Customer and Competitor research

Suffolk County Council

Customer Research:

- How many hours of childcare do they want per day?
- How much do they expect to pay for childcare?
- Are they aware of the Early Years Funding/30 hour entitlement?
- How many families in the local area require childcare?
- What do they think of the service you currently offer?
- What do they think of service that other childcare providers offer?
- Identify key features such as income, lifestyle, working patterns
- Do parents need out of school and holiday care?
- Identify future trends i.e., birth rate, new housing schemes, local business development.
- Are parents aware of Tax Credits?
- Would parents need any support with finances or other issues in order to be able to access work?

Competitor Research:

- How many childcare providers in the local area? (within 1- 3 miles)
- What services, facilities and hours do they offer?
- What are the fees and pricing strategies?
- Where do they advertise?
- How do they market their provision?
- What is their reputation?
- What makes them different to you?
- Are there any new settings opening in the near future?
- Are there any settings closing in the near future?
- Would there be an opportunity to combine services?