

Marketing plan: around the clock child care center



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EXECUTIVE SUMMARY Acknowledging that there is a need for excellent child care services that offer non-traditional means to nurture a child while allowing the parents to work and more importantly, to have a few hours to be relieved from parenting duties, Around the Clock Child Care offers alternative to the usual babysitting services rendered by most child care centers. Its Unique Selling Proposition is that it is one of the few child care service centers that offer round the clock services, 24 hours a day, 7 days a week. There will be no such thing as holidays. Around the Clock Child Care will be available to render services to its target market whole year round. This is to strengthen its mission to provide a nurturing environment to children, to contribute to their well being more than just to babysit and provide basic childcare. The company envisions itself as the childcare company of choice in Florida, and even in neighboring cities. Around the Clock Child Care targets parents, male and female alike, who turn to subscribing to child care services basically to be ensured that a group of people will give the best care to their children while they tend to their jobs, or other activities for the family. This includes military families whose parents face demanding long-hour jobs. It also caters to single parents, who have a need for quality support in terms of nurturing the children. Moreover, the company wants to provide parents their much-needed time alone, to recharge and relax, for them to be able to perform their duties, both for home and their jobs. To ensure that will achieve its mission vision, the company will offer programs that are diverse in nature, catering to educating children and encouraging them to be the best they can later in their lives. Management will guarantee that their policies will be in agreement with the city standards and will adhere to child care policies. Care will be provided in <https://assignbuster.com/marketing-plan-around-the-clock-child-care-center/>

a licensed and inspected home by an experienced Family Child Care provider. It will have targeted activities for particular age groups, and have learning programs that are flexible, allowing parents to choose from options of a part-time or full time care program, and focused service for children with special needs. The services are limitless and parents will be ensured of a variety of selection tailored fit to their needs. Staff and caregivers will be given the appropriate training to ensure their capability to take care of children. The personnel will be trained to provide actual service through direct interaction in its education and care programs. The operations team will focus on the implementation of the company's programs, and management will form a team to monitor quality control. On top of this, a separate administrative group will manage the back end requirements to run the business, such that their focus is entirely on acquiring skilled staff, subscribing to relevant and up-to-date training programs, and running the entire facility seamlessly. The company targets its distribution channels to be 100% safe, and easily accessible. Fees and charges will be proportional to the family's total income. Each family will be evaluated for their total financial status, for the company to determine the exact services and the corresponding fees fit for them. This way, families would have better understanding of the charges they are being required to pay and to gain the trust and loyalty of its target market. To market this Around the Clock Child Care, the company will primarily utilize below the line tools, such as the company website and advertising in yellow pages. This way, it would be able to reach the level of its target market. The company sees itself to eventually become the leading choice in child care services over the present competitors in the area with its tactical marketing strategies.