

APPENDIX A- Interview with Meridian International School Director

Q-1. What factors do parents commonly consider when choosing Meridian International School as an educational institution for their children in Prague?

- **Location, school fees, and recommendations are the main reasons.**

Q-2. To what extent do financial considerations impact parents' decisions when selecting your school?

- **According to their income, if parents are officers or doing small business. As a British school, we are also open to 'middle-income families' or families with low income.**

Q-3. Who is your ideal customer?

- **Expats who live here in Prague and of course local parents.**

Q-4. What does your ideal customer really want?

- **English education and private school for their children.**

Q-5. How do you measure and ensure high levels of customer satisfaction?

- **The main one is feedback from local parents who are Czech citizens and other Europeans, as well as their recommendations to their relatives or friends, etc. I have a parent who brought us 4-5 new parents because of his satisfaction with our school and quality education.**

Q-6. What are the professions of your target customers (*parents*)? Could you please give a few examples?

- **Our school parents must have enough financial ability. Mostly embassies staff, expats who work in foreign companies, and business people.**

Q-7. Can you discuss any challenges or obstacles your Kindergarten has encountered in understanding and meeting the needs of your customers?

- **It mostly depends on nationalities. For example, Asian families may complain about the food. Parents from warmer countries do not want their children to be taken out into the garden on cold days. European families want schools to be open on holidays**

or longer stay in the school with additional club hours. There can be problems such as families who do not like to be warned about school pick-up times of their children. However, all problems can be solved with the parents' meetings.

Q-8. What is the level of parent's loyalty to your school? How would you define it?

- **Feedback, comments from parents, or complaints about every little issue to the school admin.**

Q-9. When you think about the initial establishment of your school, in which year did you start making a profit?

- **3th year**

Q-10. Have you noticed any specific trends or shifts in parental preferences over the years?

- **Young families are looking for English schools.**

Q-11. What communication channels and strategies do you find most effective in reaching and engaging with parents?

- **We organize more parents activities with their children or celebrate some important days with them and hear their voices about the school when we are together. We aim to have good relations with families. That's why we try to see their satisfaction and care about their thinking about education and other activities.**

Q-12. Can you provide examples of any changes or improvements made to your services based on customer feedback or insights?

- **More play time in the garden, outdoor activities, and some additional clubs.**

Q-13. Can you elaborate on any considerations that parents commonly emphasize during enrollment?

- **All main class teachers are Native English-speaking staff in our school. However, They want to see all staff are Native English-speaking people, but it's difficult.**

Q-14. Have you noticed any changes in parental expectations regarding technology in education and do families support the use of technology within school?

- **We have IT lessons when they are 5 years old, and teaching according to the curriculum makes families happy. By the way, we do not allow them to use 3 and 4 years of any tech. So, no complaints.**

Q-15. What would be the most important advice you would give me about setting up a successful international kindergarten in Prague?

- **Location, and staff experience, are important. School fees must be lower in 1st couple of years. Facilities in the building and playground are so important when families have their 1st tour of the school. Also, admission officers' quality like replying on time call back shows the school well and increases its reputation.**