



Religious Case Study

Contents

Challenges	1
Solutions	1
Results	2
Sample from the Report	3

CHALLENGES

Holy Cross Lutheran Church, located in Clayton, North Carolina, worked with Perspectives Consulting Group, Inc. in 2004 to determine the feasibility of a child care center in Clayton. The issues examined included: current trends and issues in the child development industry, needs for child care centers, service providers, size of facility supported, and market demand.

Once Perspectives understood Holy Cross Lutheran Church’s goals, Perspectives customized and executed a community telephone survey that addressed the feasibility of a child care center for Holy Cross Lutheran Church.

SOLUTIONS

The telephone survey was conducted with residents of Clayton, North Carolina with at least one child under age 5, who were randomly selected to be a representative sample of the community. The survey was put together collaboratively with Perspectives and Holy Cross Lutheran Church and consisted of 35 questions. Once the goal of 250 completed surveys was reached, Perspectives went to work forming a report and presenting conclusions to the church.

Perspectives analyzed the results of the survey and identified several issues to address for the church, including the interest in the child care center based on location and price, and the potential number of children the center could serve. By understanding these issues, Holy Cross Lutheran Church was able to develop an effective business plan for their child care center.

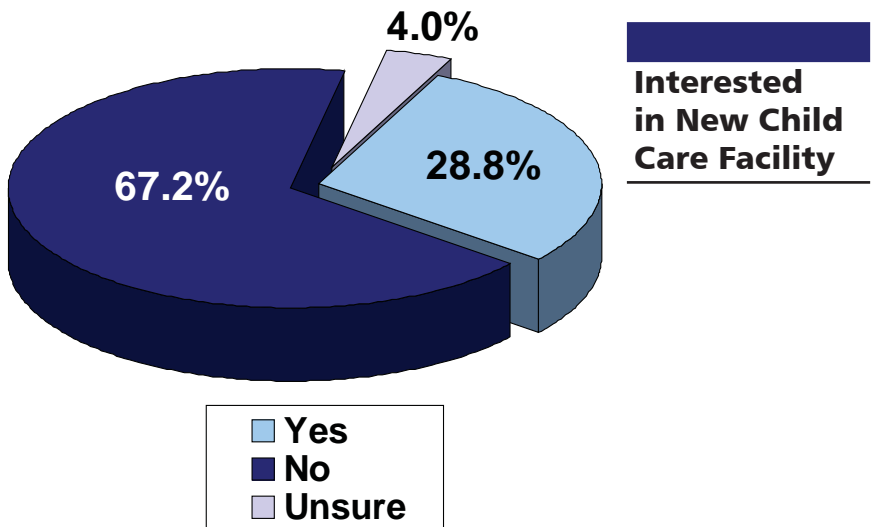


RESULTS

"Perspectives Consulting Group did an excellent job in providing a thorough and informative feasibility study concerning the need for a Christian child development center in our area... As a result of their work, our center opened near capacity and was filled, with over 100 students, within a few months."

-Pastor William Beyer
Holy Cross Lutheran Church

Perspectives was able to quantify community needs for child care and present those findings to Holy Cross Lutheran Church in a way that is useful and valuable to the church. Through Perspectives' evaluation of the feasibility of a child care center, Holy Cross Lutheran Church was able to develop a business plan outlining financial considerations. Based on the feasibility study results, the business plan determined building costs, staff and material costs, fees and income sources, as well as a break-even analysis. The child care center opened in September 2006 and by April 2007, the center was fully-staffed and filled to capacity.



Perspectives was able to quantify the potential interest for the proposed child care center. This allowed Holy Cross Lutheran Church to put a business plan together that would maximize the success of the proposed center. Perspectives was able to evaluate the market size of those with the strongest interest for the child care center, and project the market demand. Through this study, Perspectives found that there was a need for child care in Clayton, NC and that *nearly one-third* of respondents would consider changing child care providers for longer hours, closer location, lower cost, flexible scheduling, or better staff reasons.

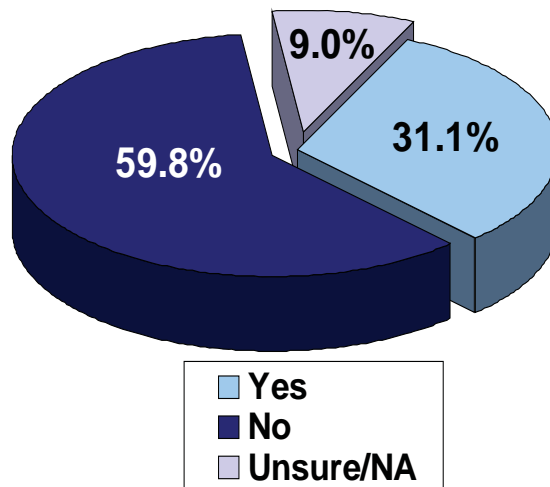
Holy Cross Lutheran Church used this information to develop a business plan for a child care center and therefore were able to use their resources more efficiently. They were able to identify and quantify the community's need for a child care center. Also, Holy Cross Lutheran Church was able to focus their efforts to insure the success of the child care center.

Pastor William Beyer said, "Perspectives Consulting Group did an excellent job in providing a thorough and informative feasibility study concerning the need for a Christian child development center in our area. Gary Goscenski came to our location to understand what areas should be surveyed and to help us put together the appropriate survey questions. Their research proved to be very accurate and informative. As a result of their work, our center opened near capacity and was filled, with over 100 students, within a few months."

A SAMPLE FROM THE REPORT

The survey respondents were asked if they would consider changing providers. A total of 250 survey respondents answered this question.

In order to determine the interest in a new child development center located in Clayton, the following question was asked to respondents, "A local organization is considering opening a professionally run child development center featuring a licensed staff and a curriculum of age appropriate activities for children newborn to age 5. If this new child development center opened in the Clayton area would you consider using it?"



Consider Changing Providers

ABOUT PERSPECTIVES

Perspectives Consulting Group, Inc. is dedicated to the mission of providing information and planning that make the difference. Our primary focus is meeting the market research and strategic planning needs of businesses, nonprofit organizations, educational institutions, governmental agencies, religious organizations, and United Ways throughout the United States.

Perspectives Consulting Group, Inc. uses state-of-the-art market research techniques to obtain the information necessary to make efficient and effective decisions and plan for the future. Perspectives Consulting Group, Inc. offers a full-range of planning services including facilitated strategic planning, market assessment, and feasibility studies that are essential to succeed in today's marketplace.

Perspectives Consulting Group, Inc. was founded in 1987 by Gary M. Goscenski, Director of Consulting Services and Dr. Paul M. Lane, Senior Consultant and is located in Paw Paw, Michigan.

Perspectives Consulting Group, Inc.
P.O. Box 496
Paw Paw, MI 49079

P • 269.657.5400/800.724.9994
F • 269.657-0500
www.perspec.com

This question was asked to all 250 survey respondents, even if they do not currently use a child care service. Over twenty-eight percent (28.8%) said they would consider using the new child care center, while 67.2% said they would not consider using it. Ten respondents (4.0%) were unsure.

It is important to note that while 28.8% of the respondents said they would consider a new child care center, this does not mean that they would change child care providers if given the opportunity. Likewise, someone who is using a day care service now may or may not need the service in six months or a year when a new child care center is available, due to the child growing older, a change in work location or hours, or a change in financial position.

To determine what factors would prompt someone to change from their current day care provider or to try the new child care center, additional questions regarding the proposed center were asked.

