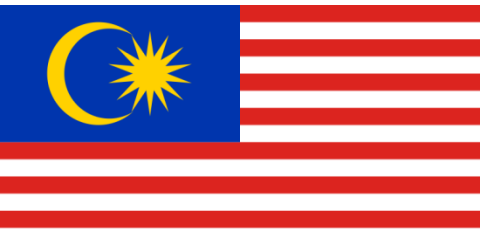
## Ability to Pay

- High inequality between urban/rural
- Highest incomes

## Educational Capital

- 6 of 7 testing centers
- Best secondary schools and universities

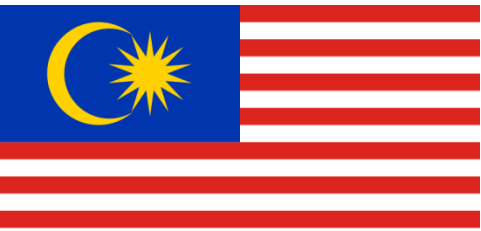
(World Gazetteer, 2010)



# Recruitment Plan

- Buy names of qualified prospects from target markets from ETS or Peterson's
- Visit three target areas to recruit students
- Plan visit to include fairs
- Maintain ongoing counselor contact with promising students
- Recruit prospective freshmen and grads
- Begin recruiting prospective freshmen early

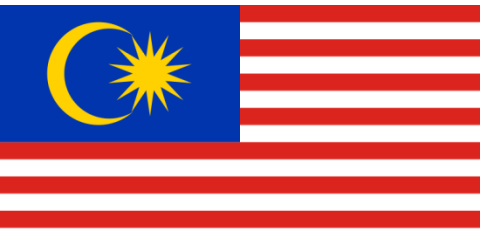




# Budget Summary

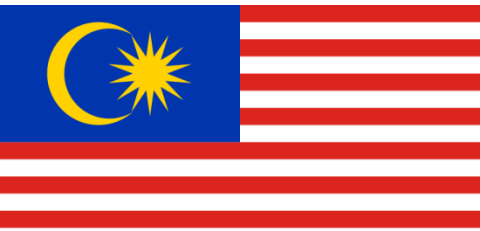
Visits	
Flights (RT Ohio-KL, intra-Malaysia flights)	\$2200
Hotels (4 nights)	\$600
Food (\$40/diem)	\$200
Ground Transportation	\$500
Fair Registration & Materials Cost	\$1500
Prospect Lead Data Purchase	\$1200
<b>Annual Total</b>	<b>\$6200</b>

This plan will also require 5-6 days of international travel, and several hours of relationship building through communication each week.



# Return on Investment

	Year 1	Year 2	Year 3	Year 4	Total
Expenses	\$6200	\$6200	\$6200	\$6200	\$24,800
Target Enroll	2	3	4	5	14 new
New Tuition	\$56,540	\$84,840	\$113,080	\$141,350	
Tuition Fwd		\$56,540	\$141,380	\$254,460	
Gain	\$50,340	\$135,180	\$248,260	\$389,610	\$823,390



# References

- Department of Statistics Malaysia (2010 Oct). *The Malaysian economy in brief 2010*. Retrieved from [http://www.statistics.gov.my/portal/images/stories/files/emsl/EMSL\\_Okt\\_10.pdf](http://www.statistics.gov.my/portal/images/stories/files/emsl/EMSL_Okt_10.pdf)
- Socioeconomic Data and Applications Center (2010). *Malaysia: Population density 2000*. Retrieved from <http://sedac.ciesin.columbia.edu/gpw/maps/mysdens.pdf>
- UNESCO Institute for Statistics (2010). Table 18: International flows of mobile students at the tertiary level (ISCED 5 and 6). In *UIS data centre*. Retrieved from <http://stats.uis.unesco.org>
- World Gazetteer (2010). *Malaysia: Metropolitan areas*. Retrieved from <http://www.world-gazetteer.com/wg.php?x=1263135486&men=gcis&lng=en&des=gamelan&geo=-152&srt=pnan&col=dhoq&msz=1500&va=&pt=a>
- Yahoo Finance (2010). USD/MYR. Retrieved from <http://finance.yahoo.com/q/bc?s=USDMYR=X&t=5y&l=on&z=l&q=l&c=>