



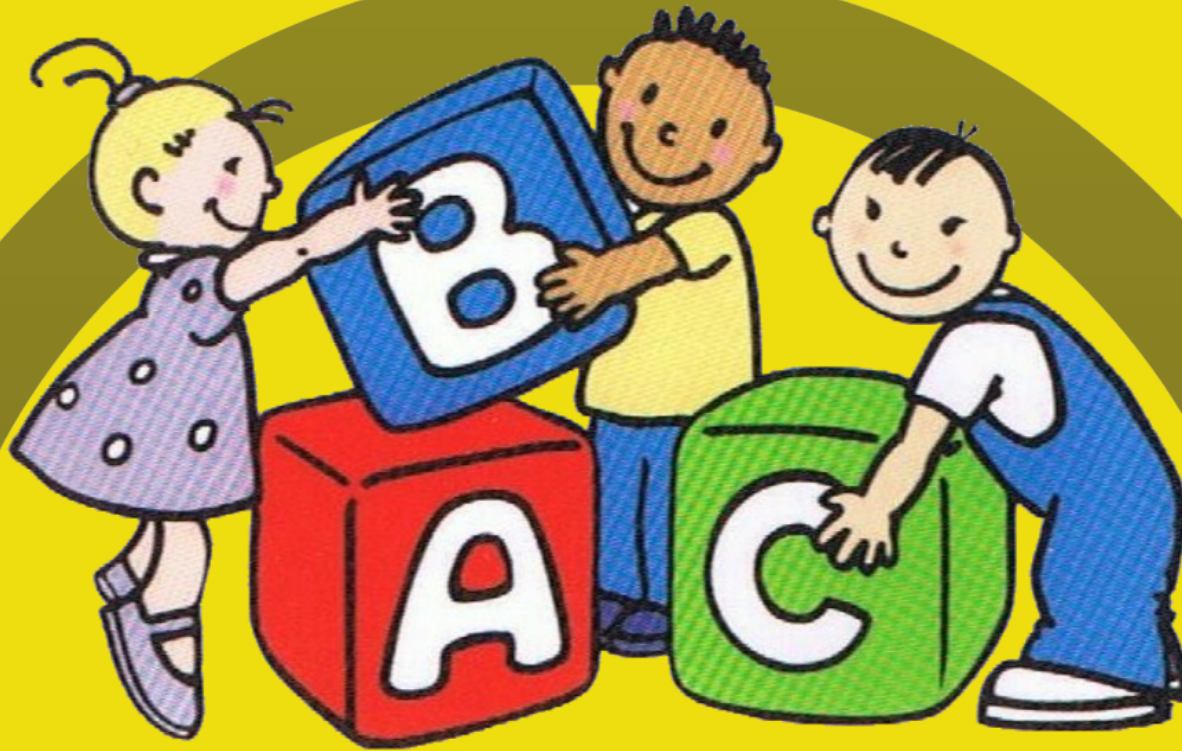
University Day Care Center

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*Welcome to the University Day Care Center*

*Created by: Kim Hoang Tran, Christopher Milton and  
Mike McDonough, Shuang Huang*

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*Our purpose here at University Daycare Center is to provide daycare services for children ages 2-6 years old for all Umass Boston students and Faculties. We are cost effective in delivering a continuum of care that meets the dynamic needs of our customers. We want not only to be affordable and convenient to parents but to also create a stimulating learning environment that propels children's preparation for elementary school levels. We provide a safe and secure facility on the University's campus where parents are assured their child is being taken care of properly while they are allowed the time to tend to other business matters on campus or off. We are committed to creating a culture that continually improves services, sustains a high quality team-oriented work environment and provides quality child care.*



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# Management Team

Mike McDonough - Director

Kim Hoang Tran - CFO

Kim comes from Vietnam and he is an international student at UMB. He is doing Management Major at Umass.

Christopher Milton - Teacher

Chris comes from Milton where he was introduced to a french immersion program since the first grade. Now fluent in french he is graduating this spring with a degree in management and minor in early childhood education.

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Shuang Huang - Teacher

## *Opportunities*

- High population of students who are parents
- Convenient to Faculty and Students (Location & Time)
- Opportunity for Work Study eligible Students
- Internship opportunity for Umass's Early child education Majors
- Emergency ready. with Campus police on call
- Consistent demand; University offers classes Year round

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## *Description*

- University Day Care Center will base its operation inside UMASS Boston.
  - - We offer child care services for ages from 2 years to 6 years old.
- **Hours of Operation:** from 6:30 A.M. to 7:30 P.M., - Monday through Friday.

### **PROGRAMS-** French Immersion

- Chinese Immersion
- Vietnamese Immersion
- Big brother Big Sister
- Intro to computers
- Goal Setting & Reaching
- Group collaboration
- Music
- Arts & Crafts

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## *Ideal Customers*

- Students
- Faculty & Staff
- Harbor Point Residents
- Peninsula Residents

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# *Marketing*

- Through the University's channels (Facebook, TwitterS, Official website...)
- Sales brochure
- Direct mail campaign
- Local newspapers

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