



Market Analysis for Ecole 360 Arlington Heights in 1515 W Dundee Rd.

The need for childcare has increased across the country in response to changing social and economic conditions. Ecole 360 has a focus on meeting the local community need for childcare and preschool (6 weeks thru 5 years old) services within the 5-mile radius of 1515 W Dundee Rd. Students will be taken in flexibly on either a full-time or part-time basis.

Up to the data that came in 2021 there are 1381 0-4 yrs. old children in 1 mile radius. This number goes up 6287 in 3 miles and 13,927 in 5 miles. The area is full of Full-Time working couples with average household income per year: \$89,615 in 1 mile, \$117,399 in 3 miles, and \$127,510 in 5 miles.

With inflation continuing to rise each year, the typical American family now requires dual or supplemental incomes for sure. This trend has created a need for quality childcare/ preschool services. We do not see this model changing in the foreseeable future. In fact, based on the growth in the Arlington Heights area, we expect the need to increase.

It is now known fact that there is a new investment in the area that Chicago Bears is building a new potential stadium. According to this fact, the population growth rate for Arlington Heights is expected high in the near future. New investment in the area will lead more population moving to the area and a residential construction boom thus becoming potential customers.

Currently there are more family caregivers than licensed childcare facilities nationwide. However, this business model can't keep up with the needs of the growing childcare industry. In the family care giver paradigm, space is limited, and quality of care is questionable – in many cases viewed as only slightly higher quality than babysitter services.

Price, service, certification and reputation are critical success factors in the childcare services industry. Ecole 360 will compete well in our market by offering competitive prices, high-quality childcare and preschool services, and leading-edge educational programs with certified, college-educated instructors, and by maintaining an excellent reputation with parents and the community in which we serve. Referral marketing, direct-mail campaigns and community activity days will be the primary types of marketing strategies utilized. Maintaining and enhancing its reputation with families and in the community will be crucial in obtaining the planned market share growth of this target market.

Our main competitors in 5 - mile are:

1. Kiddie Academy of Arlington Heights

Strengths: Very high tuition

Weaknesses: Chain, no individual touch for family and child needs.

2. Bright Horizons North Kennicott

Strengths: Accredited center

Weaknesses: During covid they struggled with proper staffing and lost reputation

3. La Joie Daycare

Strengths: Open half day on Saturdays

Weaknesses: Lack of family diversity

4. A Plus Day School

Strengths: Daily drop in program, flexible schedules

Weaknesses: Safety since they accept daily children

5. Little University

Strengths: Gives home feeling

Weaknesses: Only licensed for 20 children, no aged- based approach

6. Shepherd's Flock

Strengths: Silver Circle of Quality for Child Care by ExceleRate Illinois.

Weaknesses: May not appeal to customers of different religious beliefs.

7. Learning Loft

Strengths: Already established in the area and market

Weaknesses: Lack of quality teachers

8. Little Learners Education Center

Strengths: Family owned

Weaknesses: Lack of quality curriculum

9. Kindercare Learning Center

Strengths: Lots of other locations with the option of transfer when families move

Weaknesses: Too big chain, no proper communication with families

10. Magic Island

Strengths: Russian speaking teachers

Weaknesses: Lack of diverse families

Ecole 360 recognizes the necessity of education. We believe that there are 3 main components that contribute to the success of each child's educational foundation. These components consist of a good quality



curriculum, well trained and experienced teachers, and quality families. Ecole 360 is committed to attracting parents who share the same vision and core values for childcare in Arlington Heights area. A good quality teacher is the most influential component in your loved one's educational foundation. Our entire team, both directors and teachers, with combined daycare and preschool experience of 175 years, have obtained degrees in early childhood education or a related field. In addition, Ecole 360 CDC provides ongoing trainings and coaching to promote retention and maintain the consistency of quality educators. Ecole 360 believes that lifelong learning starts with the partnership of the families and schools. We believe Arlington Heights families will be amazed with their experience with us. We also offer in our schools and Facebook Live parenting classes to help our parents feel more connected, involved and focused on their child. Ecole 360 schools offer our families parent-school partnership program offering them incentives for their referring us new families. We have also personalized secure entrance and camera systems all over the school. Making every effort to keep your child safe, happy, and healthy is our number one priority. Ecole 360 offers children and families 360-degree healthy lifelong habits. We offer healthy choices for our growing kids with 100% organic menus include a variety of foods with fresh fruit and veggies which meet daily nutritional needs and satisfy licensing requirements. We also offer substitutions for allergies and dietary.

Ecole 360 will change the criteria of childcare and preschool in the area and we are very excited to meet the families Arlington Heights.