

**Market Entry Strategy and Business Plan  
for the  
Establishment and Operations  
of a  
South Asia Regional Office (SARO)  
in  
New Delhi  
for  
Hotcourses, UK**

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**This Business Plan is intended solely for the purpose to enable an informed decision for establishing the SARO.**

**The information contained therein though reliable, the author makes no representation or warranties with respect to this information.**

**The financial projections that are part of this plan represent estimates based on experience, random research and on assumptions considered reasonable, but they are not, of course, guaranteed.**

**The contents of the plan are Confidential.**



Registered Office: E 131 Sarita Vihar, New Delhi 110 076 Tel: 011 2694 0823 E-mail: [tietac@airtelmail.in](mailto:tietac@airtelmail.in)  
Counselling Office: K 185/1, Surya Plaza, New Friends Colony, New Delhi 110 025  
Tel: 6660 2100 and 6660 4100 [tietac@eth.net](mailto:tietac@eth.net)