



## Company Profile



# Welcome to AHZ Associates

*Connecting you to the world*

AHZ Associates are proud to be an approved representative of Higher Education Providers (HEPs) exclusively in the United Kingdom. With a 10-year history of operation and year-on-year growth since 2012, AHZ has grown exponentially. The company is headquartered in London and operates student counselling offices all over the world. For many of the universities who have grown with us, we are seen as a pillar of the UK higher education sector.

AHZ Associates maintains the highest level of integrity, transparency, and fair practice. We are a continuously improving organisation and value comments, recommendations, and feedback to help us improve our services. We value long-term, reciprocal partnerships.

**“We operate as a trusted local agent, with a global reach. We know how much country-specific expertise, relationships and contacts are valued by our university partners and we have replicated this model across a diverse set of markets.”** - Zahirul Islam, CEO, AHZ Associates

## **What Universities Say About US**

**“It has been my absolute pleasure to work with Zahirul, Golam and the entire AH&Z team for a number of years. I continue to be impressed by the integrity and hard work of the whole organisation, and we have seen the resulting global success. I am looking forward to seeing the bright future we have, working together in close collaboration.”**

University Name: DE Montfort University

Delegate: Martin Booth, Senior Regional Manager, (EU, EEA, Pakistan, Bangladesh & Nepal) International Office.

**“Happy 10th Anniversary AH&Z, it’s been great to watch you go from strength to strength, keeping the value you bring to your students and your partners in sharp focus all along. Here’s to the next 10 years, and beyond!”**

Company Name: UCAS International

Delegate: Managing Director

**“I would sincerely like to extend my thanks for your invitation and add that it has been an absolute pleasure working with AHZ for these last 10 years. Zahirul, Golam and the wider team have always been so warm, welcoming, and friendly, whenever I have visited the offices in Dhaka or London. Above all AHZ are professional and easy to work with, and this is tantamount to the success and growth they have achieved over the last few years. I look forward to continuing our strong working relationship for many years to come.**

**I will look to schedule a visit to come down to see you all soon, all the best for the event on Thursday, I’m sure it’ll be a great night!”**

University Name: Birmingham City University

Delegate: Rob Hurlbutt, Head of International Recruitment

**“Congratulations on your 10th anniversary celebrations! Thank you for inviting us to share this special occasion. We look forward to continuing to work together and wish you every success for the future. Best wishes”**

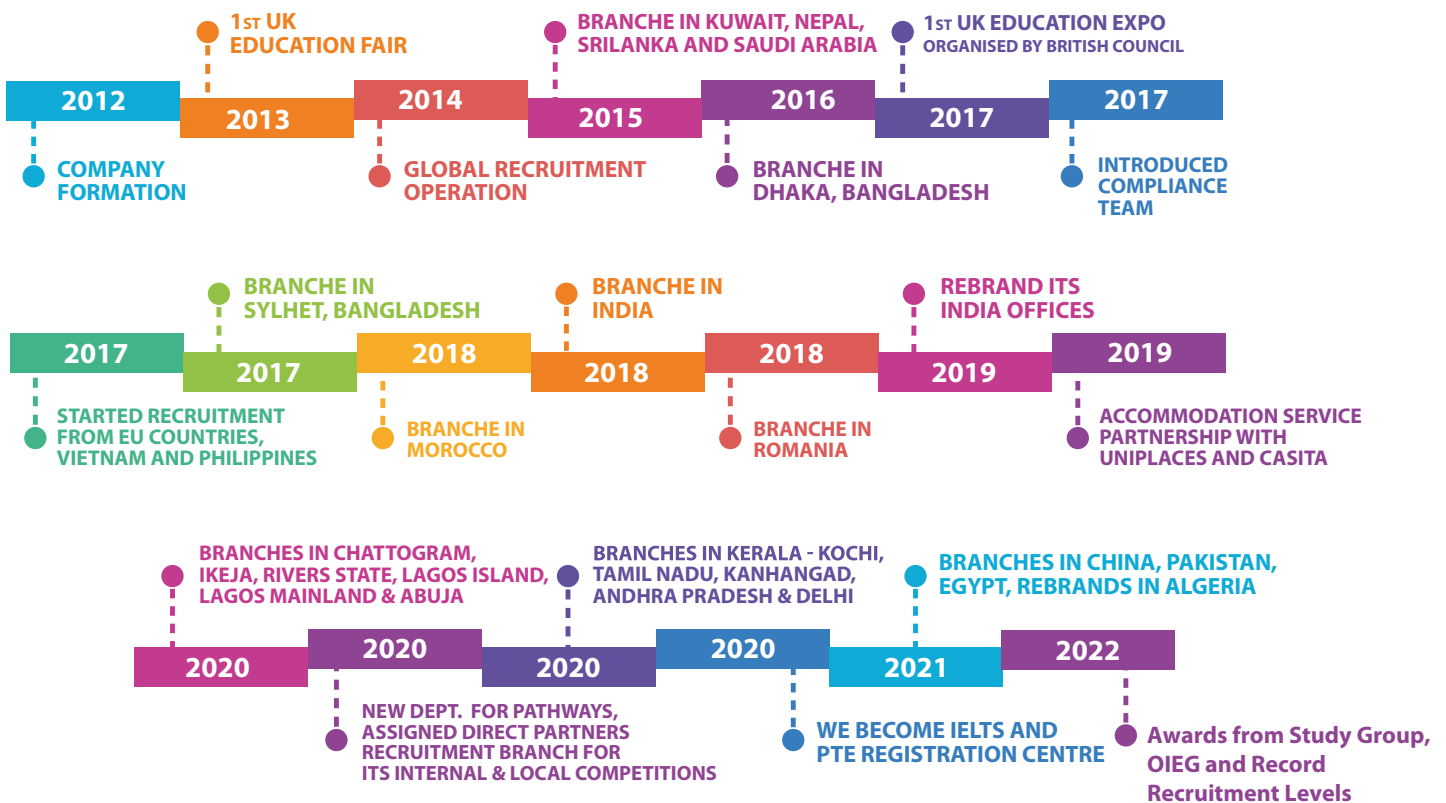
**Company Name:** Enroly  
**Delegate:** Sian Healy, Account Manager (Agents & Students)

**“We would like to extend the warmest of congratulations to AHZ on 10 years of success and for your nomination as International Student Recruitment Organisation of the Year. We really look forward to working with AHZ closely again this year.”**

**University Name:** The University of Strathclyde  
**Delegate:** Colin Rogers (Mr), International Recruitment Manager (UKI)

**“AHZ Associates is a wonderful agent. Their professionalism is superb and it’s great to be able to work with such a fantastic team.”**

## Company History



## Partnerships and Accreditation

### UNIVERSITY LIST

Anglia Ruskin University	Manchester Metropolitan University	University of Dundee
Arts University Bournemouth	Middlesex University London	University of East Anglia
Aston University	Newcastle College(HE)	University of Essex
Bangor University	Newcastle University	University of Gloucestershire
Birkbeck, University of London	Nottingham Trent University	University of Greenwich
Birmingham City University	Queen's University Belfast	University of Hertfordshire
Brunel University London	Regent University	University of Kent
Canterbury Christ Church University	Regent College London	University of Lincoln
Cardiff Metropolitan University	Robert Gordon University	University of Northumbria
Coventry University	Swansea University	University of Plymouth
Coventry University London	Staffordshire University	University of Portsmouth
Cranfield University	Teesside University	University of Reading
De Montfort University	The University of Buckingham	University of Roehampton, London
Hult International Business School	The University of East London	University of Suffolk
Keele University	The University of Ulster	University of Stirling - INTO
Kingston University	University for the Creative Arts	University of Strathclyde
Lancaster University	University of Bedfordshire	University of Surrey
Liverpool John Moores University	University of Bradford	University of the West of England
London South Bank University	University College Birmingham	University of the Wolverhampton
London Metropolitan University	University of Central Lancashire	University of York
Loughborough University	University of Chester	

### Student Accommodation Services



BRITISH COUNCIL  
EDUCATION UK  
AGENTS TRAINING CERTIFICATE



UCAS  
We are a UCAS registered centre

Zahirul Islam: [http://www.bcagent.info/gal/business\\_card.php?id=15171](http://www.bcagent.info/gal/business_card.php?id=15171)  
Golam Mortuza: [http://www.bcagent.info/gal/business\\_card.php?id=15172](http://www.bcagent.info/gal/business_card.php?id=15172)

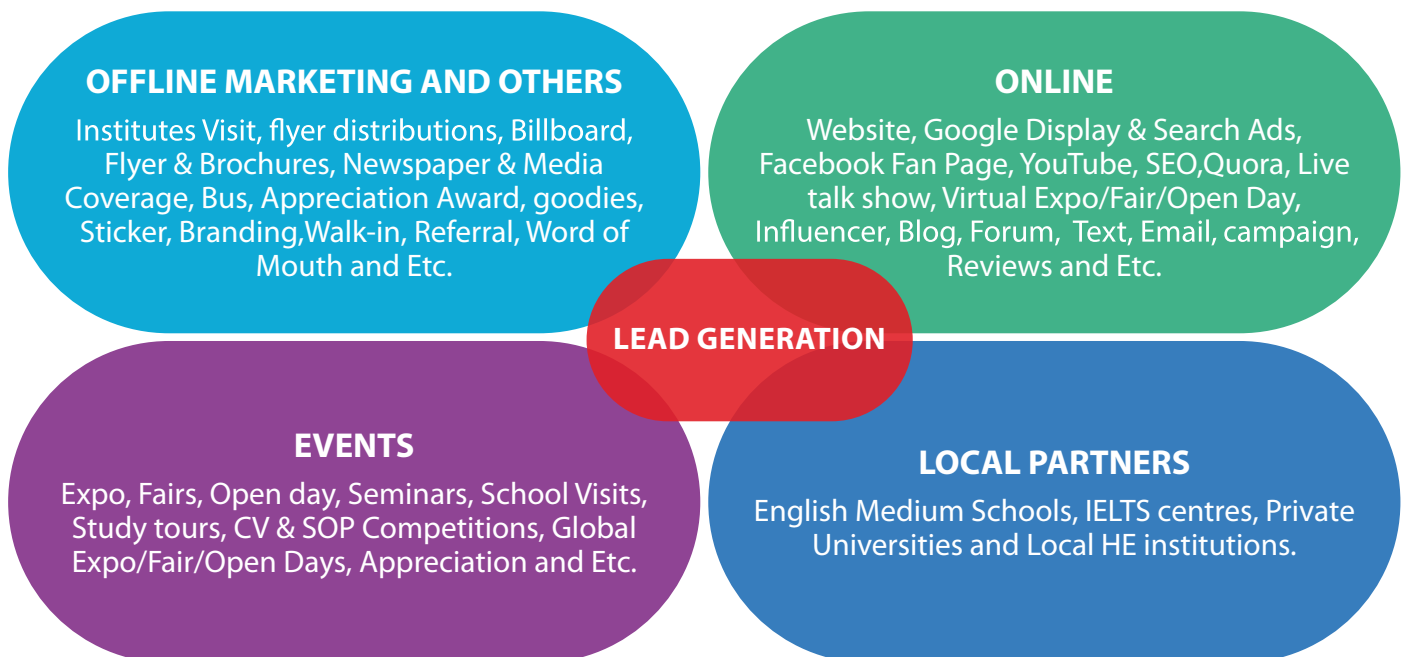
<http://www.englishuk.com/en/students/your-study-options/find-an-educational-agent/english-uk-partner-agency-directory?id=291>

## Local Expertise, Global Reach



- UK 
- China 
- Romania 
- Nigeria 
- Singapore 
- India 
- Bangladesh 
- Pakistan 
- Portugal 
- Sri-Lanka 
- Nepal 
- Morocco 
- Saudi Arabia 
- Kuwait 
- Egypt 
- Algeria 

## 360° Marketing Strategies



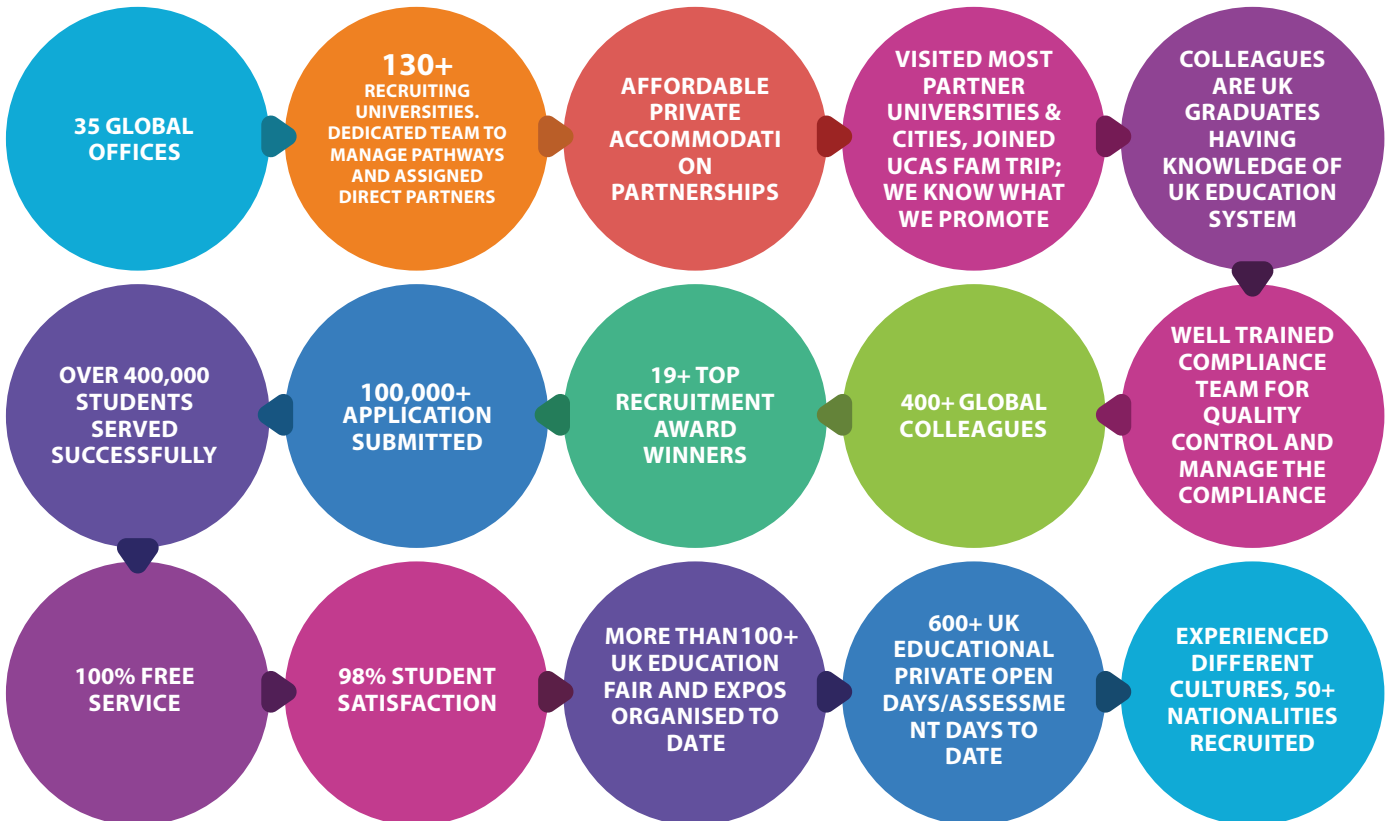
**Application & Assessment Funnel before Submission to the University**



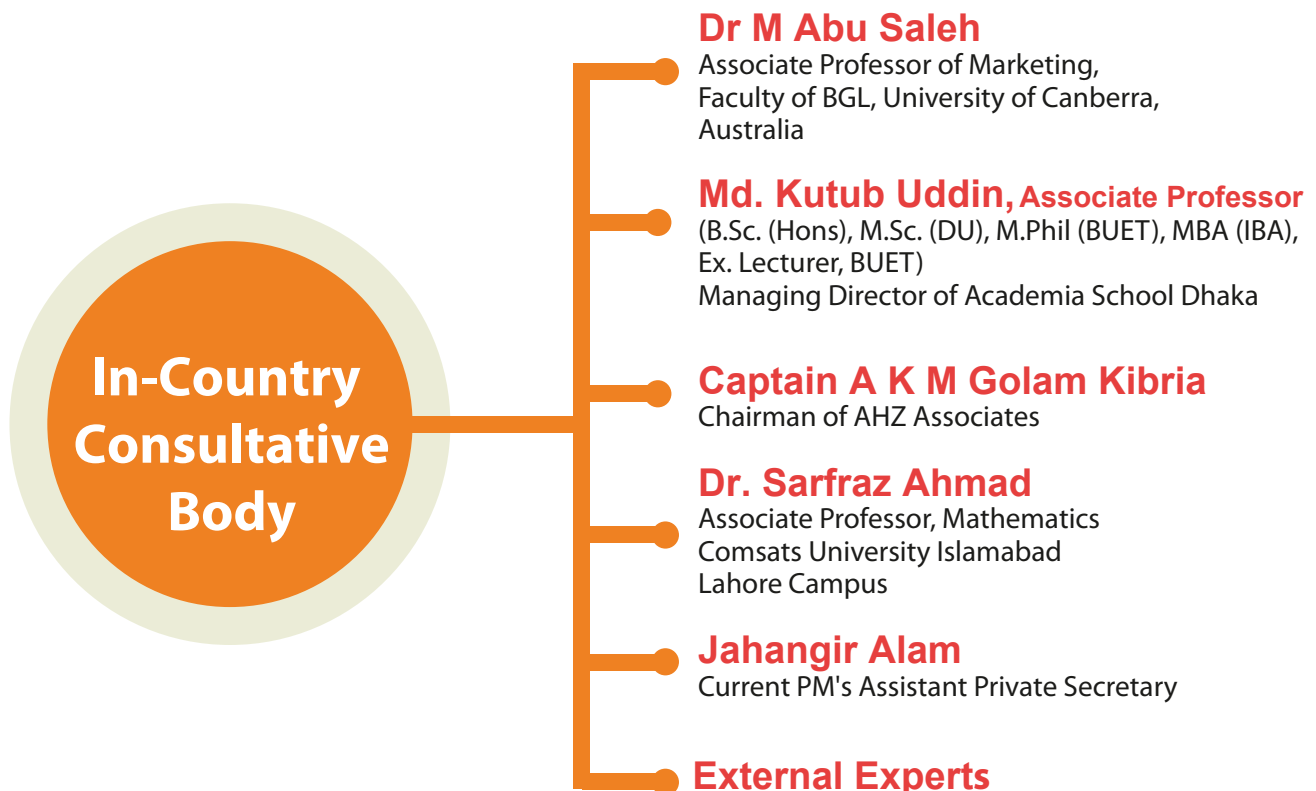
# Supporting Students at Every Step of Their Journey to the UK



## AHZ USP's



## Advisory Board





**Chairman**

**Directors**

**Associate Director**

**Country Director**

**Country Manager  
(Operation)**

**Country Manager  
(Client Manager)**

**Country Manager  
(Development)**

**Regional Manager  
(Operation)**

**Regional Manager  
(Development)**

**Branch  
Operation  
Manager**

**Operation  
Pathways  
Manager**

**Operation  
Manager  
(DP)**

**In-Country  
Manager**

**Compliance  
Manager**

**IRM**

**Client  
Manager**

**Business  
Development  
Manager**

**HR  
Manager**

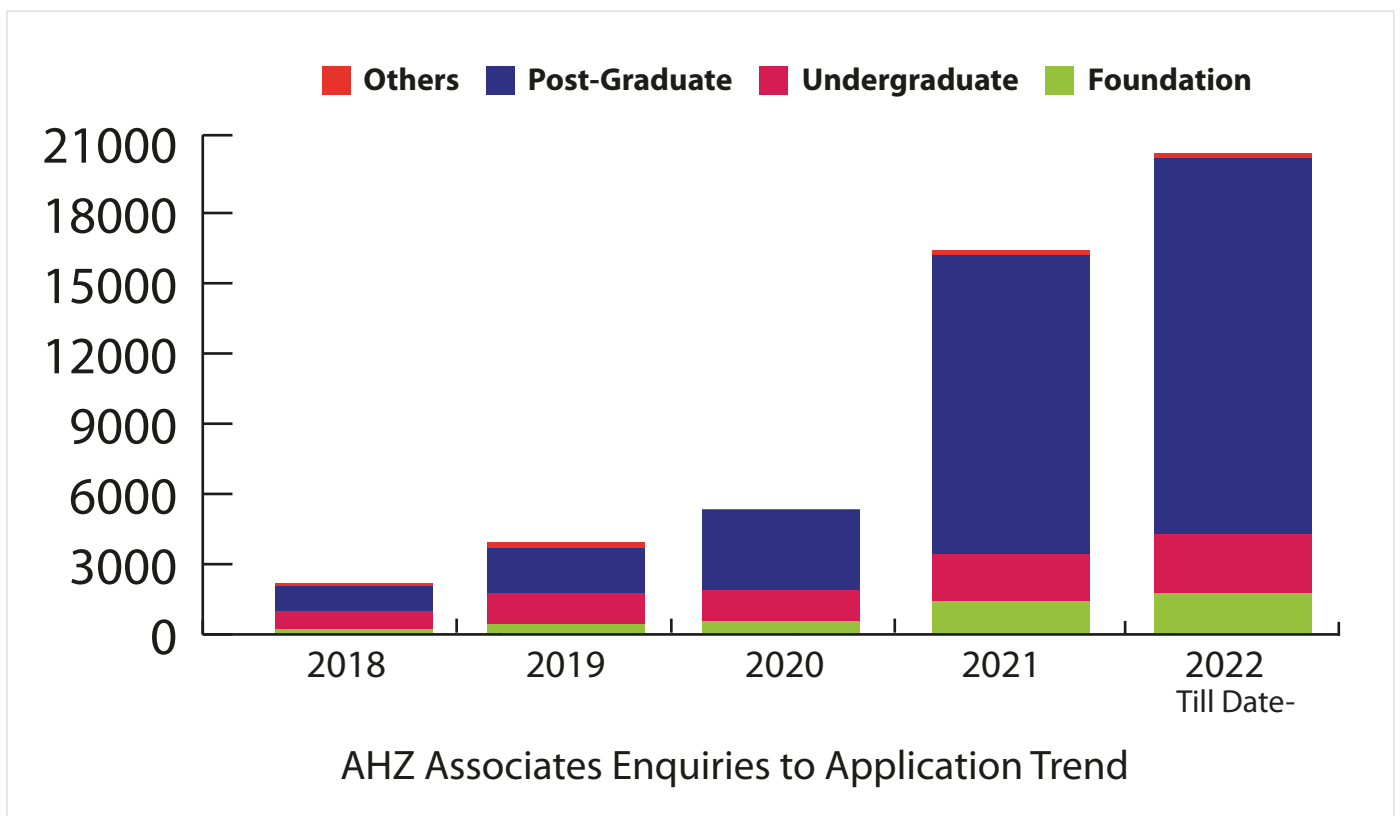
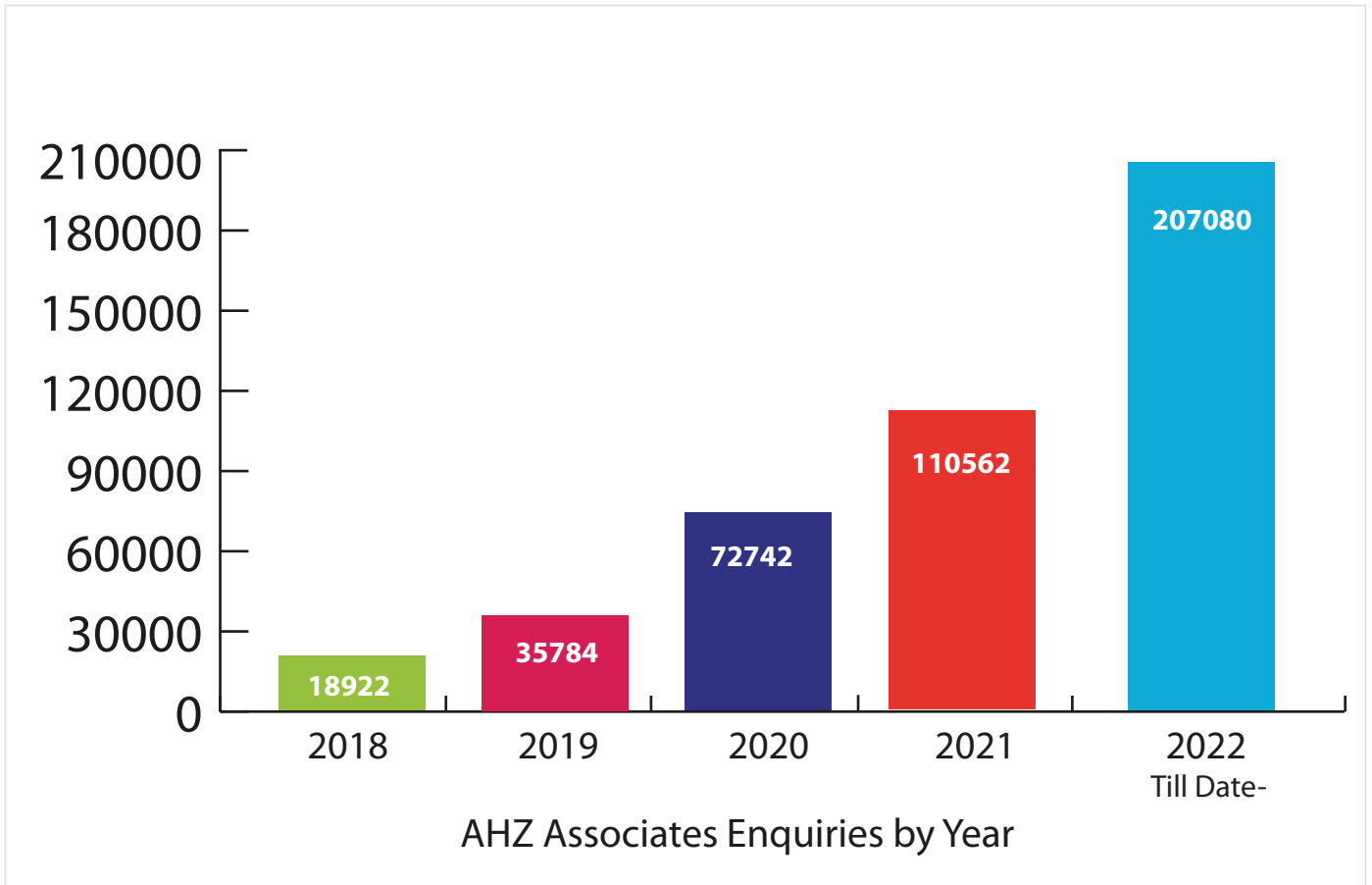
**Talent  
Acquisition &  
Development  
Manager**

**Head of  
Education  
Consultant**

**Team  
Leader**



## Last Four Years Growth in AHZ Associates





## ***Student Recruitment Strength***

### **Which countries do we operate in?**

At present, we operate 35 branches across UK (HQ), India, China, Nigeria, Romania, Portugal, Italy, Singapore, Bangladesh, Sri Lanka, Nepal, Pakistan, Morocco, Kuwait, Egypt, Algeria and Saudi Arabia.

### **Exclusively representing the UK**

You may have noticed that many global agents are now representing multiple English-speaking study destinations? We have made a strategic decision not to follow this trend. We are experienced representatives of the UK education, immigration and visa system. We want the UK market share to grow and for students to experience the same benefits we had of studying as international students in world-leading universities. Our expert counsellor team worldwide have all graduated from UK Universities and hold Advanced British Council Education UK Agents Training qualifications enabling them to share personal insight as well as accurate policy, guidance and knowledge.

### **Recent awards and press coverage:**

- Queen's University Belfast - Best Conversion Debut Agency 2021
- Gold Award at the Study Group Premium Agent Club Awards 2021
- Myriad by UCAS Launch 2022 - Representing Agent-led Applications on Advisory Panel
- Myriad by UCAS - Approved Agent for Application Testing Stage
- Feature: Times Higher Education: How Studying in the UK Benefits International Students
- Sponsor: The PIEoneer Awards 2021 and The PIE Live - Leaders in International Education 2022
- OIEG : Consistent Student Recruitment & Student Support Services
- QA Higher Education : Top Pathway Recruiter 2021/22
- OIEG : 10 Years Excellent Student Recruitment Service
- Study Group : Won Second Place in the Gold Tire of the Agnet Premier 2020/21

### **Key Strengths in Market:**

- Over 100+ Direct UK University Partnerships
- Trained and Certified by the British Council
- Approved private sector affiliation with UCAS
- Direct connection with the current PM and Ministries of Bangladesh

**Key Strengths in Market:**

- Connections with private and public colleges and universities In Pakistan, Bangladesh and Saudi Arabia
- Direct partnership with all channel partners including IELTS centers, English Medium schools
- NO aggregation or volume business model. We are a traditional service that invests in good service and in-depth counselling with students and families
- Working with Russell Group, Alliance and International Pathway Providers for best fit student recruitment

**Market Experience and intelligence:**

Maintaining business awareness. Most of our advisers are working in the education sectors and have a long experience with institutes links to support us from the grounds and very actively working with our all branches. We also have the link with industry where both parties can mutually benefit and can work with a separate recruitment target. Please visit our website and social media pages to see our success story about previous education fair or events that organised by AHZ Associates marketing team.

**Experts:**

Our UK graduate counsellor who has the experience to work with our all partners which means they know the market, product, sales techniques, competitor's analysis, etc to support the partners to have the highest recruitment. We believe our contribution during recruitment process in maintaining above areas with very quick turn-around in terms of processing application and get the highest recruitment. Where we found a similar motto in both parties.

**Industry Link:**

AH&Z Associates Ltd maintaining incredibly special relationships and partnerships with local Private and Public Universities, English Medium Schools, Pearson, PTE, IELTS teaching centres and have an incredibly good relationship with local British council which will help us massively.

**Team strength:** We have finetuned supports unit where we developed professionals at each stage of the admissions process such as a Customer Service Executive (CRE), Counselor team, Application Team, Knowledge to Share team, Compliance team, recruitment & development team, In-country Advisory Board, Talent Development team, Experience management team and CSR.

**Compliance Team:** We have dedicated compliance teams in every branches.

**Project Management System:** We have a dedicated industry link to manage the whole admission cycle. Our student can register IELTS from our office as we have IELTS registrations centres, UCAS centre, and English UK Partnership and UKNARIC general Membership will help us to manage our clients' application smoothly without sending them anywhere.

**Creating Brand awareness:** In untouched areas all around 16+ Countries.

**Create a strategy plan:** For Year 1 following by Year 2 & 3

**Edu Tech Management:** Maintaining all clients according to universities requirements. Training and developing all agents on product and services.

## **What AHZ Can Offer Exclusively?**

- ▶ Our marketing team will develop high quality and effective marketing services to generate the leads for **the University**.
- ▶ Marketing team will use above four Channels to develop the University **Brand Locally without any charges**.
- ▶ AHZ will appoint experience Counsellor possibly AHZ's UK graduate employee who will constantly work as a assigned Counsellor of the Univeristy.
- ▶ The dedicated employee will be salaried and accountable to AHZ for the recruitment plan and target.
- ▶ The dedicated employees will work for enquiries to applications, attend the fairs, organise open days and will engage in all promotional activities where required.
- ▶ The dedicated employees shall not engage any activities with current agents unless University asked.
- ▶ As the dedicated person will solely work for the **the University** and develop new markets for the University for long term and If the recruitment achieved by 80%, University should consider the agreement for the long term and recruitment target may analyse based on the marketing plan.
- ▶ Our Marketing team maintains the highest level of integrity, transparency and GDPR practices to maintain the quality.
- ▶ Assigned advisor will do competitors analysis and submit a report to get competitive advantages.
- ▶ Will submit a report Weekly, monthly and intake wise to show the status of the pipeline and find out where we are in terms of plan we agreed.
- ▶ All promotional cost will bear by AH&Z Associates.

## ***What We Need from You?***

- ▶ The dedicated employees will have official recognition as Adviser of the University site with the visiting card and corporate email id if possible
- ▶ University needs to update details on the website as a local representative of the University to promote University website and get the highest traffic.
- ▶ We need University proposed plan, regular meeting and training to execute the plan and target.
- ▶ **Highest Commission structure to get best ROI.**
- ▶ Cooperation with our compliance team to minimise the risk and avoid recruiting non-genuine students.
- ▶ University top management requires attending our major education Fairs/Expo and Gov. and non-government projects.
- ▶ **University** should not bypass AHZ employee or AHZ and do maintain similar strategies with other agents.
- ▶ Provide all promotional materials (online and offline) to support our marketing team and assign adviser to promote the **the University**.
- ▶ The contract will be initially for three years and but will be reviewed after one year.
- ▶ If you want to promote a particular course or areas, we may need a marketing budget based on your plan to execute it.

## ***Supporting Existing and New Agents if both parties agreed:***

The dedicated local representatives will continuously support the existing agents and will fully comply with the data protection policy and other competitor's business interest.

The dedicated local representatives will develop the potential agents. The idea would be they will be encouraged to work closely with AHZ Associates for one to two intakes and depending on their quality and numbers, the representative can propose for the University's business interest.

## ***Support through Dedicated Service Officer and office if both parties agreed:***

If above plan goes smoothly, we will hire another UK graduate industry expert who can run the market further, develop the base for the University and develop all the channel networks for growing the University image in the market. This will include possibilities to tie up with the local private Universities, English Medium schools, government level connection to engage with the Education Ministry and etc.

On behalf of AHZ Management, thank you for reading the proposal, we look to hear back from you with a positive response. To discuss further, we appreciate if we could hold a meeting.



AHZ Associates and BD Minister for Education - Mohibul Hasan Chowdhury Nowfel



Top recruitment Award - Coventry University



Top Recruitment Award LSBU - 2016



Top Recruitment Award - Hertfordshire University



AHZ Director With Brenda McMahon, Director International Education Services, British Council



Country Head Bangladesh at Pearson M Jahir Uddin



Bangor University Students



Clemon Indoor Tournament Sponsoring Sylhet Metropolitan University



UK Education Expo - 2019



Grand Opening Ceremony - DHA Lahore



The Pioneer Awards 2019



MOU Sign with Bangor



Pathways and Assigned Partners Office-UK University Admission House



UCAS Visited AHZ June 2020



Ben Wakeford, IELTS Global Relationship



IELTS & UK Education Expo with British Council



BD in country local UK representative and AHZ advisor



AGM for Bangladesh and Employee Award Dinner Party



Our Director with Minister Abdul Momen

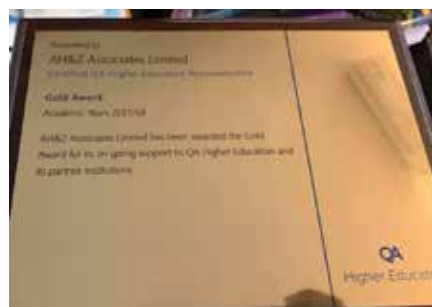
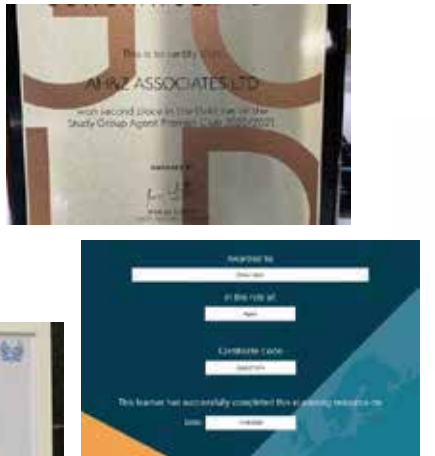


Tom Miscošić - British Council Country Director, visited Bangladesh in Expo Feb 2020



Dinner Party with Teesside University Students

# Achievements:







CELEBRATING **10** YEARS OF SUCCESS



**AHZ**<sup>TM</sup>  
**ASSOCIATES**

Trusted UK Universities Representative

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Study at university in the UK – AHZ Associates Global Branches:

UK Head Office | China | Romania | Singapore | Nigeria | Delhi | Mumbai | Kanhangad | Kochi | Tamil Nadu | Andhra Pradesh | Dhaka | Sylhet | Chattogram | Nepal | Sri-Lanka | Lahore | Islamabad | Morocco | Algeria | KSA | Kuwait

[www.ahzassociates.co.uk](http://www.ahzassociates.co.uk)