



WOMEN'S SERVICES & RESOURCES

Final Written Report

BStrategic

Market study

Table of contents

Table of content.....	1
Team Members.....	2
Market study	
The purpose of the research.....	3
The information on daycare resources in Laie, Hauula, and Kahuku.....	4
The Daycare map.....	5
The service fees/discounts.....	5
The strengths and weaknesses.....	7
The market.....	7
Recommends	
The most suitable place for BYUH students with children?.....	9
Market research.....	9
Conclusions.....	10
Summary and recommendations for BYUH students/WSR.....	10
Group pictures.....	11

Team Members

Maegan Bundrock	<ul style="list-style-type: none">● Draw conclusions/insights and write your summary● recommend for BYUH students (in general)/WSR
Georgia Kelly	<ul style="list-style-type: none">● What are the strengths/weaknesses of these places?● Pros and cons of each location (what do they offer that's different● What is the market of these places?
Hai-Wei Qiu	<ul style="list-style-type: none">● List out all the resources in Laie, Hauula, and Kahuku. Include all the names, addresses, phone numbers, websites,s and contact person names. Including those not● Define the purpose of the research
Malakai Shiraki	<ul style="list-style-type: none">● Put all the places on the map and include distances/minutes from the BYUH campus.● Include all the service fees/discounts
Lydia Wilson	<ul style="list-style-type: none">● Which one is the most suitable place for BYUH students with children?● Explain how you did this market research, how many people were involved, what was the research method, how much time you spent etc

Market study

The purpose of the research

At Brigham Young University Hawaii, about 60% of women and 62% of men attended college with their spouses. That number also means the number of kids from students' families who need to be looked after is also high.

Women's Services & Resources, also known as WSR, is a center that aims to actively serve and encourage all students, especially women, to support their college life. With that mission, WSR collaborated with the BUSM 422 Marketing research team to collect childcare resources around Brigham Young University Hawaii. Therefore, the BUSM 422 Marketing research team divided into 7 groups and went to all of the childcare in the 3 areas, Laie, Hauula, and Kahuku, to get the most updated information.

This report included:

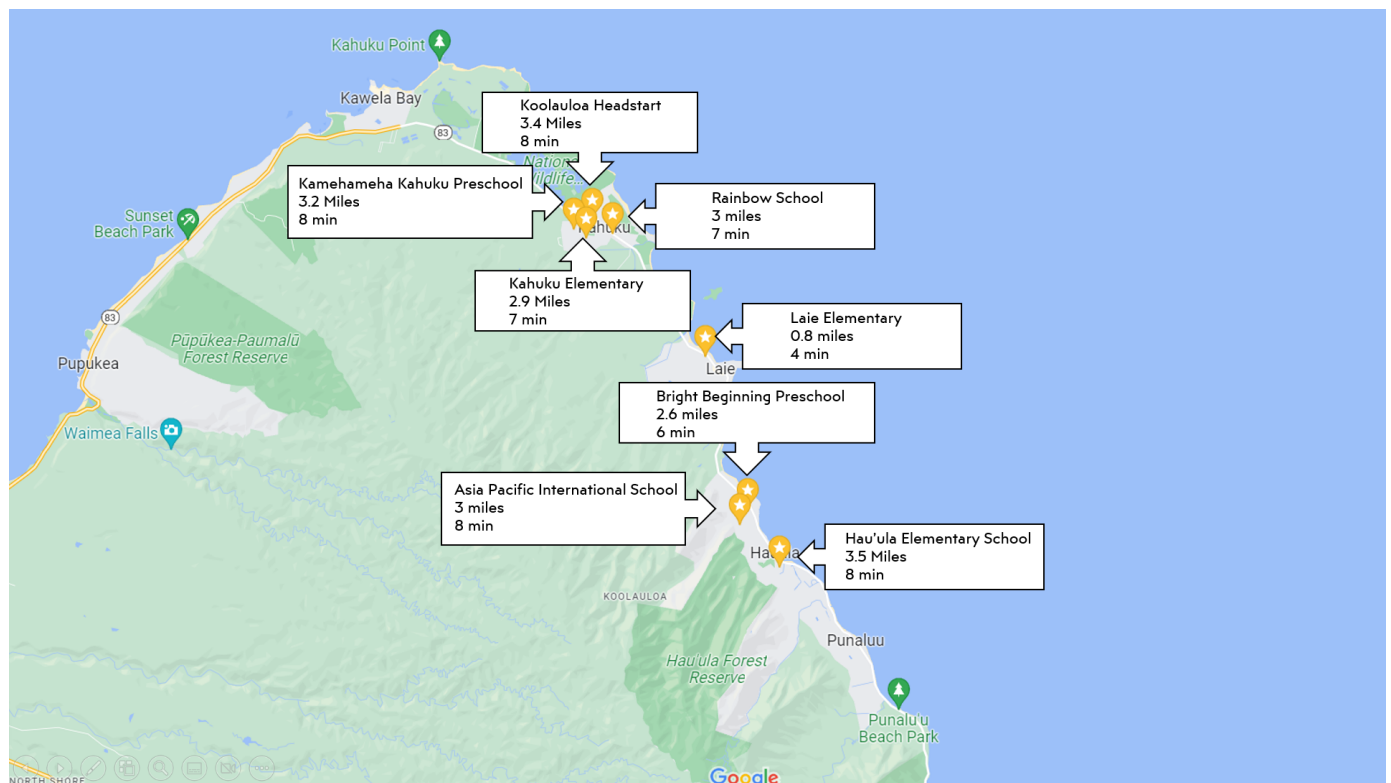
- All the information on childcare resources in Laie, Hauula, and Kahuku
- The map of childcare around the area of Laie, Hauula, and Kahuku
- Analysis of these and their pros and cons
- The recommendation of the childcare center for BYUH students

As the BUSM 420 Marketing research team, we believe by this report, we could save the time and effort by finding around the childcare center online or actually visiting. We hope the report would be helpful and valuable for BYUH students and WSR.

The information of daycare resources in Laie, Hauula, and Kahuku

Kahuku			
Organization	Contact	Address	Website
Rainbow Schools	Elena Vierra (808) 293-9341	56-463 Kamehameha Hwy, Kahuku	https://rainbowschools.com/kahuku-school/
Kahuku Elementary School	(808) 305-9400	56-170 Pualalea St, Kahuku, HI 96731	https://www.kahukuelementary.org/
Kamehameha Kahuku preschool	(808) 534-8305	56-117 Pualalea St, Kahuku, HI 96731	https://www.ksbe.edu/apply/preschool/
Hauula			
Asian Pacific International School	(808) 670-1900	54-230 Kamehameha Hwy, Hauula	https://apishawaii.org/
Bright Beginnings	(808) 293-1801	54-113 Kawaipuna St, Hauula	https://www.brightbeginningpreschool.com/
Hauula Elementary School	(808) 305-2100	54-046 Kamehameha Hwy, Hauula,	https://www.hauulaelementary.com/
Laie			
Laie elementary school	Eliza "Loha" Kaka (808) 305-0400	55-109 Kulanui St, Laie	https://www.laie.k12.hi.us/k-registration

The Daycare map



The services, fees, discounts, private or public

Rainbow Schools

56-463 Kamehameha Hwy, Kahuku, HI 96731

Private

Infant	\$1,800.00
Toddler	\$1,700.00
2 years old	\$1,300.00
3 years old	\$1,250.00
4 years old	\$1,250.00
Pre-K	\$1,250.00

Koolauloa Early Headstart

56-565 Kamehameha Hwy, Kahuku, HI 96731

Private

*Not in Operation

Laie Elementary school - preschool

Address: 55-109 Kulanui St, Laie, HI 96762

Public

Asian Pacific International School

54-230 Kamehameha Hwy, Hauula, HI 96717

Private (Only from 5th Grade up)

Boarding included, around \$49,000

Bright Beginnings

54-113 Kawaipuna St, Hauula, HI 96717

\$50 Registration Fee

Infant Program

(6 WEEKS TO 12 MONTHS)

\$215 per week or

\$60 per day (3-day minimum)

Waddler Program

(1 – 2 YEAR OLDS)

\$190 per week or

\$55 per day (3-day minimum)

Toddler Program

(2 – 3 YEAR OLDS)

\$190 per week or

\$55 per day (3-day minimum)

Preschool

(3 – 4 YEAR OLDS)

\$175 per week or

\$50 per day (3-day minimum)

Pre-K Program

(4 – 5 YEAR OLDS)

\$175 per week or

\$50 per day (3-day minimum)

Before/After School Care

(5 – 12 YEAR OLDS)

\$68 per week before or after care

\$120 per week before and after care

Additional \$25 per day for school closings

Hauula Elementary School

54-046 Kamehameha Hwy, Hauula, HI 96717

Public

Kahuku Elementary School

56-170 Pualalea St, Kahuku, HI 96731

Public

Kamehameha Kahuku Preschool

56-117 Pualalea St, Kahuku, HI 96731

Public

Strengths and weaknesses

The information of daycare resources in Laie, Hauula, and Kahuku (Georgia)

Kahuku		
	Pros	Cons
Kahuku Elementary School	<ul style="list-style-type: none"> • Right next to Kahuku high school & middle school • Ages 4 - 12 	<ul style="list-style-type: none"> • If you live outside of Kahuku, must receive geographic exception • Far from Laie
Hauula		
Asian Pacific International School	<ul style="list-style-type: none"> • Boarding school • Nationally Accredited • 2 teachers per class • Learn different languages • Children from 10 different countries • Project-based learning • Named #1 school in Hawaii for art 	<ul style="list-style-type: none"> • High tuition <p>Elementary (kinder-4th):</p> <p>International & Domestic = \$25,800</p> <p>Hawaii Resident = \$17,900</p> <p>Middle School (grades 5-8)</p> <p>International & Domestic = \$29,100</p> <p>Hawaii Resident = \$21,000</p> <p>High School (grades 9-12)</p> <p>International & Domestic = \$31,500</p> <p>Hawaii Resident = \$22,100</p>
Bright Beginnings	<ul style="list-style-type: none"> • 100 student capacity • Age range 3-5 years old 	<ul style="list-style-type: none"> • 7:30 am - 2 pm \$600/month • b) 7:30 am - 4pm \$900/month • Bus is extra cost

Hauula Elementary School	<ul style="list-style-type: none"> • Top ranked public school in Hauula • Free • 4 years old - 12 years old 	<ul style="list-style-type: none"> • Only public school all the way from Ka'a'awa • If you live outside of Hauula, must receive geographic exception
Laie		
Laie Head Start	<ul style="list-style-type: none"> • Ages 3-5 • capacity of 40 	<ul style="list-style-type: none"> • Not free (\$600 per month)
Laie elementary school	<ul style="list-style-type: none"> • Free • Right next to the temple and BYU-H (in a central location) • Top ranked in Laie • 4 years old - 12 years old 	<ul style="list-style-type: none"> • No social media, must call or email school

Recommends

The most suitable place for BYUH students with children

After conducting more than 20 hours of research for the past 3 months, it can be concluded that none of the pre-schools offer daycare services. We conducted research on the following daycare and preschools in Laie, Hauula Elementary School, Punana Leiou Childcare (which we believe has been discontinued because there was no information on this institution). Minnie Hale which has also closed down and does not offer services anymore, Honolulu community preschool which was also known as Laie Preschool or Laie Headstart, Kamehameha Kahuku Preschool, Kahuku Elementary School, Asia Pacific International School, Bright Beginnings, and Laie Elementary Preschool.

After much research, it can be concluded that all these institutions and organizations cater more to the education and academic growth of the children more than being a daycare service. Laie Elementary Preschool was the only organization that catered to toddlers and children under the age of 6. Which concludes to parents who attend BYUH do not have a good and reliable day care service or place to leave their children at so that they can attend classes, go to work and take care of other important matters without having to find a babysitter which can be very expensive for BYUH students who earn the minimum wage and are placed in the "below poverty" line for the nation's GDP because they do not make as much money. Daycare is much needed for the young and busy education-minded parents of BYUH.

Market research

This market research was conducted via surveys that were created by more than 50 students who were enrolled in the BUSM 422 Marketing Research class. There were more than 10 questions that took less than 10 minutes for those who were married and less than 10 questions and 10 minutes for those who were single students. We sent out emails to all the married students and got their emails from the housing department. For the single students, all of the groups were assigned to send out links of the survey to them through Instagram- which is a social media platform, messages, whether it was via Facebook messenger or their personal phone numbers and also emails were sent to both their school emails and personal accounts. Out of the 300 single students that we had hoped to reach out to, we were able to receive response from less than 250 students.

Some of these researchers were also conducted through focus group studies, which all the groups were assigned to do for 30 minutes, and each group needed to have 6 members or more. All the groups were assigned different target audiences to cater to the needs of every student attending BYUH. During these focus group study, team members were asked to bring snacks to incentivise the members participating, in my opinion, students spent about \$15 as a group to buy and bring snacks.

Some of the market research was done just randomly when some of the group members just asked their friends and provided reports on what they said in class, these were mostly single students that were studying in the lobby of the Heber Grant building and there were about 15 of them that participated in the questionnaires. Not everyone responded to the emails that were sent out, or the links that were posted on the social media platforms but we did

reach quiet a few students who were single, married, married with kids and those who were in the dating stage planning for marriage and those just dating.

All of these research took each group more than 20 hours through out this semester and this involves, doing market research about the daycare opportunities around school and many more.

Conclusion

There are 314 student families who live in BYUH TVA housing. One of the biggest struggles as a full-time student with children is balancing all their responsibilities while taking care of their kids. From the study groups we organized, we found that one of the biggest demands for these families was childcare that aligns with their school and work schedules. This is why we dedicated months of research to find the closest, most reliable, and most affordable child care organizations in the area, so WSR can refer the best to students who need it.

After analyzing the research, we conclude that there are more childcare organizations that include education rather than just a child-watching service for the day. For parents who are looking to tie in childcare with education, there are many schools in neighboring areas that range in price. For those who are just looking for childcare for young children and with no education add-on, there are not many options. Therefore, organizing a childcare service provided by BYUH in the future would be a more reasonable option in order to cater to the needs of married students with children.

Summary and recommendations for BYUH students/WSR

At this time, there are more students who are looking for childcare that can be available during the day with no added education that is priced low or at no cost at all.

Overall, we recommend that BYUH organize a zero-profit daycare only for students who attend the school. Student mothers and soon-to-be mothers expressed positive feelings about on-campus daycare at numerous focus groups. Their concerns were that as long as the people working were credible and experienced they would be comfortable dropping their children off for the day. They also gave ideas for making the on-campus daycare system an internship for students.

However, the parents said they would be more comfortable knowing who will be volunteering to watch kids and would feel better if there were many students working at the facility at one time before allowing them to supervise their children. A lot would need to be taken into account to start this project but we believe it would be highly beneficial long term for the student families and BYUH.

Group picture

