

CASE STUDY

Completing a New Project Build



Scenario

An investor has acquired a block of land and plans to build a childcare centre on it. Using their experience gained in other fields of business, the investor drafts a rough concept plan for the centre but quickly realizes the need for a specialist to ensure the building project meets regulatory requirements. The investor has no knowledge of the childcare industry or the rigorous legislation that determines an acceptable physical makeup of a centre.

Situation Analysis

Maximise is commissioned to provide professional advice on the new project. Following the initial meeting, it becomes clear the original concept plan lacks a holistic approach to the project and misses many crucial developments for a successful centre. Maximise assesses that an integrated approach to building a new business plan, matching the investor's objectives with the legislative requirements of the industry and the expertise of Maximise is required to ensure the proper foundations are laid for the operation of a successful centre.

Actions

Maximise quickly identifies a wider spectrum of requirements that need consideration in order for the centre to become both operational and successful. One of the first actions undertaken by Maximise is market research to understand what type of care is needed in the area. By investigating existing services, it becomes clear there is a lack of provision of care for babies in the area. A nursery therefore becomes a core part of what the centre needs to offer, and this changes the layout of the centre. Maximise also identifies regulatory compliance of the materials used in the build, the room layout and the location of various key functions including toilet areas, hand washing areas and kitchen location as key areas for reconsideration. Community and industry engagement is identified as an area that lacks focus and Maximise begins local public relations activity and marketing to ensure the community becomes aware of the new centre. Maximise also uses its network of industry contacts to provide references to council and local government to support the

approval process for the development application.

Outcomes

Most new centres expect 10% - 15% of growth in occupancy per month from start up, meaning within 3 months a new centre should expect to be between 30% - 50% full. With the professional guidance and holistic approach to the new development provided by Maximise, researching competitors and creating a strategic approach, the new centre was experience occupancy levels of more than 80% within 4 months.

Key Learnings

Success on this occasion was the ability of the investor and Maximise to work together to meet both the needs of the investor, and the needs of the centre. Maximise brought with it the tools to guide the establishment of a new centre and broadened the consideration set to a range of factors necessary for an ongoing successful operation