

VII. CHANNELS

Our external and internal communication channels are essential tools for fostering robust relationships with customers while ensuring seamless collaboration and alignment within our team.

Internal Channels:

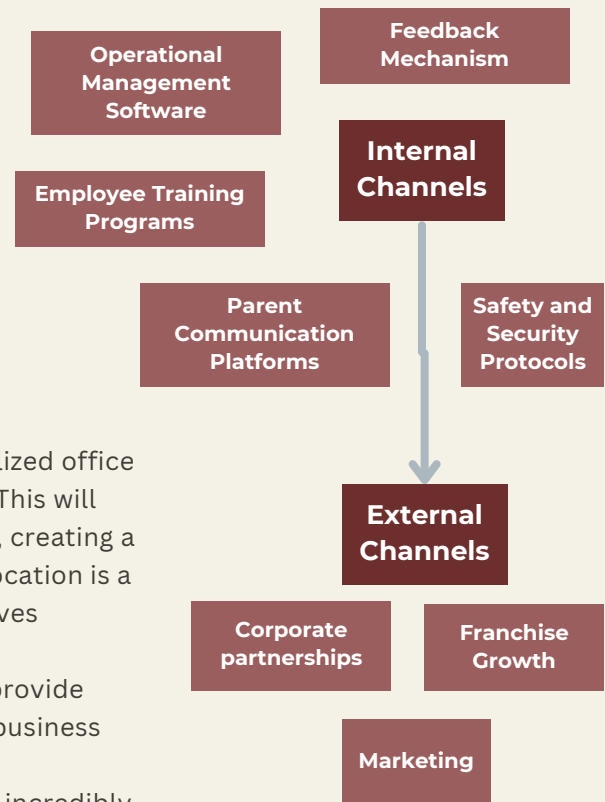
Parent Communication Platforms: By utilizing apps or software for daily updates, notifications, and parent-teacher communication we can continue building trust as mentioned in the Youth Centric Branding section from the JOEY plan. This is also important as constant updates will keep parents aware of what their children are doing and can be more involved.

Employee Training Programs: As the children's sector is sensitive, our employees need to be properly trained and certified. Regular training for staff on childcare best practices, technology use in early learning, and safety protocols are all required for them to be certified. Additionally, our recruitment process will make sure that they have experience in the child sector. This will make sure that our brand image continues to remain of the highest quality.

Operational Management Software: To uphold to the laws and practices of Australia's regulations, implementing a system for managing enrollment, billing, scheduling, and compliance with regulations is necessary. By using technology we can monitor all aspects of our business(key metrics) and any information we need for the more legal side of our business.

Feedback Mechanism: Regular feedback and survey channels for parents to provide input on our services is important to make sure our standards and our operation method appeals to everyone.

Safety and Security Protocols: While also being a legal matter, regular updates and checks on safety measures are crucial for building trust while also keeping our children safe. Internal audits and assessments to maintain high standards in childcare and learning are also key.



External Channels:

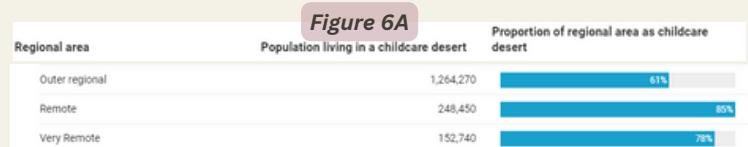
Corporate Partnerships: JJD collaborates with businesses that have underutilized office spaces and are interested in providing childcare benefits to their employees. This will attract our primary market which is the employees of our partnered company, creating a steady supply of clients. This is a win-win situation as childcare in the office location is a huge factor that can influence the decisions of employees positively. It improves employee morale and reduces both turnover rate and absenteeism.

Franchise Growth: JJD's franchising strategy enables local entrepreneurs to provide high-quality childcare in their communities. Our franchisees receive a tested business model that can amplify our brand's impact and enhance childcare services.

Marketing/Promotion: Marketing plays a huge role in JJD. Since children is an incredibly sensitive sector, the way we build our brand to a positive, safe, and trustable environment requires a well-thought-out process which we can refer to as the JOEY plan.

Social Gratification:

In addition to the events, activities, and branding JJD does, we also take initiative to target suburban and rural areas of Australia. Since the ratio of childcare facilities to children is not as bad in those areas as it is in urban areas (refer to **figure 6A**), our approach is to improve the existing childcare facilities through charity. We will provide training to childcare personnel in various areas in order to make sure their children are in the best hands. This training will be of high quality, enabling them to utilize technology and other tools in order to ensure high-quality care and education. Additionally, we will donate educational resources, such as books, to these daycare locations. Through these methods, we will ensure that we are helping provide quality childcare to all geographic density populations of Australia, while building our brand image.



JOEY Market Penetration Plan

J

Job-Oriented Outreach

As our primary target market is employees of the company we are located at, we can advertise through company emails, flyers, bulletins boards, and more. As we have full support from the company, we can use their wide reach resources to inform this to all employees apart of the company.

O

Online Marketing

Primarily, we would use social media platforms that target working parents such as LinkedIn, Facebook, etc. As several adults are active on these platforms, we would get efficient reach rather than publicizing in platforms such as Instagram or TikTok, which have a higher teenage base. Additionally with search engine optimization, which will put our website at the top of the results page, we can target a wide reach. Having testimonials, services and more can back up trust.

E

Engaging the Community

Organizing local community events such as open houses, showcases, and more builds brand presence. Additionally, we can participate or sponsor local events. Engaging with local parenting groups and forums online can display our positivity and our determination to provide proper childcare to young children.

Y

Youth-Centric Branding

All the aforementioned outreach will help us build our youth centric branding. Additionally, we can also collaborate with parent influencers who make blogs and videos for a wider reach. Engaging with parents, displaying our safe and age appropriate products, and making sure our daycare elements are interactive and educational all build upon our youth-centered values. Lastly, donating AI toys and other educational equipment's will build social gratification.