

## **EXTENDED ABSTRACT**

### **Creating the Optimal Business Plan for a Prague Kindergarten**

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#### **ABSTRACT**

With the increased number of working women in today's society, the demand for kindergarten became invaluable. Kindergartens are not only centers of education but also business organizations. They require a well-organized organizational structure, business plan, coordination, and measurement tools to achieve success. This thesis examines the feasibility and viability of establishing an international kindergarten in Prague based on entrepreneurial, strategic, and operational facets. Utilizing theoretical frameworks, empirical research, and practical analysis, it searches for factors like initial costs, market demand, competitor analysis, and operational aspects. It is expected to uncover the challenges and opportunities of establishing international kindergartens in Prague, offering valuable insights and recommendations for aspiring entrepreneurs. Furthermore, insights collected from an interview with an international school director enrich the understanding of customer analysis, a critical component of the kindergarten business plan. The results of this study revealed that an international kindergarten is a feasible and profitable venture that requires a capital of approximately 2 million euros. The key factors for the success of an international kindergarten were found as location, staff quality, pricing, and class size. Those are the most significant subjects for parents. The study is expected to guide entrepreneurs and educators to provide better education and a profitable business model.

**Keywords:** Business Plan, International Kindergarten, Entrepreneurship, Market Analysis, Kindergarten, Financial Plan, Prague Kindergarten

#### **ABSTRAKT**

Se zvýšeným počtem pracujících žen v dnešní společnosti se poptávka po mateřské škole stala neocenitelnou. Mateřské školy nejsou jen centry vzdělávání, ale také obchodními organizacemi. K dosažení úspěchu vyžadují dobře organizovanou organizační strukturu, obchodní plán, koordinaci a nástroje měření. Tato práce zkoumá proveditelnost a životaschopnost zřízení mezinárodní mateřské školy v Praze na základě podnikatelských, strategických a provozních aspektů. S využitím teoretických rámců, empirického výzkumu a praktické analýzy vyhledává faktory, jako jsou počáteční náklady, tržní poptávka, analýza

konkurence a provozní aspekty. Očekává se, že odhalí výzvy a příležitosti zakládání mezinárodních mateřských škol v Praze a nabídne cenné poznatky a doporučení pro začínající podnikatele. Kromě toho poznatky získané z rozhovoru s ředitelem mezinárodní školy obohacují porozumění zákaznické analýze, která je kritickou součástí podnikatelského plánu mateřské školy. Výsledky této studie odhalily, že mezinárodní školka je proveditelný a ziskový podnik, který vyžaduje kapitál ve výši přibližně 2 milionů eur. Klíčovými faktory úspěchu mezinárodní školky byly umístění, kvalita personálu, cena a velikost třídy. To jsou pro rodiče nejdůležitější témata. Očekává se, že studie povede podnikatele a pedagogy k poskytování lepšího vzdělání a ziskového obchodního modelu.

**Klíčová Slova:** Podnikatelský Plán, Mezinárodní Školka, Podnikání, Analýza Trhu, Školka, Finanční Plán, Mateřská Škola Praha

## **Objectives**

This bachelor thesis aims to examine the feasibility and viability of establishing an international kindergarten in Prague. By conducting a comprehensive analysis, this research provides valuable insights into the practicality of this business. The study explores business planning, investors' perspectives, legal requirements, and operational considerations relevant to establishing an international kindergarten through theoretical and practical sections. It provides detailed insights into the business, highlighting its strengths, weaknesses, opportunities, and threats for investors and backers. Besides the main objective of this study, those business-based objectives are expected to enhance entrepreneurial capabilities.

## **Methodology**

In this thesis, theoretical and empirical methods were used to analyze key elements for establishing an international kindergarten in Prague. In this study, a literature review was conducted, and secondary data analyses were used to provide a comprehensive overview of the current situation in kindergarten education and business. Quantitative data, market research, and industry benchmarks are expected in the creation of a marketing plan and financial projections.

A set of strategic analyses including SWOT Analysis, PESTEL Analysis, and Competitor Analysis was used to examine the current situation, advantages, disadvantages, threats, and opportunities of establishing an international kindergarten in Prague. The SWOT Analysis, one of the best decision-

making tools, was used to determine the Strengths, Weaknesses, Opportunities, and Threats of the investment. PESTEL Analysis, which stands for Political, Economic, Social, Technological, Environmental, and Legal aspects of the initiative, was discussed in the practical section of the study. Four international kindergartens underwent Competitor Analysis to establish a benchmark. In addition, a qualitative interview was conducted to gain insight and thoughts from industry experts. A semi-structured interview was used to gain detailed information based on customer analysis from the interviewee. A comprehensive risk analysis, integrating theoretical frameworks and practical insights, was used to assess the feasibility and potential success of the kindergarten venture.

## **Results and Discussion**

The result and discussion section of the thesis highlights the central objective of assessing the feasibility and viability of establishing a kindergarten in Prague. To address this, a comprehensive analysis was conducted, focusing on factors such as initial costs, market demand, and competitive landscape.

### **Results**

The key findings emphasize the importance of adequate capital for the entrepreneur, thorough competitor analysis, and accurate profit calculations in ensuring the success of the kindergarten venture.

In this research, it was found that opening a kindergarten in Prague is indeed a feasible and profitable venture. Calculations revealed that a capital of approximately 2 million would be necessary to cover initial costs. Through secondary data research, it was determined that factors such as location, staff quality, pricing, and class size held significant importance for families seeking kindergarten services. Recognizing the importance of competitor analysis in the business planning process, it was concluded that a detailed comparison enables making more informed decisions and finding optimum solutions.

Additionally, conducting a semi-structured interview with the director of the Meridian International School, an established institution in Prague, provided valuable insights into families' perspectives, expectations, and demographic information. Moreover, it shed light on their financial situations, any concerns they had, and how these were addressed. Also, the survey conducted by

MIS to 414 families from 58 nationalities gave clear ideas about which promotion method could be effective.

Finally, a financial calculation led the author to conclude that profitability can be achieved at the earliest in the first year of kindergarten with 40 children, and the latest in the second year of kindergarten with 20 and 30 children.

Analysis of the research results reveals that having sufficient capital is crucial for the smooth setting up of an international kindergarten in Prague. Additionally, the entrepreneur's ability to conduct detailed research and develop a healthy business plan plays a critical role in achieving profitability in the kindergarten business. Everyone is an entrepreneur in some sense. Just like in Shane's research, about 40% of entrepreneurs are born and 60% are formed. Percentages vary. This gap can be closed with discipline and hard work.

Moreover, the research of Swenson, Rhoades, and Whitlark (2014) emphasizes the impact of WOM (Word-of-mouth marketing) for a rapid and successful launch of a business. With the survey in the practical part, it's seen word-of-mouth marketing at the top of the list. Therefore, the found results coincide with the research that has been done.

## **Implications and Recommendations**

In terms of a broader perspective, the establishment of kindergartens contributes to the self-sufficiency of a country by addressing labor shortages, boosting GDP, and fostering the education of future generations. Therefore, the kindergarten business not only generates profits but also nurtures quality children who can make significant contributions to society in the future.

Based on the insights gained from the thesis, entrepreneurs seeking to establish an international kindergarten in Prague are advised to prioritize key strategies. Thorough market research is vital to understanding local demand, demographics, and competition. Developing a detailed business plan, including clear goals and financial projections, is crucial for securing funding and guiding effective operations. Furthermore, a strong emphasis on providing high-quality education, qualified staff, and safe facilities will be essential for attracting families and differentiating the kindergarten from competitors. By focusing on these fundamental aspects, entrepreneurs can increase their chances of success in the competitive landscape of Prague's kindergarten market.

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