



Erasmus+



# *Joy 4 HAPPINESS*

## Business Plan

Smile and Relax!

It's good for you!



# Y2BE

YOUTH TO BUSINESS  
ENTERPRISE

JOY  
4  
HAPPINESS

SMILE AND RELAX!  
IT'S GOOD FOR YOU!

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## 1. Your Business and you

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1.1. Business Name: **Joy 4 Happiness**

1.2. Your Names:       Aboroencei Maria Diana  
                              Drobotă Claudia Alexia  
                              Frențescu Andreea Ștefania  
                              Hașovschi Alexandru Iulian

1.3. Business Location:   Suceava, ROMANIA

1.4. Your Address and Postcode:   Zorilor Street, no. 17, Suceava, Romania

1.5. Telephone Number (home, mobile and business): +40745893421

+40230425346

1.6. Email Address (personal and business):   joy4happiness@gmail.com

1.7. Business Start Date:   1.09.2018

## 2. The Business

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### 2.1. Summary of the Business:

The idea of **Joy 4 Happiness** recreation centre started from the fact that many children are stressed because they have strict rules, lots of homework and they are not let to express themselves doing activities and things that they enjoy. Many kids are too busy to have time to play creatively or relax after school. Stress may be a response to a negative change in a child's life. In small amounts, stress can be good. But, excessive stress can affect the way a child thinks, acts, and feels.

**Joy 4 Happiness** wants to bring a new concept for our city and this is EDUTAINMENT. Our business has a primary emphasis on discovery learning through free spontaneous play, but can also incorporate some elements of pure entertainment. Most adults do not fully understand and appreciate the value of spontaneous play to the social, physical, mental, and emotional development of their children, so these new types of children's centres are marketed as children's discovery or edutainment centres. Quality family entertainment is the focus of our business and that is why our primary interest is to focus our efforts on the development of one or more family entertainment centres to provide quality family entertainment activities to the communities in Suceava.

### 2.2. Describe the product(s) or service(s) the business is going to sell:

**Joy 4 Happiness** is a recreation centre that allows children to express themselves doing activities and things that they enjoy. The idea of this business started from the fact that many children are stressed because they have strict rules and they are not let to express themselves doing activities and things that they enjoy.

**Joy 4 Happiness** is a new company that will provide high-level Play Care, Edutainment and Customer Service in the following categories:

- Play care
- Educational play with learning
- Children's activities
- Birthday parties
- Special events

- Photography available for birthday parties and other events (includes digital photos on CD)
- Souvenirs (T-shirts, hats etc.)
- Special events
- Special requests
- Convenient hours of operation

### 2.3. How the service will be sold:

**Joy 4 Happiness** marketing strategy is focused on establishing our brand and promoting our image through a variety of marketing channels. An overview of our marketing strategy includes:

**Logo & Identity Development** - A professional logo will be developed. This brand will be promoted through a broad mix of identity pieces including business cards, stationery, car signage, and other communications.

**Partnership Programs** - The company will develop community partnerships to offer discounts to the clients of other businesses that cater to our target market, such as:

- local fitness centres without child care
- local elementary schools
- paediatric offices, paediatric dentistry and paediatric orthodontist offices

**Brochures** - A brochure will be designed to communicate our presence, the services we offer, and the clients we serve in the community.

**Flyers**- Flyers will be designed for posting at community locations that attract high traffic volumes of consumers within our target market, such as:

- local children's clothing stores
- local stores that carry children's items
- libraries ~ children's books section
- local bookstores ~ children's book section

**Advertising**- Ads will be placed in publications that cater to the demographics of our target market, including:

**Public Relations-** As owners, we will promote our company and its benefits to the community through efforts to have articles published in new media and efforts to gain coverage on local radio and television programming.

**Direct Mail-** Direct mail channels will be used to initially introduce our presence to the community and attract first time visitors. The need for this type of advertising will taper off as repeat and referral business increases.

**Website-**All brochures, flyers and other marketing tools will promote our website, detailing our services that benefit the community. Our website will also provide all information about us, our operational hours, schedules of events, and a registration form for online enrolment.

**Email-** Email will be used to connect with our clients frequently through monthly newsletters and updates on upcoming events and special offers.

**Events-** Special events, including a grand opening and special holiday parties, will be promoted to increase visibility in the community and to attract first time or infrequent visitors.

#### **2.4. What is the business mission?**

The business **mission** is to provide excellent child play care in a kid-friendly atmosphere while ensuring children receive excellent service in a playful, educational, and safe environment.

#### **2.5. What is the business vision?**

The **vision** of our business is to make children happy, to smile, to eliminate stress, to give them the freedom they need, We want to stop the negative effects of stress on physical and mental health and to offer children a personal touch, fun innovative learning through playing in clean and friendly atmosphere.

The **aims** for our business are:

1. To create a service-based company which exceeds customers' expectations.
2. To increase the number of customers by at least 20% per year through superior customer service and word-of mouth referrals.
3. Have a clientele return rate of 90% by end of first year.
4. Become an established community destination by end of first year.
5. Educate the community on what the company has to offer.

## **2.6. What sets this business apart from the competition?**

The company will set itself apart from other child entertainment facilities that may offer only one or two types of services. Parents desire these services and are frustrated because they must go to several different businesses or travel long distances to find these types of activities. The focus of the company is *Play Care and Party Place*. The services provided will be exemplary.

The business atmosphere will be clean, friendly and upscale where customers will be comfortable leaving their children. We will offer a personal touch, fun innovative learning through play, a true edutainment centre.

The business will offer event photos of children's birthday parties (taken by a professional photographer), a unique concept in this type of industry. The parent will be provided a CD at the end of the party.

Moreover, the business will set apart from the competition through:

1. Superior Customer Service: high-quality hourly care and service.
2. Environment: provide a clean, upscale, enjoyable environment conducive to giving professional trusting service.
3. Convenience: offer clients a wide range of services in one environment.
4. Location: provide an easily accessible location for customer convenience.
5. Reputation: credibility, integrity, and 100% dedication.
6. Indoor activities for year-round entertainment.
7. Facility designed to curb overcrowding.
8. Seasoned management team.

## **2.7. How will this business be staffed?**

The business will have:

- 2 child-care workers for students aged 3-6
- 2 child-care workers for students aged 6-10
- 1 child-care worker for students aged 10-14
- 1 worker for cleaning
- 1 accountant
- 1 manager

### **3. About you**

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#### **3.1. Why do you want to run your own business?**

Running our own business has many benefits like:

##### **1. You Control Your Own Destiny**

Many entrepreneurs like to take control and make decisions. In other words, owning a business saves them from having to work for anyone else.

##### **2. You Can Find Your Own Work/Life Balance**

One of the most known benefits of owning your own business is the flexibility that comes with it, whether that be working from wherever you want or setting your own hours.

##### **3. You Choose the People You Work With**

When you work for someone else, you rarely get to choose whom you work with. If you don't like your co-workers you'd better start sending our resumes. That's not the case when you own your own business, since you get to make the decisions about who to hire.

##### **4. You Take on the Risk - And Reap the Rewards**

There's no question that owning your own business is a risky proposition. But, with risk comes reward. Said another way, the better you are at managing risk, the more rewards you can reap.

##### **5. You Can Challenge Yourself**

Some people thrive on the routine of their job - performing the same tasks day after day. As an entrepreneur, you can bet that each day will be filled with new opportunities to challenge yourself, be creative and learn something new.

##### **6. You Can Follow Your Passion**

Many entrepreneurs say the long hours they invest in growing their business doesn't feel like work because they're actually having fun in what they're doing.

##### **7. You Can Get Things Done - Faster**

Entrepreneurs as a whole seem to have an allergy to red tape. Rather than wait for approval - or for the guidebook to be written about how to do something - small business owners salivate at the chance to get things done.

## **8. You Can Connect With Your Clients**

There are few things that get entrepreneurs as excited as when they get to interact with their customers. Rather than hiding behind a series of automated greetings, small business owners thrive on dealing one-on-one with their best clients - or making the decision to get rid of those customers they don't like.

## **9. You Can Give Back to Your Community**

Many entrepreneurs love the idea that in building their business, they can give back to the community or communities they operate in the form of the products and services they offer, by donating to charities and especially the ability to create jobs, which is particularly important these days.

## **10. You Feel Pride in Building Something of Your Own**

One of the biggest differences in owning your own company as opposed to working for someone else is the sense of pride you establish in building something of your own.

### **3.2. Previous work experience:**

Previously all of us did volunteering activities with children in different summer camps.

### **3.3. Hobbies and Interests:**

- Childcare
- Team Sports
- Crossword puzzles
- Chess
- Hiking
- Reading
- Volunteering
- Travelling
- Socialising

**3.4. Please list any other personal information relevant to this business:**

We could say about us that we have a strong desire to succeed and expand our business. We have the overall picture of our business and we are very ambitious.

Our team is focused and determined to achieve the goals we set and we have full confidence in our ability to do so. Moreover, we have a strong desire to do things better and improve products or services. We are constantly looking for improvements.

We are open to change and like being competitive. We like being on the move, energetic and strongly motivated. Beside this, we have a strong desire for success and self-motivation in abundance.

Moreover, we accept constructive criticism and rejections. We like constructive criticisms and we consider it useful for our personal development. Also, we know that denials and obstacles are part of any important business and treat them as such.

## 4. The Service

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### 4.1. Give an overview of the product or service this business will sell.

**Joy 4 Happiness** has a primary emphasis on discovery learning through free spontaneous play, but can also incorporate some elements of pure entertainment. It aims to provide excellent child play care in a kid-friendly atmosphere while ensuring children receive excellent service in a playful, educational, and safe environment.

Our business will provide high-level Play Care, Edutainment and Customer Service in the following categories:

- Play care
- Educational play with learning
- Children's activities
- Birthday parties
- Special events
- Photography available for birthday parties and other events (includes digital photos on CD)
- Souvenirs (T-shirts, hats etc.)
- Special events
- Special requests
- Convenient hours of operation

### 4.2. How will the product be produced or how will the service be carried out?

Success will be based on the ability to become known within the community. **Joy 4 Happiness** must focus on the specific market segments whose needs match its offerings. Focusing on targeted segments is the key to the company's future. Therefore, marketing messages will be focused on the services offered. We will develop our message, communicate it, and fulfil our commitment to excellence. We provide a much higher level of direct child care than do most other recreation centres, and straddle the line between family entertainment centre and day care

facility. As such, we need employees with the child care credentials to satisfy safety-conscious parents, and programs with the "fun" value to lure in repeat customers.

#### **4.3. How will the product(s) or service(s) be delivered to the customer?**

**Joy 4 Happiness** marketing strategy is focused on establishing our brand and promoting our image through a variety of marketing channels. An overview of our marketing strategy includes:

**Logo & Identity Development** - A professional logo will be developed. This brand will be promoted through a broad mix of identity pieces including business cards, stationery, car signage, and other communications.

**Partnership Programs** - The company will develop community partnerships to offer discounts to the clients of other businesses that cater to our target market, such as:

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**Brochures** - A brochure will be designed to communicate our presence, the services we offer, and the clients we serve in the community.

**Flyers**- Flyers will be designed for posting at community locations that attract high traffic volumes of consumers within our target market, such as:

- local children's clothing stores
- local stores that carry children's items
- libraries ~ children's books section
- local bookstores ~ children's book section

**Advertising**- Ads will be placed in publications that cater to the demographics of our target market, including:

**Public Relations**- As owners, we will promote our company and its benefits to the community through efforts to have articles published in new media and efforts to gain coverage on local radio and television programming. Potential media outlets include:

**Direct Mail-** Direct mail channels will be used to initially introduce our presence to the community and attract first time visitors. The need for this type of advertising will taper off as repeat and referral business increases.

**Website-**All brochures, flyers and other marketing tools will promote our website, detailing our services that benefit the community. Our website will also provide all information about us, our operational hours, schedules of events, and a registration form for online enrolment.

**Email-** Email will be used to connect with our clients frequently through monthly newsletters and updates on upcoming events and special offers.

**Events-** Special events, including a grand opening and special holiday parties, will be promoted to increase visibility in the community and to attract first time or infrequent visitors.

#### **4.4. Are there any legal requirements that are necessary to start this business?**

Setting up a business is, for most entrepreneurs, the first step in the business environment. The most widespread form of company organization is LLC (Limited Liability Company), which is one of the most secure organizational options for associates.

Safety in the case of LLCs is due to the fact that the associates (natural persons) of such a company will be liable in the event of insolvency only with the company's assets and the social capital they have brought to the firm. The number of associates is limited to 50, but it is permissible for a natural or legal person to be uniquely associated with a LLC.

Moreover, the versatility of this type of legal form implies the existence of some formulas through which the state can grant certain tax incentives. If the LLC has revenues of less than € 65,000 per year, it will be classified as a micro-enterprise, benefiting from a 16% profit tax replacement with a 3% income tax.

If the Associate / Associates has never owned shares or shares in a European-wide company, they / they have the right to set up a LLC. This option is often preferable to any LLC due to some negligible advantages: free creation, financing of 10 000 non-reimbursable euros, exemption from employer's pension payments for four employees (indefinitely) guaranteeing 80% of a credit up to 100,000 euros.

There is also a series of issues that a LLC has, including the obligation to reinvest 50% of the profit and to keep at least 2 employees for a period of 3 years (in the case of obtaining funding). Otherwise, a SRL-D company can be managed like any LLC.

The manner of opening a LLC is regulated by Law 31/1990 and consists of 4 mandatory steps: establishment of the file of establishment, submission of the file to the Trade Register, hearing of the case, and removal of the documents of the company.

However, before these stages, the applicant has to take several steps: to establish the object of activity of the company according to the classification in the NACE code, to choose the legal form (SRL, LLC), to check the availability of the name and its reservation at Trade Registry, establishment of the registered office, conclusion of the constitutive act, depositing the social capital at a bank (minimum 200 lei).

#### *Stage 1: Establishment of the establishment file*

The set-up file includes a series of documents necessary for setting up a firm. It will reach the court hearing, so certain strict conditions of content and form of documents must be met in order to avoid the rejection or postponement of the case. It is recommended that some of these papers be drafted by specialists.

#### **Required documents:**

Copy of B.I./ C.I./ Passport of Associate / Associates;

Copy of B.I./C./ Passport of administrator / administrators;

Copy of the future headquarters space contract (with owner identification data) and, where applicable, the space where the workplace will be located;

Reservation of company name;

The commodity contract granting the right of use of the headquarters space;

The agreement of the owners / tenants' association and the agreement of the neighbours whose walls are adjacent to the registered office, if it is in a collective dwelling;

Establishment Act of the firm;

Affiliate or Associate statement, authenticated to the public notary;

Signature specimen of associate (s);

Proof of depositing the share capital, for which the bank will prepare a separate file;

The request to set up the company;

Annex on tax registration of the firm;

Statement of authorization.

#### *Stage 2: Submission of documents to the Trade Registry*

The file in the first stage will be filed with the Trade Registry in order to remedy any irregularities before reaching the court and to receive a registration receipt. At this stage, you will be charged the registry fees, releasing the spreadsheet and the tax receipt. The latter are filed with the Registry.

#### *Stage 3: Judgment*

The hearing is also held at the Trade Registry in which the company's registered office is located. This will be scheduled after submission of the dossier, and the applicant will be presented according to the registration receipt received.

There is the possibility, if there are certain complications in the file, that the applicant has to defend his case before the judge. An eventual delay may take between two and five weeks.

#### *Step 4: Retract the file*

The final dossier will be also taken from the Trade Registry, at the Liberation Bureau. Pursuant to Law 31/1990, the deadline for the procedures of the Trade Registry is 3-5 working days from the approval of the file in the court hearing.

### **4.5. Are there any insurance requirements that are necessary to start this business?**

To start the business, the following permits and authorizations are required:

- Sanitary veterinary advice / authorization
- Fire safety notice / authorization
- Sanitary authorization for operation
- Environmental permit
- Authorization of activity and activity profile
- Operating authorizations specific to the activity
- Notice for the sale of food products

#### 4.6. What is the growth potential for the service?

Success will be based on the ability to become known within the community. **Joy 4 Happiness** must focus on the specific market segments whose needs match its offerings. Focusing on targeted segments is the key to the company's future. Therefore, marketing messages will be focused on the services offered. We will develop our message, communicate it, and fulfil our commitment to excellence.

**Joy 4 Happiness** is a recreation centre that focusses on edutainment and includes everything from bowling, skating, mini-golf, and batting cages to playgrounds. We provide a much higher level of direct child care than do most other recreation centres, and straddle the line between family entertainment centre and day-care facility. We will start only with a few groups and then will have more groups every day. We will diversify the activities that we offer now making it more attractive for the future.

## **5. The Market**

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### **5.1. Describe the business' typical customer and where they are based.**

The typical customers for our business are parents and their children. Our business aims to provide excellent child play care in a kid-friendly atmosphere while ensuring our customers, both parent and child, receive excellent service in a playful, educational, and safe environment.

We address 3 age categories of children:

- 3-6 years
- 6-10 years
- 10-14 years

Each category will take part in different activities suitable for children's ages.

### **5.2. How many of these customers will this business have the potential opportunity to reach:**

Research indicates that the prime market for our business is near urban neighbourhoods comprised of middle- to upper- income families. These families search for ways to engage their children that are more than just activities their children passively enjoy. As institutions, schools have become increasingly anachronistic, while museums have retained the potential to engage students, to teach them, to stimulate their understanding, and, most important, to help them assume responsibility for their own future learning. This is the idea behind an edutainment facility. Its purpose is to stimulate children so that they can transition from being taught or entertained (passive) to learning through play (active).

### **5.3. Have you sold any products/services to customers already?**

We have not sold any services like this to customers until now but all of us took part in volunteering activities in summer camps and we know that parents want their children to be stimulated through different activities in order to learn new things.

#### **5.4. Why will customers buy this business' services instead of your competitors?**

**Joy 4 Happiness** services will be positioned to provide customers with a premium amusement and edutainment experience:

- Charge a premium price (per industry standards) but not exceed what the market can bear
- Obtain all appropriate licensing and certifications
- Thorough pre-hire background screenings performed on all individuals before hired for employment
- Innovative, unique birthday parties
- The personal-touch in a family-friendly atmosphere that only Joy 4 Happiness can provide
- Play groups, as well as the wealth of child development knowledge, delivered by the Joy 4 Happiness employees

#### **5.5. What can be learned about the business' market from an internet search/secondary research?**

The **Joy 4 Happiness** website will be the virtual brochure for the company, as well as its online "home."

It will showcase the company's value proposition and reinforce the qualifications and experience of the organization and staff, as well as provide a comprehensive overview of the services provided to potential and current clients.

The key to the website strategy will be combining a very well designed front-end, with a back-end capable of collecting contact information for continued communication with those interested in our services.

The Joy 4 Happiness website address will be used on all corporate and promotional materials. The website should be used to support all the newly developed messages and should have "active" content that brings people back to the site as an information resource. This activity will be supported by the marketing plan through the development of newsletters, promotional events, and public relations.

The Joy 4 Happiness website will be initially developed by a professional marketing agency that provides creative design and technical development resources. The company will maintain a simple, user-friendly interface that is fun and inviting to our target audience. The website logos and graphics will be consistent with printed promotional materials.

#### **5.6. What can be learned about the business' market from field/primary research?**

From a primary research, it can be learned that this business will offer a new concept, more exactly the concept of EDUTAINMENT. Its purpose is to stimulate children so that they can transition from being taught or entertained (passive) to learning through play (active). We want to offer excellent child play care in a kid-friendly atmosphere while ensuring our customers, both parent and child, receive excellent service in a playful, educational, and safe environment.

## 6. Start-up Costs

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### Variable Costs

Electricity Costs: 250 euro/month

Water Costs: 120 euro/month

Cleaning/ Consumable Materials: 250 euro/month

Heating Costs: 250 euro/month

Costume rentals: 200 euro/month

Advertising Costs: average 200 euro/month

**Total Variable Costs: 1270 euro/month**

### Direct Costs

Rent: 1000 euro/month

Amortization of fixed assets: 56 euro/month (2000 euro- acquisitions of fixed assets) will be amortized in 3 years- equipment for play/activities

Salaries: 3-6 years: 2 employees - 1400 euro/month

6-10 years: 2 employees - 1400 euro/month

10- 14 years: 1 employee - 700 euro/month

1 employee for cleaning - 300 euro/month

1 accountant- 450 euro/month

1 manager - 900 euro/month

Total costs for salaries: 5150 euro/month

Costs of security service: 624 euro/month

**Total Direct Costs: 6830 euro/month**

### Total Costs for Business

Direct Costs + Variable Costs = 6830 + 1270 = 8100 euro/month

## **7. Break even**

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### **Sales Revenue**

Ticket Price for each age group:

15 children in class: 3-6 years: 3 euro/h \* 2h every day- 90 euro/day

20 children in class 6-10 years: 2 euro/h\* 2h every day - 80 euro/day

20 children in class 10 -14 years: 2.5 euro/h\* 2h every day - 100 euro/day

Total turnover: 8100 euro/month

### ***Break-even point***

Sales revenue- Costs for the business- 8100-8100= 0

## **8. Cash flow forecast**

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The cash flow projection shows that provisions for ongoing expenses are adequate to meet the needs of the company as the business generates sufficient cash flow to support operations. These cash flow projections depend upon receiving the loans necessary to fund our start-up requirements

## 9. The Competition

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### 9.1. Table of Competitors

<b>Competitor Company Name</b>	<b>Location</b>	<b>Business Size</b>	<b>Product / Service offered</b>	<b>Price of comparable product / service</b>	<b>Strengths of the competitor</b>	<b>Weaknesses of competitor</b>
Kids Land Club	Suceava	2 employees A very small space	Playground	4 euro/hour	-	Offers only 1 service
Miky's Club	Suceava	3 employees A small space	Playground	3.5 euro/hour	-has clowns	-not a variety of services

## 10. Marketing mix (4Ps)

### Product

**Joy 4 Happiness** is a recreation centre that allows children to express themselves doing activities and things that they enjoy. The idea of this business started from the fact that many children are stressed because they have strict rules and they are not let to express themselves doing activities and things that they enjoy. The business offers the new concept of EDUTAINMENT.



### Place

Joy 4 Happiness will be situated in the city centre to be accessible for all parents and children.

### Price

Age categories:

3-6 years: 3 euro/2h

6-10 years : 2 euro/2h

10-14 years : 2.5 euro/2h

### Promotion

**Joy 4 Happiness** will be promoted through:

- Local Newspapers
- Local Television
- Website
- Flyers
- Leaflets
- Posters
- Social Networks

## 11. Back-up plan

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### 11.1 What do you plan to do if your business fails?

If the business fails we plan to:

#### 1. *Associate*

An association or collaboration with another company can bring great benefits. For example, other services like ours are needed. Getting them at a lower price or under more convenient conditions is clearly an advantage. We can also offer the promise of lasting collaboration and publicity, by associating names or by any other means.

#### 2. *Diversify*

Diversification is an effective growth strategy and can be done by offering complementary services or products. Once we have succeeded in forming a positive business image and addressing customers with products that meet their needs, you have some security on the market. A new service offered by your company is likely to be well received. In order not to fail, first know about existing competition, demand and possibilities. The Internet is a true encyclopaedia that will give us useful answers. We can also make a poll, or we can get in touch with some of our customers.

#### 3. *Make smart investments*

A possibility that any entrepreneur should take into account is accessing European funds. We need a good project, consultancy in the field and a lot of involvement to make things happen. Although the conditions are strict from some points of view and you can hit the impediments, we do not have to omit the subsequent benefits. We can ask for specialized help at the bank we work with. Some banking institutions support their clients to successfully access structural funds.

### 11.2 How will you afford your loan re-payments if the business fails?

We have planned from the very beginning that our families to be safe. We planned things so that an income minimum to be obtained every month. We avoided having all your family members give up the job to lay the foundations for a business. We have 15-20% of the initial investment from own sources. The money needed in addition to personal resources could be obtained from: relatives, or friends whom we could borrow money or from future partners.

## **12. Total capital required (Loan request)**

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### **12.1 How much loan do you need?**

The total loan that we need is 8000 euro.

### **12.2 Why do you deserve to be given the loan?**

We deserve to be given the loan because this business is a new concept for our city. This concept is EDUTAINMENT and its purpose is to stimulate children so that they can transition from being taught or entertained (passive) to learning through play (active). Even if there are a few playgrounds in our city where parents can let their children play and being supervised by adults, our business has a new concept and this is edutainment. The company aims to provide excellent child play care in a kid-friendly atmosphere while ensuring our customers, both parent and child, receive excellent service in a playful, educational, and safe environment.

Our business has a primary emphasis on hands-on discovery learning through free spontaneous play, but can also incorporate some elements of pure entertainment. Most adults don't fully understand and appreciate the value of spontaneous play to the social, physical, mental, and emotional development of their children, so these new types of children's centres are necessary for our city.

Our team is focused and determined to achieve the goals we set and we have full confidence in our ability to do so. Moreover, we have a strong desire to do things better and improve products or services. We are constantly looking for improvements. We could say about us that we have a strong desire to succeed and expand our business.

We are open to change and like being competitive. We like being on the move, energetic and strongly motivated. Beside this, we have a strong desire for success and self-motivation in abundance.

Moreover, we accept constructive criticism and rejections. We like constructive criticisms and we consider it useful for our personal development. Also, we know that denials and obstacles are part of any important business and treat them as such.

## 13. Appendices

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### Coping with stress Questionnaire

1. How often do you feel nervous or stressed?

- a. Never
- b. Sometimes
- c. Often
- d. Very often

2. What are the things that make you feel stressed?

3. What do you do in order to get rid of stress? How successful are you?

4. Do you have strict rules in your family?

- a. Yes
- b. No

5. Is there anything that you would like to do and you are not allowed? Give examples. Include some of the things that you wanted to do when you were younger.

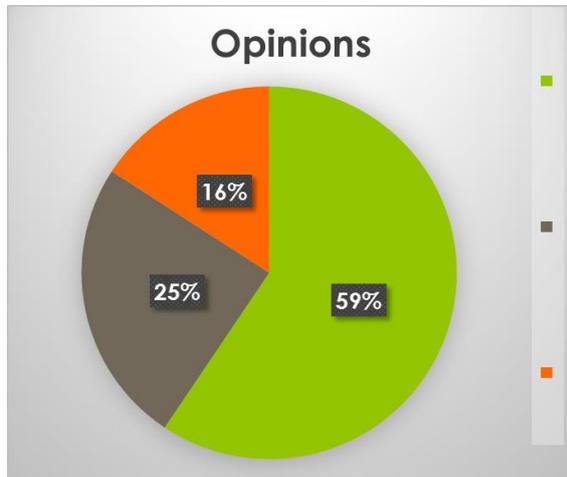
6. Is it important to do what you like in order to get rid of stress?

- a. Yes
- b. No

7. Would you like to do something you are not allowed in order to get rid of stress? Give examples.

## Questionnaire Results:

1. How often do you feel nervous or stressed?

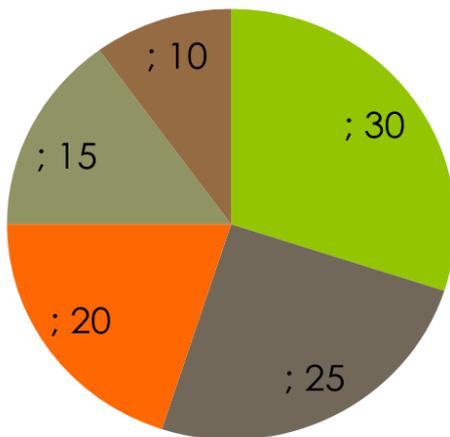


60% of the people often feel very nervous or stressed

25% of the people sometimes feel very nervous or stressed

25% of the people sometimes feel very nervous or stressed

2. What are the things that make you feel stressed?



30 % - School

25 % - Family members

20 % - Social life

15 % - Friends

10 % - Other things

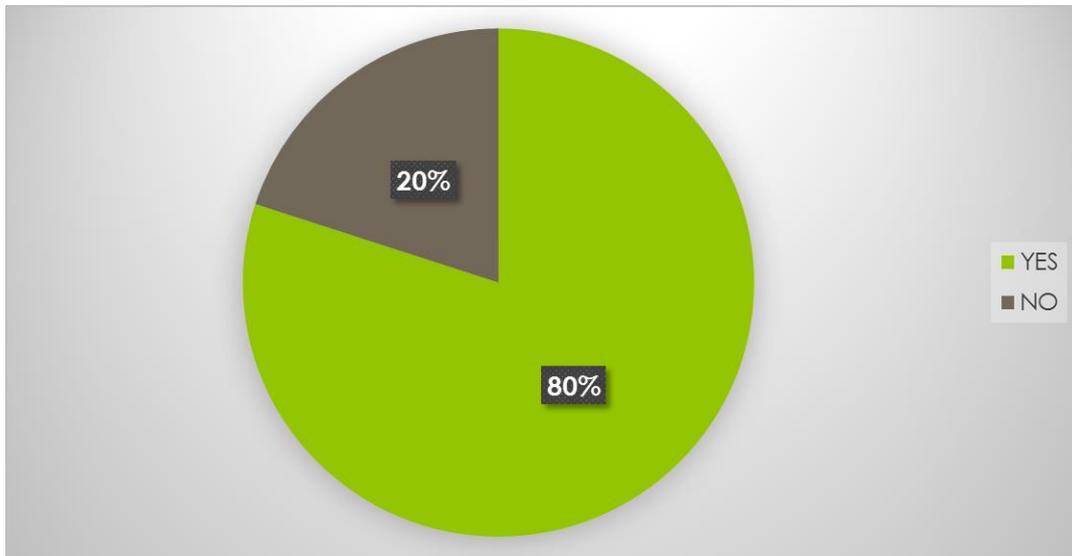
3. What do you do in order to get rid of stress? How successful are you?

- Walking
- Reading
- Listening to music
- Socialising
- Playing

35% are successful

65% are not successful

4. Do you have strict rules in your family?

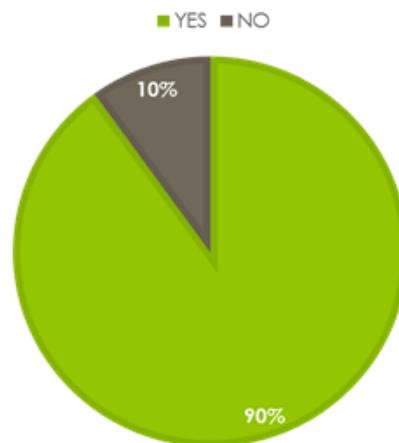


5. Is there anything that you would like to do and you are not allowed? Give examples. Include some of the things that you wanted to do when you were younger.

Answers:

- to eat in front of the television
- to play basketball in the bedroom
- to fish in an aquarium
- to sleep a lot
- to listen to music very loudly
- to sing all day
- to make noise
- to draw on the walls
- to wear pyjamas the whole day
- to leave everything in a total mess

6. Is it important to do what you like in order to get rid of stress?



7. Would you like to do something you are not allowed in order to get rid of stress? Give examples.

Answers:

- to take care of a pet a whole day
- to eat in front of the television
- to wear pyjamas the whole day
- to fish in an aquarium
- to listen to music very loudly
- a day without homework
- to jump on the bed
- to spend a day in a tree house
- to draw on the walls