



Tots Land Inc.

Chicago 3/28/2024

Day Care Center

7460 W Addison St , Chicago IL 60634 • 2635 - 2641 N Harlem Ave , Chicago, IL 60707
1080 W Lake St Roselle IL 60172
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Village of Arlington Heights

Market Analysis

proposed Day Care Center

located at 1007 W Euclid Ave, Arlington Heights IL

1. Service description.

Tots Land INC propose to open fourth location
at 1007 W Euclid Ave, Arlington Heights.

Tots Land INC has been providing high quality childcare for children age 15 months to 5 years old since 2009. Currently we have 3 locations:

7460 W Addison St, Chicago IL 60634, enrollment capacity 48,
2635-2641 N Harlem Ave, Chicago IL 60707 enrollment capacity 108,
1080 W Lake St, Roselle IL 60172 enrollment capacity 124.

We are open 7:00am-6:00pm Monday to Friday. We are closed only 8 days per year for major holidays. All together we provide childcare for 280 families. As a bilingual Polish – English program we attract families who use the opportunity for their children to learn another language. Our daily curriculum activities promote and stimulate children development in all crucial areas:

- Fine motor skills, such as drawing, writing, and painting.
- Gross motor skills, for example crawling, climbing, jumping, and running.
- Speech and language skills.
- Cognitive and intellectual skills, such as problem-solving skills, counting, identifying shapes.
- Social and emotional skills, such as playing and cooperating with other kids, controlling emotions, self-awareness.

In addition, our program is enriched in additional activities like music lessons, dance classes and acting classes where children prepare two shows every year where parents are invited.

Our centers provide a safe and nurturing environment for children.

All our centers are equipped with 4K High resolution video monitoring and our DVR holds about 10 days of recording for safety. We also provide mobile application for parents where daily activities reports are created, parents receive photos and videos daily, weekly menu plans, and a monthly curriculum.

Each of our locations is equipped with a commercial kitchen where we prepare fresh and healthy food made every day from scratch. We serve three meals each day and our menu are in compliance with Illinois Board of Education Food and Nutrition Program.

We want to bring the same standards to the village of Arlington Hts. for the proposed location: 1007 W Euclid Ave

2. Market Segmentation.

Tots Land INC is focused on families with children aged 15 months to 5 years who are looking for high quality childcare but yet at an affordable price. Our main customers group and middle-class families. Except of high-quality service, we also help and advise families that qualify for financial aid from the state, know as Illinois Action for Children. That allows families with lower income to afford high quality childcare.

3. Market Needs and Trends.

The childcare market is a growing sector. There are multiple factors that contribute to that trend:

- Growing number of working parents: as more families find themselves in dual-income situations, there is a greater need for child day care services as parents look for dependable care while they are at work.
- Growing understanding of importance of early childhood education: As early childhood education and development become more important, parents are enrolling their kids in childcare facilities that provide educational activities and programs.
- Urbanization and changing lifestyle: As parents look for help with childcare, the demand for child day care services is fueled by urbanization and changing lifestyles, which are defined by hectic schedules and the need for convenience.

- Women's workforce participation: The demand for daycare services is driven by the growing number of women entering the workforce and the need for dependable childcare options.
- Technological developments in childcare: The effectiveness and allure of daycare services are improved by technological advances such as electronic payment system, security features, and smartphone apps that facilitate contact between parents and daycare providers.
- Changing demographics: As a results of changing in family models, long distance between family members housing, makes grandparents or other family members unable to care for children that lead to increase in demand for daycare services.

Based on 2023 Report on Child Care in Cook County conducted by Illinois Action for Children in North and Northwest Suburban part of Cook County is 145,476 children in potential need of child care with both parents working. That includes children from birth to age 12. With total of 30,428 available slots in formal child care settings.

	Formal Child Care Slots						Children potentially in need of child care		
	Full – day license d center slots	Full – day licens e exem pt center slots	School age only progra m slots	Licenses d home slots	Licenses d home extende d care school age slots	Total slots	Total Childre n birth to 12	Childre n birth to 12 with all parents workin g	Slots as a percen t of childre n with all parent s workin g
Nort and Northwe st Suburba n Cook	21,869	1,585	5,684	1,123	167	30,428	209,004	145,476	21%

Based on Census information for Arlington Heights as of report from 2020 there is population of 77,676 and 6,7% are persons under age of 5. There are about 4,738 children from birth to age five residing within Arlington Heights limits.

4. Main Competitors.

- Christian Pre-K Prep 308
N Evergreen Ave, Arlington Heights.
Hours of operation 9:00am – 2:30pm Monday to Friday
- Shepards Floch Child Care & Preschool
800 W Oakton St, Arlington Heights
Hours of operation 7:00am – 6:00pm Monday to Friday
- Parents Day Out
302 N Dunton Ave, Arlington Heights
Hours of operation 9:am-1:30pm Monday to Friday
- Kensington School of Arlington Heights
840 E Kensington Rd, Arlington Heights
Hours of operation 7:00am – 6:00pm Monday to Friday
- A Mother's Touch
125 N Dryden Pl, Arlington Heights
Hours of operation 7:00am – 5:30pm
- First United Methodist Preschool
1903 E Euclid Ave, Arlington
Hours of operation 9:00am – 1:00pm Monday to Friday
- Busy Bees Montessori School Arlington Heights
1225 E Davis St, Arlington Heights
Hours of operation 7:30am – 5:30pm Monday to Friday
- North Arlington Heights Kinder Care
1320 N Arlington Heights, Arlington Heights
Hours of operation 7:00am – 6:00pm Monday to Friday
- The Goddard School of Arlington Heights
1316 N Arlington Heights Rd, Arlington Heights
Hours of operation 7:30am – 5:30pm Monday to Friday
- St. Peter Lutheran Church & School
111 W Olive St, Arlington Heights

Hours of operation 7:30am – 3:30pm

Above are listed competitors that are within two miles distance of our proposed daycare location. Four out of ten listed competitors are Christian oriented programs. Four out of ten competitors have limited hours of operation. Four out of ten are part of big chain or franchise operation, known of high tuition cost.

5. Competitive edge.

We feel very confident about our idea of bringing our brand childcare to Arlington Heights. During years in operation providing services for families from north and northwest suburbs we heard a lot about the lack of quality childcare in reasonable prices in this area. Very often, parents decide to travel with their children to the vicinity of their places of employment in order to find childcare that meets their expectations and which they can afford. We have 15 years of experience in providing high quality childcare and we have a good reputation among our customers. Knowing the market from the perspective of our business we are sure that the location in Arlington Heights will well serve surrounding families and provide needed service in best quality. As a family own business, we pay a lot of attention in creating healthy and friendly work environment for our employees. Also, we manage our operation to maintain our budget in effective way which result in paying satisfying salaries with reasonable service cost that is still in high quality.

Sincerely,

Damian Dwulit