

# CAPSTONE PROJECT

## 1. Introduction

In Great Toronto Area (GTA), getting a spot in daycare for your child can be extremely hard. “Get on a daycare list while you’re pregnant,” is something you hear from everyone when you’re expecting. For popular daycares, getting on the list is not enough as it may take up to a year to eventually fit your child in. The situation of not having enough daycare spots have been aggravated by a recent unexpected “baby boom” in Canada.

Our client Cynthia decides to seize this opportunity and open a daycare business in GTA. Since she lives in York region, she will be focusing on potential location in that target area. As a consulting firm, our goal is to help Cynthia find the best location that maximizes the probability of success.

## 2. Business problem

Given the large initial investment, a scoring model is rigorously designed. Similar to retail business, the ideal location is featured with “High Demand with Low Competition” for daycare facility. The following factors are considered:

### Low Completion:

- Number of Existing daycare facilities
- Number of Preschool facilities

Boroughs with higher number of existing daycare/preschool facilities should be avoided due to higher competition.

### High Demand:

- Number of Elementary School
- Population that falls into the “0 to 4 years” age group

Boroughs with larger number of Elementary School or higher indicates a higher demand for childcare service.

### Safety concerns:

- Number of Industrial Estate
- Number of Gas station

Safety is number one priority for daycare facility. An ideal location should be far from industrial estate or busy street intersections (usually where the gas stations are located)