

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 primary and secondary market research to gauge the viability of the pre-school business and the competitiveness of this business in the targeted municipality.

Solution:

Primary market research approach was used for exploratory analysis.

Results:

- The research findings indicated that 92.3% of parents that are currently using childcare services would use childcare services if they were available at the client's commercial healthcare/recreational facilities.
- The research findings indicated that 88.9% of parents that consider \$80-\$130 per week per child a reasonable amount to pay for childcare would use childcare services if they were available at the client's commercial healthcare/recreational facilities..
- The findings also indicated that 55.6% of parents that consider \$131-\$180 per week per child a reasonable amount to pay for childcare would use childcare services if they were available at the client's commercial healthcare/recreational facilities..
- The research findings indicated that 91.7% of parents using childcare services that are satisfied with their current childcare arrangement would use childcare services if they were available at the client's commercial healthcare/recreational facilities..

Conclusion:

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