

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS

STATE EDUCATIONAL INSTITUTION  
"SCHOOL OF BUSINESS OF BELARUSIAN STATE UNIVERSITY"

Chair of Innovative Management

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**RESEARCH ON THE PRODUCT DIVERSIFICATION STRATEGY OF EIC  
EDUCATION COMPANY**

Master`s thesis

specialty 1-26 80 04 "Management"  
(profile "Financial Management")

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## GENERAL CHARACTERISTICS OF THE WORK

Master's thesis on the topic: RESEARCH ON THE PRODUCT DIVERSIFICATION STRATEGY OF EIC EDUCATION COMPANY: 71 pages, 13 figures, 4 tables, 2 appendices.

Keywords: EIC EDUCATION COMPANY, STUDY ABROAD AGENCY, PRODUCT DIVERSIFICATION, STRATEGY.

**The aim of the study:** Through the analysis of the successful case of the product diversification operation of the study abroad agency company-EIC Education Company, the product diversification experience of EIC is extended to the entire study abroad industry. And put forward practical countermeasures and suggestions for the main problems faced by EIC in implementing the product diversification strategy, so as to realize the sustainable development of the entire study abroad agency industry.

In order to achieve the above stated goal, the following **objectives** have been developed:

Put forward the reasons why the overseas study agency industry needs to implement product diversification strategies and choose appropriate research methods and analysis tools;

Use analysis tools to conduct a comprehensive analysis of the internal and external environment of EIC Education Company;

Formulate practical countermeasures and suggestions for the main problems faced by EIC in implementing the product diversification strategy, and promote them to the entire study abroad industry.

**The object of the research:** This article takes Porter's five forces model, SWOT stated analysis and Boston matrix BCG analysis as three analytical tools as the research objects.

**The subject of the research:** Reasons for the product diversification strategy implemented by the study abroad agency and how to formulate and implement the product diversification strategy of the study agency.

**Research methods:** Site investigation, case analysis, model analysis.

**Realm of the possible practical application:** The strategic countermeasures and suggestions made can be applied to the entire study abroad agency industry.

The author of the paper confirms that the calculation and analysis materials provided in the paper accurately and objectively reflect the state of the research process, and that all theories, methods, and method regulations and concepts refer to other authors.