

Assessing the marketing mix of a selected day care center assignment

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Ingrain, Betting Ramirez, Xavier Foreigner March 2013 Chapter 1 The Problem and Its Background Introduction A day care center is the care of a child during the day by a person other than a child's parent or legal guardian, typically performed by someone outside the child's immediate family. Day care is typically an ongoing service during specific periods, such as the parents' time at work. The service is known as child care.

Day care centers are an easy target because they're the most institutional form of childcare, but this quality can work in their favor too: They're usually regulated, offer a structured setting, and care is well-supervised. Experts say this arrangement can't be done in every country, there is an existing Republic Act 6972 which is "An act establishing a day care center in every barangay, instituting therein a total development and protection of children program, appropriating funds therefore, and for other purposes".

This Republic Act aims to defend the right of the children to assistance, including proper care and nutrition, and to provide them with special protection against all forms of neglect, abuse, cruelty, exploitation and other conditions prejudicial to their development. This act was approved in November 23, 1990. Background of the Study We, the researchers of this study, have decided to choose this topic for our thesis because we believe that each child has a potential, and we'd like to help them develop it from their very young ages.

Having this topic would make us more familiar with caring for children and even right parenting. Aside from that, our topic also relates to the marketing mix of a day care center, also since it's the core of our knowledge as

marketing students. Studying the marketing mix and assessing the current effectiveness of the marketing mix of businesses (the selected day care centers) will benefit us if we choose to venture into a child care business or if we will work in a business involved n marketing child care services and the likes.

In this study, we have gathered information that reveals the origin and modern day qualities of a day care center. It is interesting to see how the history of day care centers has developed day care centers through the years. From sass, according to a Philippine Presentation, day care centers in the Philippines have actually been decided by non-Filipinos, affecting all Filipino children. Theoretical Framework We have chosen the Marketing Mix model, also known as the ups, as our theoretical framework.

As the study focuses on the marketing aspects of the involved impasses, it is important and an obvious choice to rely on the ups model. Elements of the marketing mix are often referred to as the " Four AS," a phrase used since the sass's. Product - it is a tangible or an intangible service that is mass products are service-based like school industries, tourism industries, or codes-based products like cellular phones and credits. A less obvious but ubiquitous mass produced service is a computer operating system. Teaching also need to be taken into consideration.

Every product is subject to a life-cycle including a growth phase allowed by an eventual period of decline as the product approaches market saturation. To retain its competitiveness in the market, product differentiation is required and is one of the strategies to differentiate a product from its

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competitors. Price - the price is the amount a customer pays for the product. The business may increase or decrease the price of product if other stores offer the same product. Promotion - represents all of the communications that a marketer may use in the marketplace.

Promotion has four distinct elements: advertising, public relations, arsenal selling, and sales promotion. A certain amount of crossover occurs when promotion uses the four principal elements together, which is common in film promotion. Advertising covers any communication that is paid for, from cinema commercials, radio and internet adverts, through print media and billboards. Public relations are where the communication is not directly paid for and includes press releases, sponsorship deals, exhibitions, conferences, seminars or trade fairs, and events.

Word of mouth is any apparently informal communication about the product y ordinary individuals, satisfied customers or people specifically engaged to create word of mouth momentum. Sales staff often plays an important role in word of mouth and public relations (see Product above). Place - a way of getting the product to the customer and / or how easily accessible it is to customers. Research Paradigm Statement of the Problem This study was conducted to assess factors affecting business strategies of selected day care centers in Metro Manila towards effective marketing strategy.

Specifically, it will answer the following questions: . What is the profile respondents in terms of the following: 1. 1 Civil status; 1. 2 Salary; and 1. 3 How many children; 2. How do the respondents assess the selected day care centers in terms of the following: 2. 1 Names of day care centers; 2. 2

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Factors: 2. 2. 1 Accessibility; 2. 2. 2 Service quality 3. What kind of day care center would they prefer? Public or private? Significance of the Study To businessmen, managers, and would-be business owners, to understand the current preferences of parents with children that they enroll in day care centers.

This will help identify factors affecting product preferences which can be used ideally for product development and can be used to effectively forecast trends for these selected day care centers. To marketing students, as they can learn the different strategies on the business improvement. To the customers, they can have a better understanding on how their personal preferences affect the products and establishments that offer said products. This will also help customers cope in the ever changing development of products and services.

To the future researchers, researchers undertaking similar studies can utilize the outcome since it can be used as part of the literature and studies review. Other researchers can also make use of the methodology in the undertaking of their own research work. To us, the researchers, being familiar with this industry and having the knowledge to manage a day care center, this study is a clear choice to further expand the horizons of the researchers. This information can someday help the researchers have an understanding day care business, perchance that the researchers would venture in a child care industry.

In addition to what has been mentioned, this also offers a rarity of Job opportunities in different levels, from skilled employees to managerial

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positions, which many are not aware of. Scope and Delimitation This study covers selected day care centers in Metro Manila. The said day care centers are as follows: Manila Day Care Center, Kids Place Child Development Center and Discoverable Day Care Center. As to the group of respondents of this study, we have the decided to employ the parents and guardians who live around the area. Definition of Terms 1. Product - something that is sold as commodity which can be a product or service 2.