

Marketing Plan Evaluation Form

Define Your Market

Who makes up your market?

What ages of children do you serve?

What area of the community do you serve?

What socioeconomic community do you serve?

What types of families do you most appeal to?

What needs are you meeting?

- Full-day care
- Part-day care
- Drop-in care
- Evening care
- Sick care
- Weekend care
- Preschool programming
- Other (list):

Determine Your Sales Potential

Evaluate your current potential customer marketplace (your local resource & referral agency may be a good source for this information), including:

Population of families with children in your area

Demographics of children in your service age-range

Median income of families with young children in your area

Typical occupation type of parents in your area (e.g., professional, semiprofessional, industrial, students, mixed, etc.)

Evaluate the current competition (your local resource & referral agency may be a good source for this information)

How many child care programs are providing similar services within a five-mile area of your program?

How many expansions of current programs and/or changes have been experienced by these other programs in the past five years?

Contact your city/county planning and zoning commission for any plans for new programs in your area.

Community Awareness

What are the licensing requirements?

Are there any new or proposed changes in licensing, zoning, or health regulations?

What are the needs being felt by the business community? (Contact your chamber of commerce and personnel departments of corporations for the answer.)

What are the needs being felt by the local government? (Contact city, county, and state offices for answers.)

Contact local builders and realtors to find out how they perceive the demographics of the community.

Chart and Analyze Data from Past Records and Current Inquiries

When parents request information, what service hours do they ask for?

For what age groups are parents currently requesting care?

What other types of services are parents looking for?

How many families inquired into your program but did not enroll? Why didn't they enroll?

Where do families hear about your program? What did they hear about your program that sparked their interest in it?

Attracting Customers

What is your image? How does the community identify you?

How does your price compare with other programs in your area?

Do your policies and contracts represent services needed by the families in your area?

Have you investigated advertising in media that will best reach your target market?