

## **CHILD CARE SERVICE**

### **Challenge:**

The client is exploring the idea of launching a new pre-school in a city municipality. While the pre-school business is prevalent, this city municipality remains fertile ground for the business. The client is currently seeking secondary market research to gauge the viability of the pre-school business and the competitiveness of this business in the targeted municipality.

### **Solution:**

Secondary market research approaches were used for descriptive analysis.

### **Results:**

- At the time of the research, there were 626 childcare service seats available in the city municipality of interest to service a population of 5-year-old and under children that totals 2,274.
- There are 17 childcare establishments located in the city municipality of interest. These childcare establishments generated approximately \$1.24M in annual gross revenue with an estimated yearly operating cost of \$809,452 in this municipality.
- The average hourly wage for childcare establishment directors is approximately \$18.75/hr (\$39,000 annually) and for non-directors is approximately \$10.20/hr (\$21,210 annually) in this municipality.

### **Conclusion:**

The client has since established multiple pre-schools at its various commercial healthcare/recreational facilities.