Elizabeth Gehman

The data for the higher education for New England institutes can be analyzed by creating a bubble chart for part of the strategic group map. To identify Babson's closest rivals, the net price to attend each college is along the y-axis of the map, and the student population falls on the x-axis. Universities such as Clark University, Holy Cross, Salve Regina, and Wheton are Babson's biggest rivals. Babson's competitors all have about the same size bubble on the strategic map, and all have similar traits and complexity. They are under the education/college industry. Each of these universities have a similar student population as well as the net price to attend. They have a strong competition for consumers. The universities all fall under the same strategic group being that they have the same mission for obtaining students as well as keeping them. Babson's rivals are closely knitted and are spotted easily along the bubble map by analyzing the student population and the net price to attend each university.