

Small Wonders Discovery and Learning Center

Employee Benefits

WHY EMPLOYEES STAY WITH US

- **Our Core Values** – We are a living expression of our values. Wear them, speak them, and make decisions aligned with them. **NURTURING, COMPASSION, PROFESSIONALISM**
- **Our Culture** – We gain long lasting friendships! We shape the minds of young children everyday through PLAY! We LAUGH and have FUN! We are one big FAMILY and always ENCOURAGE one another! Our positive, supportive staff work as a TEAM everyday and are great communicators! We go above and beyond for our leaders and for the families that we serve. We give quality care and keep all staff and children safe!
- **Staff Appreciation** – We celebrate staff birthdays, go on staff outings, hold contests with awesome prizes, recognize great work ethic on social media, provide a staff survival kit in the staff break room to keep their stomachs full and so much more!
- **Supportive Leadership Team** –
 - Owner – Leslie Schreiber
 - Kitchen Director – Jeff Schreiber
 - Kitchen Manager – Shannon Baker
 - Executive Administrator – Kirsten Mariotti
 - Human Resource Director – Bridget Russell
 - Educational Specialist – Danyell Smith
 - 5 Center Administrators – Marizol, Sandy, Jessica, Courtney, Mollie
 - Enrollment Specialist/CACFP/Supply Runner – Lauren Schreiber

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- **Employee Raises** – Raises are considered on a yearly basis according to job performance.
- **Accrued Sick Time** – Sick time accrues after 90-day probationary period.
- **Paid Training Hours** - We pay for your health trainings like CPR/First Aid, Communicable Disease and Child Abuse. We allow staff to work on professional development classes on the clock.
- **TEACH SCHOLARSHIP** – We encourage staff to apply for the TEACH scholarship to help them achieve their goals of becoming a Lead Teacher with their CDA, AA or BA in ECE. The coursework is all online!
- **Educational Specialist** – Our teachers can meet with our ES to spend time reviewing classroom expectations, our curriculum, lesson plans, and child portfolios. Our ES observes teachers in action to give positive feedback and ideas on enhancing their learning environments.
- **Classroom Supplies** – We ensure our teachers have what they need to teach in their classroom! Administrators manage supplies for all lead teachers monthly. We supply art supplies and more! Staff can shop our third floor in Leetonia that has a floor dedicated to your classroom needs.
- **Direct Deposit** – Employees are paid bi-weekly, making it more convenient on pay day.
- **401K** – Staff meeting the qualifying yearly minimum and that meet a weekly hourly average of 32 hours can enroll in November. Small Wonders will match up to 3%.
- **Child Care Discount** – It is the perfect career to bring your child to work! Employees are eligible for a child care discount, based on their work and school hours. The first year you will receive 50% off, the second year is 50% off, the third and fourth year is 75% off, the fifth year and beyond will be free. This will be based on ages and availability. Child tuition is taken directly out of employee paycheck.
- **Flexible Schedule** – Our administrators are more than willing to work around school schedules, second jobs, vacations, and requested time-off (as needed with notice). Our floater positions can receive more hours each week by having the availability to work as needed in any location.

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- **Paid Holidays –**
 - **January** – New Year's Day
 - **May** – Memorial Day
 - **July** – Independence Day
 - **September** – Labor Day
 - **November** – Thanksgiving
 - **December** – Christmas Day

MARKET SEGMENTATION

It is important to provide a detailed description of the target market and its potential size. Anyone reading the business plan must be able to see the value of the market it is targeting. When researching the target customers, consider:

- Location
- Size (are there enough customers to support the business?)
- Demographics (age, gender, ethnicity, etc.)
- Buyer characteristics (their likes and dislikes)
- Consumer needs (solutions they require)

Market segmentation involves looking at the entire market and then breaking it down into one or two target markets.



When segmenting the market, start by defining the Total Available Market (TAM), then Serviceable Available Market (SAM), and finally Target Market (TM).

- **Total Available Market** – This represents the entire industry the business is operating in. It includes all the different types of customers who are potentially interested in the company's services. For example, if operating a home-based bakery, the TAM is everyone who is

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interested in buying baked products. Provide data on the number of prospects in the industry, for example, businesses, households, etc.

- **Serviceable Available Market** – This is a subset of TAM and represents all the customers that the business can effectively serve. As a home-based bakery, for example, it may not be possible to serve everyone in the country. Therefore, the SAM may need to be defined according to geography. It would be reasonable to sell products to people in nearby towns.
- **Target Market** – This is a subset of SAM and represents the specific intended customers to serve. For example, it is possible to segment the target market according to criteria such as price (high-priced versus low-priced), quality, geography, occasion (kid’s birthday cakes, pastries for office workers), and others. Ask why the business is selecting a particular target market. By narrowing down on the target market, it will be easier to focus sales and marketing efforts on the type of customers who are most likely to buy the business’ products.

As the business grows, it will be able to evaluate the percentage of the target market it is reaching. This is known as market share. Use graphs and charts to describe the percentage market share within the next 2 to 3 years.

COMPETITION

In this section, analyze and dissect the business rivals. Competitive analysis enables the owner to know more about and gain a deeper understanding of the business' competitors. Make sure that this section describes clearly how the company's solutions are better for consumers compared to the competitors identified.

Here are some factors to consider when analyzing the competition:

- **Direct competitors** - When identifying competitors, focus on those who are providing products or services that are similar to the business. How long have they been in business?
- **Competitor strengths and weaknesses** – Determine what competitors are good at and what they are not offering. Use creativity to identify opportunities that rivals do not have.
- **Status quo** – Examine the mindset of the other businesses and target customers. Does the business intend to introduce a new idea that will disrupt how things are done?
- **Messaging** – How will the package of this business' services overcome the competition?
- **Uniqueness** - What advantages does the business have over the competition? Why will the company's service stand out and capture market share?

SWOT ANALYSIS

A SWOT analysis is a useful tool for evaluating the business by zooming in on its strengths, weaknesses, opportunities available, and potential threats. Consider the following:

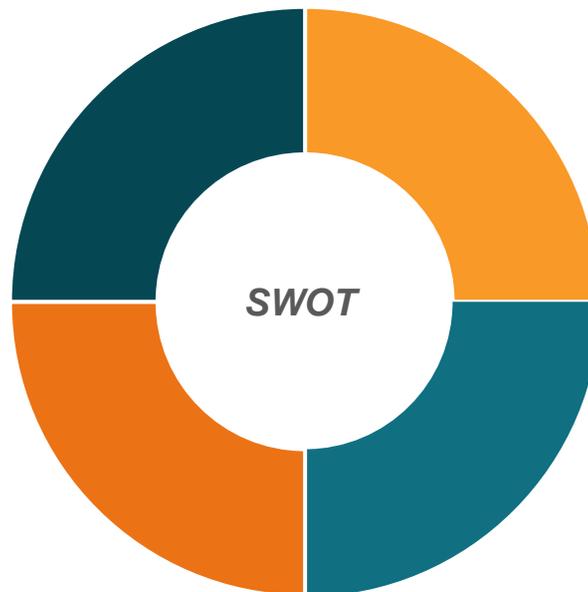
- **Strengths** – What strengths does the company have now and how will these strengths evolve moving forward?
- **Weaknesses** – What are the deficiencies in the services? Which areas of the business should be improved first?
- **Opportunities** – How can the business leverage partnerships and new innovations to grow the business? Which other segments of the industry would the company consider entering in future?
- **Threats** – Are there external factors (controllable and uncontrollable) that could potentially stifle cash flow or business growth?

STRENGTHS

- Advantage
- Capabilities
- Assets, people
- Experience
- Financial reserves
- Value proposition
- Price, value, quality

OPPORTUNITIES

- Areas to improve
- New segments
- Industry trends
- New products
- New innovations
- Key partnership



WEAKNESSES

- Disadvantages
- Gap in capabilities
- Cash Flow
- Suppliers
- Experience
- Areas to improve
- Causes of lose sales

THREATS

- Economy movement
- Obstacles faced
- Competitor actions
- Political impacts
- Environmental effects
- Loss of key staff
- Market demand

Once the SWOT analysis is complete, consider the following aspects of the business:

- How will the business' strengths help capitalize on available opportunities while minimizing threats?
- How will the business' weaknesses prevent it from maximizing on these opportunities?
- How will the business' weaknesses expose it to threats?