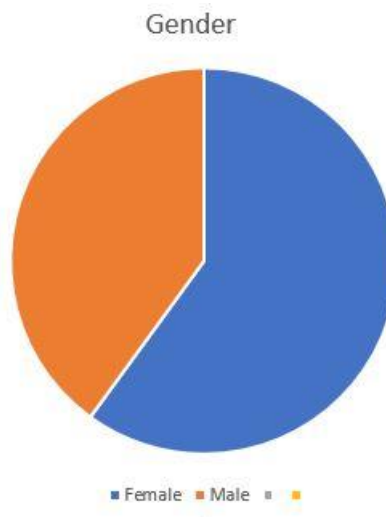


Consumers analysis

Survey for parents

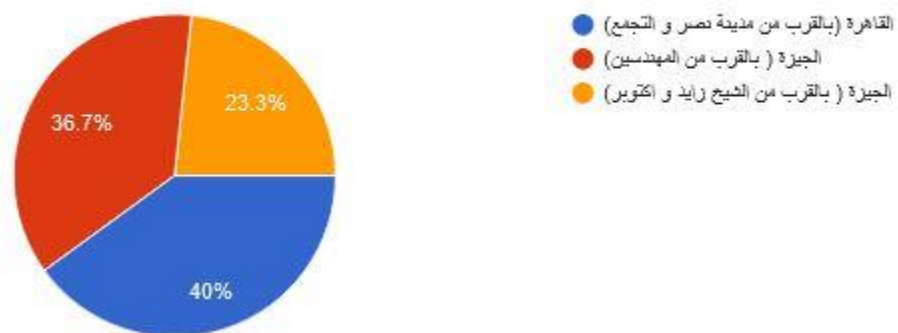
1-Gender



Conclusion :

The percentage of mothers and fathers is close, but the mothers are higher, so the focus will be on targeting mothers more than fathers as a start.

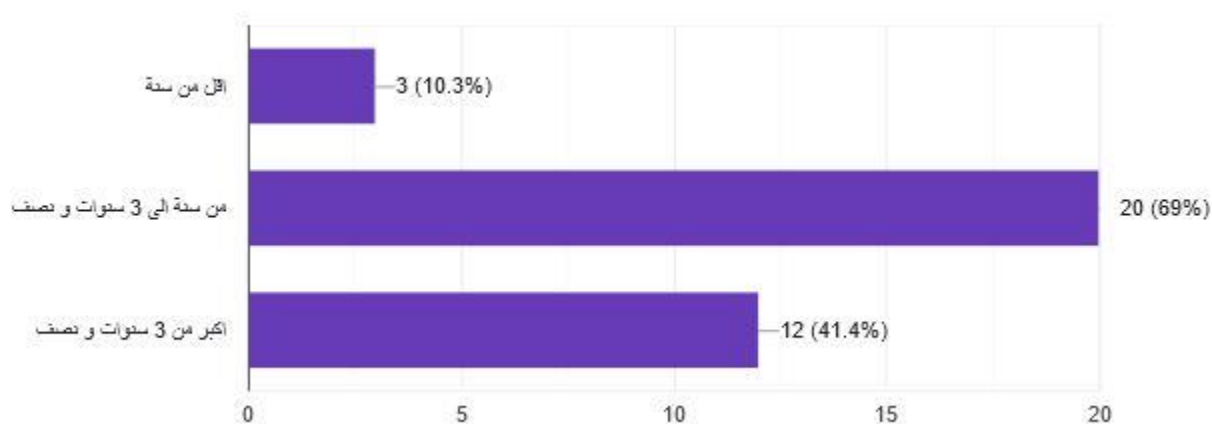
2-Residential area



Conclusion :

We will start with the lower category to provide better service and build a good reputation, and we will start expanding to other areas, which is the 6th of October area.

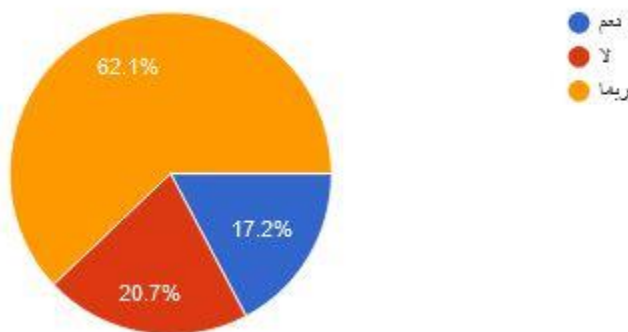
3-Age range



Conclusion:

The highest percentage category is from one to three and a half years old, followed by those over three and a half years old, and the lowest are those under one year old. Therefore, the target group will be from two to five years old as a start.

4-Need for hosting (afterschool) service?



Conclusion

The highest percentage said they might need this service, so we will provide it to encourage them to join our nursery, especially since there are nurseries that do not provide this service or provide it for one additional hour, but we will start providing it for a longer period.

5-Problems you face in the nursery where your children are

1. Safety Concerns

- Worry about the safety of young children due to lack of supervision (too few staff for large groups).
- Concerns about harsh or impatient treatment by teachers.
- Fear of negative behaviors being transferred from other children.

2. Educational and Activity Gaps

- Weak educational programs, especially in teaching basic skills like reading and writing.
- Lack of attention to children's psychological needs and development.
- Insufficient recreational activities and creative learning opportunities.

3. Cleanliness and Nutrition Issues

- Concerns about the cleanliness and hygiene in the nursery.
- Lack of proper nutrition in meals provided for children.

4. Logistics and Accessibility

- Nurseries are located far from work, with no transportation options like buses.
- High fees that don't align with the quality of care and education offered.

Conclusion:

We knew the need and the problem and will provide the solution by:

1. **Enhanced Safety:** Online camera monitoring will be provided for parents to follow up on their children, ensuring transparency and peace of mind.
2. **Improved Educational Programs:** Advanced, updated curricula will be offered based on parent feedback, ensuring a high-quality learning experience and a variety of activities suited to children's needs.
3. **Focus on Cleanliness and Nutrition:** A strong emphasis on cleanliness and proper nutrition will ensure a healthy environment for the children.
4. **Accessible Transportation and Pricing:** Bus transportation will be made available, with regular pricing offers to keep services affordable and convenient for parents.

6- If you were to nominate a nursery for a friend or relative, what would it be?

- colors
- Kids world
- Al Sadiq and Al Farouk Academy Saqqara
- ABC
- First step nursery and child art workshop
- creative corner nurse
- Steamulation hub district 5
- Youpi Dokki branch
- Future hero
- Mom academy – Helwan

Conclusion :

That question was to know our competitors and follow up their strategy