



TEAM EXECUTION

SWOT Analysis

Strengths

- Based at university
- Business knowledge
- Marketed to university students
- Longer opening hours
- Sophisticated and effective learning systems
- Excellent training programs that ALL employees must participate in
- Offer educational activities for kids
- Not for Profit organisation – beneficial to the community
- High demand for additional day care facilities – long waiting lists everywhere

Opportunities

- Offer to public not just university students – Hospital staff / Rec centre
- Parents will be close to children
- Encourage more people to study which will benefit society
- Government grants
- Transportation from school to childcare
- Increased revenue as more & more people are working & unable to care for children
- Growing market
- As number of children enrolled grows, fixed costs are spread thinner over a larger customer base
- New mothers
- TAFE & Uni students with families
- Plan for special needs children
- Provide TAFE childcare & cooking students with work experience opportunities.

Weaknesses

- High Start-up costs
- Location
- Not much profit will be made
- Gaining ECU approval to have centre on their grounds
- Funding
- Recruitment
- Why isn't there a day care facility at ECU already?

Threats

- Child care centre at TAFE
- Other established child care centres in Bunbury area
- Family Day Care centres
- Legal liability issues – large case increases premiums
- Keeping up with legislation health and childcare regulations and standards
- Maintaining a good reputation
- Consistent training and development
- Strict policy & procedures
- School Holidays