

A KINDERGARTEN INVESTMENT

Rongbiao Xiang*, Supot Rattanapun & Chanprapa Polachart*****

Graduate School, Southeast Asia University, Bangkok, Thailand

*E-mail: *s6341B20023@live.sau.ac.th, **supotr@sau.ac.th, ***chanprapa@sau.ac.th*

ABSTRACT

The project is mainly aimed at the family groups with good economic conditions in the central urban area and the surrounding communities. According to the current situation of preschool education in our city, kindergartens are in short supply, most children are difficult to enter the kindergarten, with the improvement of people's economic level and cultural level, parents on the quality of early childhood education requirements gradually improved. However, at present, Chinese kindergartens still have poor school facilities and teaching quality, or simply introduce foreign teaching mode, but it is not suitable for the development of Chinese children. As a result, parents' requirements for choosing a kindergarten have been increased. And I invest kindergarten project not only have good teaching hardware facilities, also introduce foreign advanced education concept, combined with our early childhood education at the same time, discusses a set of suitable for China's national conditions of early childhood education scheme, my kindergarten curriculum mainly through artistic teaching, and combining with Chinese characteristics, such as folk craft, make each subject into nourishing art elements of body and mind, and increase children's motherland sense of honor, promote the development of many children.

Keywords: Kindergarten, Business Plan, Kindergarten Investment, preschool education

INTRODUCTION

The company was established in January 2020. The company is located in Guangyuan city, Sichuan Province. Guangyuan is located in the northern part of Sichuan, the upper reaches of the Jialing River and the junction of Sichuan, Shaanxi and Gansu provinces, with convenient transportation, excellent air quality and rich tourism resources. It is the birthplace of Empress Wu Zetian and the later capital of the Red Fourth Red Front Army. At present, the permanent resident population is 2,305,657. Guangyuan city was awarded the China Habitat Environment Award in 2006, and the urban population will continue to grow in the future.

Our kindergarten covers 900 square kilometers and has 18 employees who can receive about 120 children per month. There are two major buildings in our kindergarten. Building A is a children's classroom, children's activity area, children's rest area, children's toy room. There are various courses in the building. Among them, children's language characteristic exploration courses and children's interest training courses are our characteristic courses. At the same time, we are also equipped with science courses, mathematics courses and music courses that meet the requirements of the basic curriculum of the kindergarten. Make sure that students do not lag behind in the basic knowledge of the curriculum. Our kindergarten teachers are very professional, and the curriculum is also very professional, which allows students to learn happily. At the same time, our teachers also have the basic knowledge of childcare. In our kindergarten, children's safety and health and basic education are not the concern of our professional teachers. We will definitely provide a healthy and happy learning environment for kindergarten children. In a word, the short-term mission of our kindergarten is to let every child learn and grow up happily and healthily. With the improvement of children's basic knowledge, children will become more

and more healthy, confident and happy! The long-term goal is to provide certain assistance for early childhood education in the region and to help cultivate excellent talents in the region.

INDUSTRY ANALYSIS

Industry Characteristics : The main players in the industry include public kindergarten schools in the region, as well as local private kindergarten schools, as well as a number of private nurseries and other institutions. Other early childhood training companies that provide online education are also major players in the industry. The main product of the industry is educational services, especially in the field of child care services, which will need to provide certain child care services. Therefore, the main practitioners in the industry are preschool teachers, who also need a certain number of employees to take care of young children. Therefore, the main players in the industry need to be patient and cautious, patient care and carefully monitor all aspects of the child.

Industry Trends:

There will be four trends in the development of kindergartens in the future.

1. The number of kindergartens will continue to grow rapidly in the next decade. According to the national ten-year plan, the national average enrollment rate will reach more than 80 percent by around 2035.

2. In the next decade, kindergartens will pay more attention to quality improvement. With the establishment of kindergartens, it will become more and easier to enter kindergartens, so that parents pursue to enter a good kindergarten, so as to improve the quality of kindergarten promotion.

3. Brand. With the increase of kindergartens and the quality of kindergartens, parents have more choices. Whether a kindergarten can be recognized by its parents has become the key to survival. Therefore, good kindergartens will begin to highlight their own characteristics, and start to promote their own kindergartens around the city, so as to establish their own brand.

4. The competition between public kindergartens and private kindergartens will intensify, and the positioning of these two kindergartens will become clear. Due to the government financial support, the cost of opening kindergartens is far lower than that of private kindergartens, and it is easy to implement the concept of low fee and inclusive kindergartens. Private kindergartens are self-reliant, and the cost of opening kindergartens is very high. It can only be used by high-income families and people with high demand for child care to take a high-end kindergarten route. Therefore, in the future, private kindergartens will pursue high-quality education, while public kindergartens will pursue general education.

Competitor Analysis:
SWOT Analysis Table

SWOT	strengths	weaknesses	opportunities	threats
Kindergarten Environment and Development	<p>1. The garden has a beautiful environment, independent and complete, bright lighting, greenery, and a high degree of children;</p> <p>2. It covers an area of 3900 square meters, with a construction area of 4500 square meters and a high degree of greening;</p>	<p>1. The classroom space is limited, the class size is small, the degree is small, and the enrollment pressure is high;</p> <p>2. The environment of the garden has changed, and the planning and layout of the new garden will consume human and financial resources;</p>	<p>1. Living in the community, Pepsi is waiting;</p> <p>2. In the future, a large-scale kindergarten will be established, and strive to become an industry benchmark in the city and even the whole country.</p>	<p>1. Adaptation to the new park, diversion of human and financial resources, and great pressure;</p> <p>2. Based on the long-term development, it needs an adaptation period;</p>
Facilities and Conditions	<p>1. The scale has unique influence and appeal;</p> <p>2. Each class is equipped with three teachers and one support, and the ratio of teachers to children is high;</p> <p>3. There are small theaters, art rooms, sand and water parks, large toy areas, etc. in the park, teachers' offices, health care rooms, teaching and research rooms, reference rooms, teaching toy rooms, property rooms, conference rooms, etc., and functional rooms are fully equipped, Advanced facilities.</p>	<p>1. The storage space is too small, so that some items cannot be stored, and it is difficult to organize, classify and search;</p> <p>2. There are still many hidden dangers and risk points.</p>	<p>1. The new park is equipped with more advanced and complete equipment;</p> <p>2. A lot of large equipment and toys</p>	<p>With limited funds for kindergartens, it is difficult to add and purchase some equipment, especially large-scale audio-visual equipment and large-scale toys.</p>

SWOT	strengths	weaknesses	opportunities	threats
Garden Culture and management	<p>1.The brand culture is strong, and the culture and spirit are deeply rooted in the hearts of the people; A campus culture full of humanistic care, being kind to others, tolerant and friendly, cooperative and respectful, meticulous, conscientious and pragmatic, and striving to serve others;</p> <p>2.Classrooms, offices, corridors, restaurants, and toilets are full of humanistic care and modern atmosphere;</p> <p>3. Adhere to the management concept of "people-oriented" and have a set of standardized management systems.</p>	<p>1. The degree of humanistic management and standardized management still needs to be considered and improved;</p> <p>2. There are many cultural activities in the kindergarten, and the work is relatively busy.</p>	Build an experimental brand culture and move towards the goal of a world-class kindergarten.	<p>1. It is necessary to innovate the organizational management model and</p> <p>2. How to break through excellence, constantly surpass, and move towards excellence?</p> <p>3. Need more professional guidance and strong support</p>

Porter's five-force model: the five forces that Porter proposed that play a decisive role in the scale and degree of industry competition.

we can draw the following conclusions regarding Porter's five-force model:

1. Competitors in the industry all maintain a particularly high level of competition. The industry is very competitive. However, because the competitors themselves have certain problems, their sources of students are relatively stable, we still have a certain living space.

2. Although the potential competitors have a certain ability to enter the market, the entry ability of the potential competitors are not strong due to the consideration of policy, reputation and capital. Therefore, our kindergarten should quickly expand the market and highlight its own teaching advantages. This creates barriers to entering the market.

3. Considering the fact that alternatives are immature and substitutes are not accepted by the Chinese people, we believe that substitutes will not threaten our kindergarten.

4. We have taken a series of measures to reduce the bargaining power of suppliers, especially that of teachers. 5. Due to the limited resources of senior kindergartens in the region, customers' bargaining power will be relatively weak.

MARKETING PLAN

1. Overall marketing strategy: Overall marketing strategy refers to the process by which a company achieves its goals by providing its customers with satisfactory goods and services. Green pearl kindergarten, the ultimate marketing goal is to achieve the goal of recruiting 120 people a year, at the same time establish green pearl kindergarten brand image of Guangyuan district, let parents choose green pearl, kindergarten children as the hand of pearl, at the same time let parents understand the concept of green pearl kindergarten, believe that children can grow up healthily and happily in the green pearl kindergarten..

2. Pricing strategy: Green Pearl Kindergarten decides 15,000 yuan for one child per semester. Prices are calculated by cost and referring to the fees of kindergartens in the region. Fees will need to be paid early throughout the semester. The kindergarten will also provide evening care services. To help parents who work late, parents can choose to entrust their children to kindergarten between 4 PM and 8 p. m., charging 1,000 yuan a month. Weekend care services are also provided.

3. Sales process and promotion activity combination: hold opening celebration activities, provide free parent training courses for children, and invite parents from Guangyuan District to participate, distribute Green Pearl Kindergarten introduction leaflets, publicize the excellent parenting concept and early education characteristics of Green Pearl Kindergarten. Meanwhile, posters are posted in the most prosperous areas of the city centre.

Free trial experience for a week. For those parents who have not yet decided to sign up, they will have a week to experience the activities of Green Pearl Kindergarten for free, so that parents can really feel the educational environment and teacher strength of Green Pearl Kindergarten and understand the teaching of Green Pearl Kindergarten. idea

On Father's Day, Mother's Day, Children's Day, and New Year's Day, we will hold meaningful activities, such as parent discussions, parent-child activities, short-term travel, etc., to make Green Pearl Kindergarten the focus.

Promote the green Pearl Garden through wechat public account, microblog and website to achieve the purpose of promotion.

Management Team and Company Structure

Kindergarten as a social entity, management organization is set up in accordance with the "Kindergarten Education Guidelines", "Kindergarten Management Regulations", "Kindergarten Work Regulations" and "full-time, boarding kindergarten preparation standards" provisions. The characteristics of kindergarten management organization are: common goals; clear division of labor; certain authority; functional levels; discipline, coordination and efficiency; and highly unified organization and functions.

1. Management Team : According to the "Establishment standard of full-time and boarding kindergartens" issued by the Ministry of Human Resources and Social Security of the People's Republic of China), the ratio of staff and children is, full-time kindergarten 1 :6 to 1 :7.

2. Board of Directors : The board may be regarded as the legal representative of the kindergarten. The kindergarten board of directors is the decision-making body of the kindergarten operation. Responsible for the production and preservation of the meeting minutes of the board of directors, prepare the kindergarten articles of association and various books, and timely report the profit and loss of capital to the members. After the establishment of the kindergarten, the board of directors emerged as a stable institution.

3. Board of Advisors The kindergarten advisory committee will integrate industry experts from the management and marketing of well-known kindergartens. Management experts can provide constructive advice to improve management efficiency and occupancy.

Mainly carry out professional suggestions on school quality, carry out marketing skills guidance, strengthen the training of teachers' professional ability and so on.

OPERATIONS PLAN

The operational business model mainly focuses on the relationship between the Green Pearl Kindergarten and the children and their parents in the park. The operational business model can help Green Pearl Kindergarten establish its core advantages, cultivate a good relationship between the kindergarten and its parents, and help the kindergarten to pay more attention to the growth and learning of children in the park. Operational business

model mainly includes the following aspects:

Clarify the status of green Pearl Kindergarten in the whole industry, and Green Pearl Kindergarten is at the bottom of the whole education industry, in order to send the children in the kindergarten to the excellent local primary school. Therefore, on the one hand, green Pearl should develop its own hard power, cultivate excellent students in the park, so that more students in the park can enter the excellent local primary school. At the same time, Green Pearl Kindergarten should also keep in touch with nearby primary schools to learn the excellent teaching concepts and teaching methods of excellent primary schools.

Assumptions Sheet:

Expenditure forecast, as can be seen that the previous fixed capital expenditure of the kindergarten is 2.7 million yuan, and the total changed capital expenditure in the first year is 2.4 million yuan.

However, for the long-term development of the kindergarten, this business plan will make a forecast plan for the expenditure of the kindergarten within ten years. To make the financial expenditure forecast plan simple and reasonable, we will make the following assumptions:

1. The kindergarten is a long-term project. Once the kindergarten project is started, the kindergarten will have no natural and man-made accidents for 6 years, so that the kindergarten has to stop its business. That is, the

kindergarten project has been in operation for at least 6 years. Considering the large fixed investment in the early stage, we hereby assume that the kindergarten will not be terminated due to uncontrollable factors within 12 years.

2. Any pre-stage project will be a growth project after reasonable operation and management. Therefore, we plan that the kindergarten project will be a stable growth business in the first 12 years.

3. Simplify detailed financial projects. For example, the salary calculation system of kindergarten staff is generally about the basic salary multiplied by the highest performance ratio and complex calculation formulas such as social security and welfare. However, in the financial statements of this project, we will use a unified average salary to facilitate the calculation. In addition, the salary of faculty and staff will increase by 10% every year (the early project is the growth period, and the employee salary increase is large). After six years, the company enters the stable period, and the employee salary will increase by 3% every year.

4. There may be another expenditure in the financial expenditure item, mainly used to cover expenditures that are not considered in the project, or expenditures that are small and not easy to be recorded. For example, the school teacher asks the parents to commute to the school.

Cost forecast:

Cost forecast mainly includes three parts, mainly fixed cost and variable cost.

The fixed cost is the preliminary infrastructure cost of the kindergarten project. Variable costs are: kindergarten site rent expenses, employees' salary, operating expenses. Employee wages increase by 5% per year. Since the advertising cost of the first year will be much higher

than that of the second year, it is assumed that the advertising cost of the second year is 300,000 yuan, and the advertising cost will decrease by 10% year by year from the third year, and the advertising cost will not be less than 150,000 yuan per year.

Pro Forma Financial Statements:

The main income source of the kindergarten is the tuition of the students studying in the kindergarten. Since the kindergarten is a high-level kindergarten project, by consulting the tuition standard of Sichuan kindergarten, the reasonable price of the kindergarten is 30,000 yuan / year / person, and the tuition price of the kindergarten increases by 20% every three years. From the (address of the kindergarten), newborn parents are eager for a high level of kindergarten in the area, and the area is a rich area, children's parents are mostly senior white-collar workers or entrepreneurs, so the source of students in the area does not need to worry. The project mainly recruit students grade 2-6 years old, including 3-5 years old children, the school according to the current standard can recruit up to 120 students, considering the kindergarten for the initial project, the first year kindergarten students must not reach 120 people, the second year should be growing year, then annual growth will slow, so we predict the number of students in each year, and calculate the income.

Total income of six years: $150+270+330+421.2+432+432 = 2035.2$ Wan Yuan

CONCLUSION AND FUTURE WORK

The investment project of Green Pearl Kindergarten is the need of the development of education in Guangyuan City. Early childhood education is an important part of basic education. According to the development status of urban education in Guangyuan City, it cannot meet the requirements of school-age children to enter the kindergarten. From the point of kindergarten business investment plan analysis, the national emphasis on early childhood education, the city location, urban comprehensive rapid development, large demand for kindergarten, business plan investment has local characteristics, and in a certain time or capital recovery and produce economic benefits, at the same time to the local government to solve the problem of education resources shortage, produce good social benefits. To sum up, it is very necessary and feasible to implement the green Pearl Kindergarten project investment.

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