

Digital Skills for Personal and Professional Growth



BMSW4008

240056

PRESENTED BY SOPHIE JENKINS



♦ Safe Hands, Curious Minds ♦

— CHILDCARE CENTRE —

DEADLINE 16/3/26

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Business opportunity

- A brand new community based childcare centre for 0-11, with a wrap around service to local schools.
- Located in St.Ederyns Village, rapidly expanding residential area.
- This new up and coming area includes new housing developments and a new primary school.
- Rising number of working families increases demand for childcare.
- Growth in dual-income households increases need for childcare support(ONS,2023).
- The property offers a community style building suitable for childcare services.

(Fletcher Morgan,2024)



FIGURE 1. GOOGLE MAPS (2026)

FIGURE 2. FLETCHER MORGAN (2024)

DESIGNING THE MARKET RESEARCH QUESTIONNAIRE

PURPOSE OF THE RESEARCH

- UNDERSTAND PARENTS' CHILDCARE NEEDS
- IDENTIFY PREFERRED SERVICES AND OPENING HOURS
- EXPLORE EXPECTATIONS REGARDING SAFETY AND TRUST

TOOLS USED

- MICROSOFT FORMS

QUESTIONNAIRE DESIGN

- 10 STRUCTURED QUESTIONS
- MULTIPLE CHOICE FORMAT
- DISTRIBUTED DIGITALLY TO PARTICIPANTS

DATA COLLECTION AND ANALYSIS

DATA COLLECTION: RESPONSES GATHERED ONLINE

Would you be interested in childcare services in St.Ederyns Village?

55%
Yes

27%
Maybe

18%
No

Scan the QR or use link to join



<https://forms.office.com/e/m8vsgkzn7r>

Copy link

What are the most important factors for you when choosing childcare? Choose up to 3



Scan the QR or use link to join



<https://forms.office.com/e/m8vsgkzn7r>

Copy link

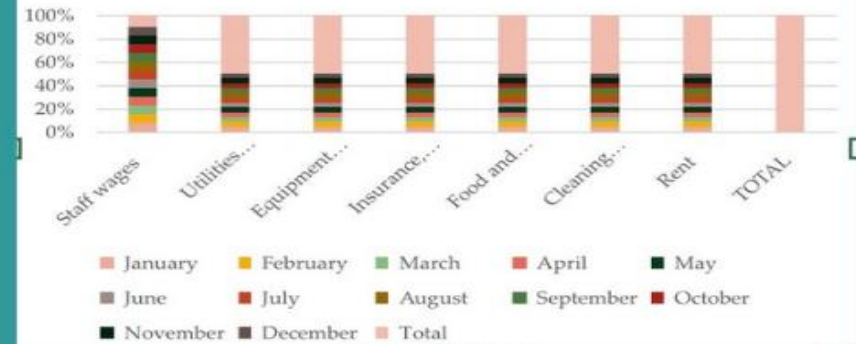
What are the most important factors for you when choosing childcare? Choose up to 3



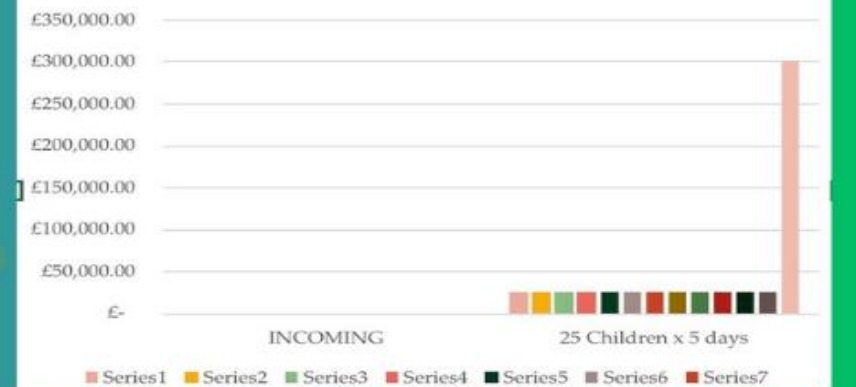
ANALYSIS PROCESS:

- CHARTS USED TO VISUALISE RESPONSES
- FINANCIAL PLANNING COMPLETED USING MICROSOFT EXCEL

OUTGOING



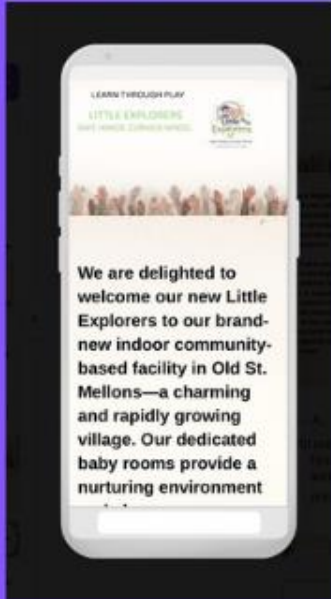
INCOMING



FIGURES 3. AUTHORS OWN RESEARCH USING MICROSOFT FORMS

IDENTIFIES CUSTOMER PREFERENCE EASILY AND CLEAR VISUAL REPRESENTATION OF TRENDS

WEBSITE DEVELOPMENT



WEBSITE DESIGNED USING:

- CANVA

DESIGN FEATURES:

- THE SLOGAN EMPHASISES CHILD SAFETY, TRUST AND EARLY LEARNING
- BRANDING INCLUDES THE SLOGAN 'SAFE HANDS, CURIOUS MINDS.'
- BOLD BUT CALM COLOURS
- WELCOMING AND FAMILY FRIENDLY IMAGES
- SIMPLE NAVIGATION FOR PARENTS
- CLEAR INFORMATION
- CONTACT DETAILS AND ENQUIRY FORM INCLUDED TO MAKE COMMUNICATION EASY FOR PARENTS

(REEDY AND PARKER, 2018)

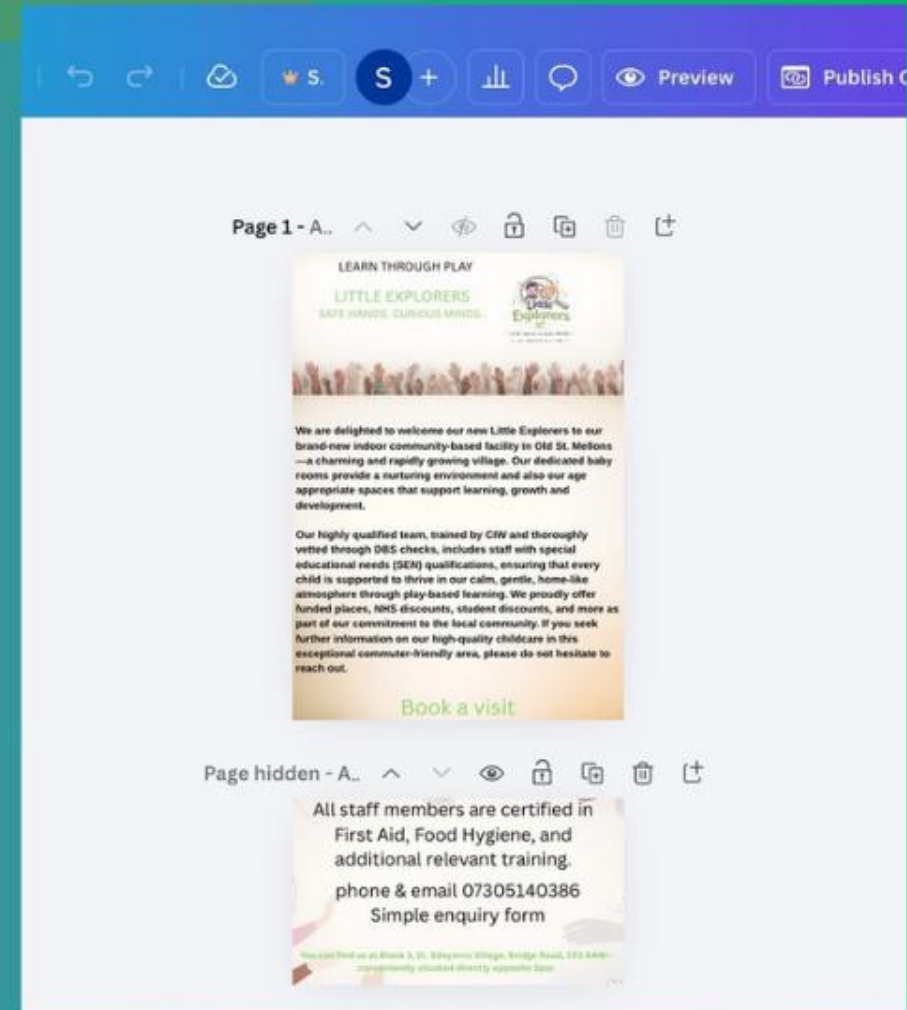
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For any inquiries, please feel free
to use our straightforward inquiry
form.



Marketing Materials

- MARKETING MATERIALS CREATED USING:
 - CANVA
 - CONSISTENT BRANDING USING LITTLE EXPLORERS GREEN AND PURPLE COLOURS
 - PROMOTIONAL CONTENT HIGHLIGHTS THE SAFE AND NURTURING ENVIROMENT OF THECHILDCARE CENTRE
 - STUDENT DISCOUNTS AND NHS DISCOUNTS OFFERED TO SUPPORT WORKERS AND STUDENTS
 - GOVERMENT FUNDING CHILDCARE SCHEMES ACCEPTED TO HELP WORKING FAMILIES MANAGE THE COSTS
 - COMMUNITY BASED AND THOUGHT THROUGH TO SUPPORT FAMILIES LIVING IN THE VILLAGE,OLD ST.MELLONS AND SURROUNDING AREAS
- (CHAFFEY AND ELLIS-CHADWICK,2019)



Safe Hands, Curious Minds

CHILDCARE CENTRE

Video Advertisement

PROMOTIONAL VIDEO USING TIKTOK

PURPOSE:

- PROMOTE THE CHILDCARE CENTRE
- HIGHLIGHT SERVICES ENVIRONMENT
- ENGAGE PARENTS THROUGH SHORT VIDEO STORYTELLING
- CAN THEN BE SHARED TO ALL OTHER PLATFORMS

I CREATED A SHORT PROMOTIONAL ADVERT USING TIKTOK. SHORT FORM VIDEOS ARE WIDELY USED IN THE DIGITAL MARKETING AS IT ALLOWS BUSINESSES TO COMMUNICATE QUICKLY AND EFFECTIVELY, IT GRABS ATTENTION AND ALLOWS ME TO HIGHLIGHT THE NEW AREA NEW CHILDCARE BUSINESS AND EMPHASIS TRUST, SAFETY AND COMMUNITY VALUES.

(KAPLAN AND HAENLEIN, 2010; CHAFFEY AND ELLIS-CHADWICK, 2019)



WHY INVEST IN LITTLE EXPLORERS?

✓ Located in a major new residential development with continued growth

✓ Walking distance to schools, shops & strong transport links

✓ Community driven with NHS & Student discount incentives

✓ Significant profit growth from 25+ enrolments

✓ Led by an experienced and childcare professional

Reflection and skills Development

SKILLS DEVELOPED:

- MARKET RESEARCH DESIGN
- DATA ANALYSIS
- FINANCIAL PLANNING USING SPREADSHEETS
- WEBSITE DESIGN AND DIGITAL MARKETING
- SOCIAL MEDIA PROMOTION

FUTURE DEVELOPMENT:

- ADVANCED DATA ANALYSIS
- SEO AND DIGITAL MARKETING STRATEGIES
- VIDEO EDITING AND ONLINE PROMOTION

REFERENCES

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- 2.CHAFFEY, D. AND ELLIS-CHADWICK, F. (2019) DIGITAL MARKETING. 7TH EDN. HARLOW: PEARSON.
- 3.KAPLAN, A.M. AND HAENLEIN, M. (2010) 'USERS OF THE WORLD, UNITE! THE CHALLENGES AND OPPORTUNITIES OF SOCIAL MEDIA', BUSINESS HORIZONS, 53(1), PP. 59–68
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- 6.ONS (2023) FAMILIES AND HOUSEHOLDS IN THE UK. OFFICE FOR NATIONAL STATISTICS.
- 7.FLETCHER MORGAN (2024) PROPERTY LISTING: ST EDEYRNS VILLAGE, BRIDGE ROAD, CARDIFF CF3 6AW. AVAILABLE AT: [HTTPS://WWW.FLETCHERMORGAN.CO.UK](https://www.fletchermorgan.co.uk)
- 8.GOOGLE MAPS (2024) MAP LOCATION OF ST EDEYRNS VILLAGE. AVAILABLE AT: [HTTPS://MAPS.GOOGLE.COM](https://maps.google.com) ([HTTPS://MAPS.GOOGLE.COM](https://maps.google.com))
- 9.WALES247 (2021) PLANS APPROVED FOR NEW SCHOOL AT ST EDEYRNS VILLAGE.

Ai statement

I CAN CONFIRM THAT I HAVE NOT PRESENTED ANY AI GENERATED MATERIALS AS MY OWN WORK I CAN CONFIRM I HAVE COPIES OF MY DRAFTS, NOTES AND OTHER RESOURCES I USED AND THEY MAY BE ASKED TO PROVIDE IN EVIDENCE.