

XII. COMPETITIVE ADVANTAGE

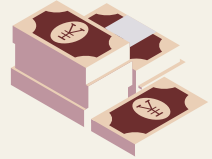
Convenience

Having childcare conveniently located on-site is a significant benefit for employees of the company. It streamlines daily routines by eliminating the need for extra commutes for drop-offs and pickups, providing parents with reassurance knowing their children are close by. This added convenience not only improves work-life balance but also boosts productivity, making it a highly appealing option for employees.



Cost Leadership

Our daycare offers exceptional cost leadership by providing a 50% discount for employees of the partnering company and maintaining competitive rates for all clients. As an approved daycare, we enable families to utilize childcare subsidies, further enhancing affordability. This approach ensures our services are financially accessible, making quality childcare an achievable option for a diverse range of families.



Strategic Alliance

Partnering with a company to provide on-site daycare is beneficial for our daycare and the company. It offers the company a valuable employee benefit, helping retain and attract talent, saving costs. For our daycare, this partnership means a reliable customer base and reduced operational costs, allowing us to focus on delivering tailored childcare services. This collaboration creates a win-win situation and promotes our values.



PESTLE Business Analysis of JJD

P
OLITICAL

JJD has a political advantage compared to other daycares because it provides access specifically to low medium income families. This is attractive to government officials, especially during times of election when investment to solve major overlooked problems in the country is highly valued.

E
CONOMICAL

JJD allows parents to return to the office, which is a crucial step in stimulating the Australian economy. The rise of hybrid and work-from-home models has been detrimental to local businesses such as restaurants, bars, grocery stores, and small businesses who lost sales that they would otherwise get from commuting office workers. Providing an incentive for workers to return to offices will boost sales in businesses around them, improving the economy.

S
OCIAL

JJD's promotion of commuting to work discussed above also affects social factors. Research shows that when employees work in group environments they feel more likely to solve large problems that would take an individual far too long to solve. This encouraged group engagement helps build interpersonal skills and positive collaboration.

T
ECHNOLOGICAL

JJD utilizes the latest artificial intelligence models to create engaging, informative curriculums that can stimulate the children's minds and increase their capacity for learning and maximize their potential.

L
EGAL

JJD makes use of legal avenues to help decrease the cost of childcare and more accessible for low-income families. Additionally, partnership companies help alleviate a large amount of cost and legal considerations of opening a new business as they are already registered and follow safety codes.

E
NVIRONMENTAL

Unused office spaces, despite being empty, still use up precious energy resources. By utilizing these spaces, JJD ensures that resources are used efficiently without going to waste.

What make's Joey's Jungle Daycare unique and difficult to copy?

JJD has first-mover advantage which means it will be the first daycare to use this partnership model where the daycare works in synergy with companies in our most affected market segment. As a result, two main things happen. First, JJD can expand faster because we can focus on securing more businesses as clients rather than spending resources on each individual customer to increase our customer base. Secondly, by creating partnerships we create loyal B2B relationships and build a respected brand image, which would lead to new businesses interested in partnering with a daycare to choose JJD over a company that copies JJD's model.

Additionally, JJD will work towards building an ecosystem for new parents and create a community which leads to relaxation and peace of mind, which new parents dream for. This leads to satisfied customers referring our company and building a stronger brand image.