

# Marketing Business Plan: After School Programme and Daycare Bunnies

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**Keywords:** Program After School and Daycare, STP Analysis, Marketing Mix,

**Abstract:** The purpose of Bunnies Program After School and Daycare business planning is as a child care agency with an age range about 0 months to 12 years that can help the role of parents in caring and nurturing children by providing the best service to meet customer demand for customer satisfaction. Bunnies Program After School and Daycare business marketing planning stages include STP Analysis and Marketing Mix. Otherwise use Lean Process, Service Blue Print, and Customer Relationship Management. Strategic location is needed to support this business, the location plan is at the place of residence Scientia Garden Blok O, No.21-23, Boulevard Gading Serpong Street, South Tangerang City, Province Banten.

## 1 INTRODUCTION

Along with the development and progress of the era where housewife plays an important role in supporting the family economy, so many parents, especially housewives do not have time to guide, nurture and educate their children at home. Because of this business, a parent needs daycare and a learning place for their child. Also, many parents' concerns about how to explore the changing intellectual development of children who do not fit their way of educating children in their time. Many daycare centers that run today do not provide satisfaction to parents in supporting the growth and development of intellectual and childhood personalities. Needs of daycare and after-school programs are still widely needed in the area of South Tangerang.

The quality requirements of the after school and daycare programs are sought after by busy parents so they can be calm by doing their work and not worry about supervision and coaching and the management of their intellectual and childcare during their busy work. Parents need daycare and after-school programs because it is an alternative for parents who do not have the time to educate, parenting and the needs of parents who want to socialize outside their working hours. From some of the problems found in this field, the business

opportunity to open a daycare business and after-school program still provide promising opportunities and potential. The business of daycare and after-school programs that have been running have not fully utilized the technological system in accordance with the times. Many of them still use conventional methods. For that daycare and after school program has a new innovative breakthrough in providing facilities for consumers.

These new breakthroughs can be downloadable applications in gadgets or other technological tools like iPad, computers, and so on. The need for the internet today is an inevitable need such as online streaming, where parents who entrust their children can access to monitor child growth and their children's activities while they are busy working where they can at any time and anywhere to access children's activities those who are entrusted, educated and cared for in daycare and after-school programs. The advantages of daycare and after-school programs are helping to dig up the child's talent in accordance with the wishes and growth of the child with activities that trigger the child's appeal.

A new business has many complexities that affect the taking of business strategy, business decisions, and the development of the business itself. In analyzing the business environment is very necessary for the face of business threats and anticipate business opportunities.

Many factors in analyzing business environment are economic, socio-cultural, environmental, demographic, political, technological, legal, industrial competition and porter analysis. Economic factors have a very important role in developing and advancing the business world, especially in the world of education. Economic factors in the world of education in the form of operational costs of education both facilities and infrastructure used as the development of science in creating quality in the world of education that will provide the impact of human resources procurement. For that strategy in facing economic factors in the daycare business and after-school programs in providing services in accordance with the cost incurred by parents can be compared with offers in the field of education services and care of children who have been going on and there. Also, economic factors will determine the sales of products to be sold whether in accordance with the purchasing power of parents of their children's needs for the advancement of growth and development of children.

The current pattern of socio-cultural change in which many women enter the labor market so that they do not have enough time to care for, nurture, care for and educate children. For that parents need a trusted institution that can petrify them while they work outdoors. The strategy for dealing with socio-cultural factors is to create different educational and nurturing methods from existing methods of upbringing and education which focus on improving soft skills, character and cognitive.

The intelligence of the child is influenced by environmental factors and the pattern of care received by the child. The environment is a means that children use for expansion can trigger children to understand and increase their curiosity in various aspects of life and the world around him. Based on the description, the target and strategy of child care services and after-school programs must support business continuity optimally. The strategy for dealing with these environmental factors is to create daycare and after-school programs to increase children's exploration of intellectual support and child development.

Demographic factors greatly affect the business world, especially entrepreneurs who want to open a new business. These demographic factors are factors of family income, the age of children, parent education, occupation and so on. Marketing strategies influenced by demographics such as consumer purchasing power, consumer spending patterns, and so on. A business is also affected by the participation of political factors in which government

policies, economic rights, legal protection are adapted to the prevailing circumstances and laws of Indonesia. Child education business has a strategy in dealing with this politics in following the regulations and regulations applied by the government especially in the field of education.

The development of increasingly sophisticated information technology is an integral part of the business world. Therefore, as a businessman must follow the development and acceleration of the world of technology so that business is not left behind from other business actors in the same field. The breakthrough in the field of technology in the field of business is used for marketing and promotion activities and facilities to support consumer satisfaction in the form of online streaming, CCTV, e-commerce, and so forth.

The importance of legal aspect in a business is very influential in making decisions that bring many benefits in controlling every situation in the face of problems and risks of loss in the business that will be found in the future, so that can be avoided or minimized. In the face of competition among businesspeople in the same field, companies need to analyze the environment rather than competitors in order for business opportunities and corporate positions to execute and implement strategies and tactics to achieve those goals. The business of daycare and after-school programs are in a position of growth because the needs are very high, but the organization and child care and after-school programs are limited and inadequate.

Business daycare and after-school programs that are in the growth stage require much promotion to penetrate the market by conducting good management and organized operations in the market. For business daycare and after-school programs in an integrated environment, this must have specific services, qualified and professional so that consumers who have purchased after-school program services and daycare can be as marketing agents where they can recommend this service from the mouth to the mouth other than promotional endeavors, events and others conducted by the company.

The industry competition analysis of daycare and after-school programs can use the five-forces porter where the high threats of newcomers, low competitor threats in the same field, low substitution threats, low consumer bargaining power and bargaining power of suppliers are also low. Seeing from this porter analysis, the business opportunity of daycare and after-school program is still promising besides the opportunity and threat analysis where the daycare business and after-school program that will be in

Summarecon Gading-Serpong area which is the area of offices, apartment and residence has no place child care and after-school programs are qualified and complete.

The daycare alone is quite a distance away from each other, and many international schools do not have after-school programs that satisfy parents for their children. There are several daycare and after-school programs in this area of South Tangerang city, it is a necessary strategy in facing price competition while improving quality both in terms of educator, caregiver and program offered as well as good management in managing business daycare and after-school program. If this price competition can be controlled by maintaining quality in providing services, strategies for marketing service products and having different methods of educating and nurturing children, competitive prices are no longer a threat in business.

The vision of the daycare and after-school bunnies program is to become a daycare company and after-school program that excel in the management of intellectual, creativity and technology in accordance with the needs of the community.

The company's mission bunnies as follows: 1) Helping parents in nurturing and educating children with quality educational and childcare services by utilizing technology according to the development of the times. 2) Creating a safe, comfortable and friendly atmosphere in the eyes of parents in the implementation of daycare in after-school programs by utilizing the online streaming facility as a means of monitoring for parents. 3) Implementing daycare and after-school programs by promoting affection in the service, education and parenting of children so that children do not feel the difference between at home and daycare. 4) Carry out daycare and after-school programs that are oriented towards the creation of young people who have the intellect, creativity, and innovative and devoted to God Almighty. 5) Creating a sense of belonging as a work culture by providing rewards and punishments based on inputs, processes, outputs and outcomes and improving services by providing ongoing education and training for employees.

## 2 METHODS

Program After School and Daycare Bunnies programs in the field of child care and education have marketing phases that are divided into two, namely STP analysis and marketing mix. STP

analysis phase is the initial preparation stage of bunnies company in preparing the company, such as determining segmentation, targeting and positioning. While at the marketing mix stage, starting from product, price, place and promotion. Also, marketing stages also use lean process, blueprint service, and customer relationship management.

### 2.1 STP Analysis

*Program* After School and Daycare Bunnies programs use the segmentation process at upper and upper middle classes with 25-45 year olds who are already working and have children aged 0-12 years.

On targeting our after school and daycare programs, we target parents aged 25-45 years who can be handled in a year with 656,498 people. Of that number, parents who have children aged 0-12 years amounted to 373,250 people. Of these, which are middle-upper and upper classes of 93,313 people. Assumed at 5%, i.e. 4,665 people entrust their children in daycare. Of the target of 4,665 children, the assumption of After School and Daycare Program target can handle 10% of students with a pessimistic target of 233 children per year and optimistic target of 466 people covering all areas of South Tangerang City.

Program After School and Daycare Bunnies program is one form of non-formal child education targeting middle and upper-class parents who have children aged 0-12 years and use Brain Challenging method in child care and education, and have a ratio of parenting ratio of 1: 5, has an online streaming facility and other facilities that are better, as well as a competent educator and caregiver. Only Bunnies who serve optimally and provide comfort in students and communicative with more intensive parents of students.

### 2.2 Marketing Mix Stage

The products we offer are Program After School and Daycare Program. The explanations of the products we offer are listed in the table below:

Table 1: The products we offer

Product Name	Ages	Services	Days	Times
Program After School	6-12 years old	Full Time	Mon-Fri	1pm-7pm
		Half Time		
Day Care	Baby-5 years old	Full Time	Mon-Fri	6am-7pm
		Half Time		

The price of the products we offer there are 2 types of services are Full Time and Half Time. Here's an explanation of the price of the products we offer:

Table 2: The prices of the products

Product Name	Services	Price
Program After School	Full Time	Rp.1.800.000
	Half Time	Rp.1.200.000
Day Care	Full Time	Rp.3.000.000
	Half Time	Rp.1.800.000

After School and Daycare Bunnies Program is located in South Tangerang City Area located at Komplek Scientia Garden Blok O no.21-23, Jalan Boulevard Gading Serpong, Gading Serpong, Tangerang Selatan City, Banten Province.

In promoting bunnies company using Integrated Marketing Communication method consisting of word of mouth, direct marketing, event, advertising, and public relation. Promotion with word of mouth by using online method through internet media and social media like delivery via Whatsapp messenger,Blackberry messenger, facebook, twitter, line and Instagram. In this method of direct marketing program after school and daycare bunnies cooperate to the school community and housing

complex that exist in Gading Serpong environment to set up a stand at school and housing complex partner which aims to as giving information about the activity of after-school program and daycare bunnies to a prospective customer.

After School and Daycare Bunnies programs also utilize the Tools event, for the sixth month after the opening by holding seminars or counseling with some topics like education and child health. For Advertising from after school and daycare bunnies, programs use advertising online. Online method of advertising program after school and daycare bunnies program will be available website [www.bunnies.com](http://www.bunnies.com) and applications known by the community such as Instagram, Facebook, Line and Google My Business. On this website and application contains company profile, ways to register or registration, news info of education and child health information, contact and career.

Public relations is the last tool that is used in promotional activities after school and daycare bunnies program. In this activity, this public relation will conduct an opening or open house event that invites some mass media either newspaper media or television media such as online press from city government website of South Tangerang and the bloggers who already have a good reputation with the number of follower in the top ten thousand.

### 3 RESULT

#### 3.1 Lean Consumption Bunnies

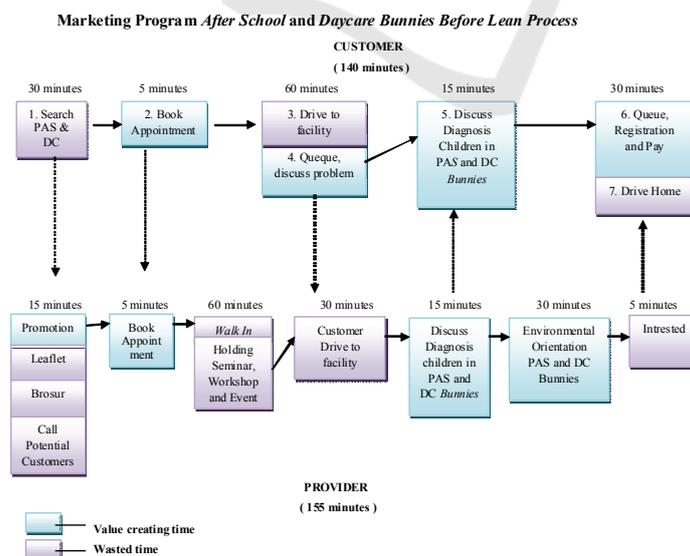


Figure 1: Marketing program after school and day-care business before lean customer process

**Marketing Program After School and Daycare Bunnies After Lean Process**

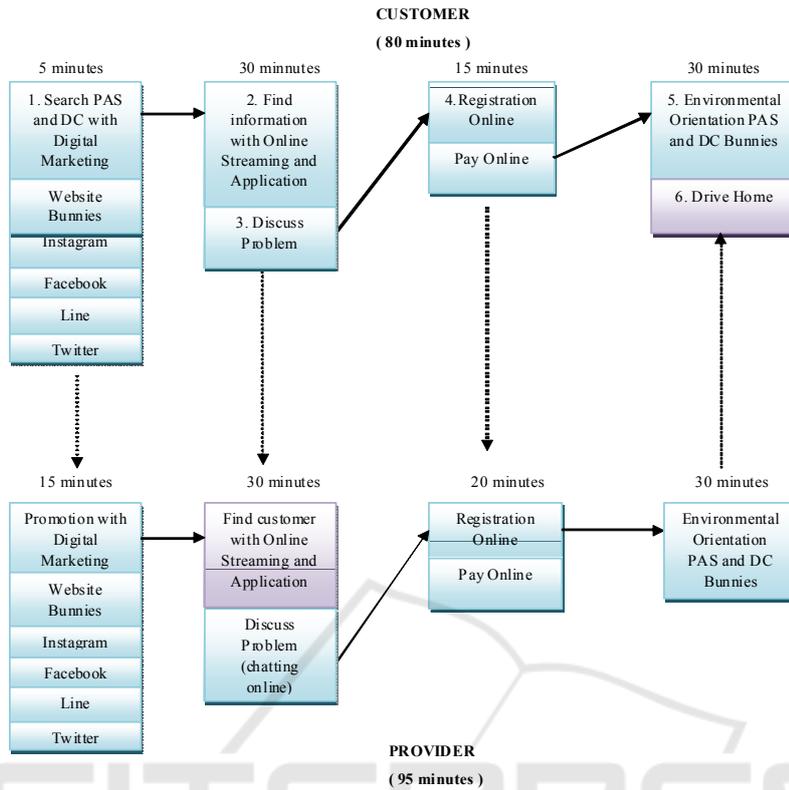


Figure 2: Marketing program after school and day-care after lean customer process

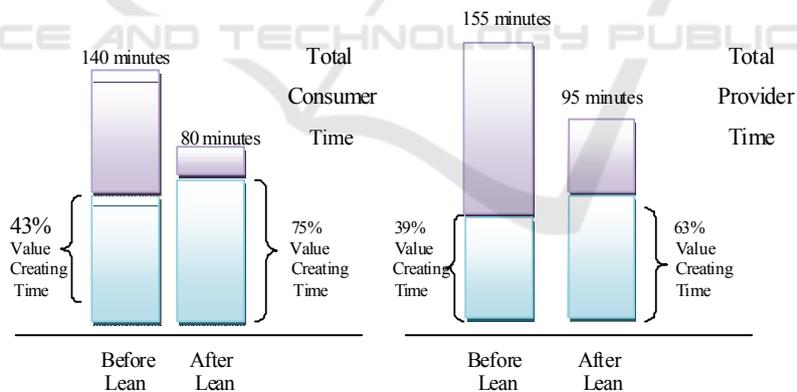


Figure3: Comparison of before and after leanpercentage

Based on Figure 3, the percentage value creating time in after lean is greater than before lean. In contrast to total consumer time, the time needed for after lean is less than before lean.

**3.2 Salesblueprint Business**

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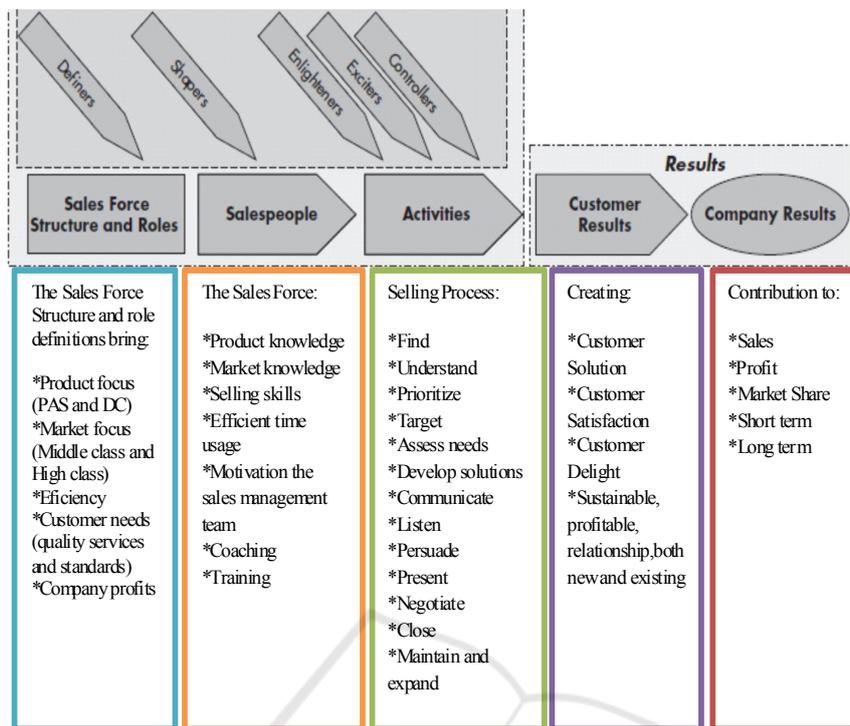


Figure 4: Sales blueprint business

### 3.3 Customer Relationship Management

After School and Daycare Bunnies programs that will be established using a system based on Customer Relationship Management with its application include front office and back office. Starting from the front office, that deals directly with the customer up to the back office using a system connected in online streaming. Customer Relationship Management used in after school and daycare bunnies program is an online system where when parents of prospective learners need parenting and education for their children can order easily among them with a procedure that must be completed first such as student data, history of the disease, and an overview of the condition of the learner. Parents learners can order through the conventional or online booking in serving by the front office or administrative part of after school and daycare program until learners get this service well and optimal.

## 4 CONCLUSIONS

Program After School and Daycare Bunnies which is a child education institution strives to improve the same educational institutions by improving services and human resources professionals in the field. With the presence of Bunnies is expected to be a solution for parents who have difficulty caring for their children when working so they can work quietly.

## ACKNOWLEDGEMENTS

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