



ChildMINDER® – Growth Strategy



ChildMINDER® - We have a clear organic growth strategy for the next 5 years

We are developing a strong market position and are continually striving for controlled growth year on year.

Our primary market is the UK leisure sector with secondary markets under development within the healthcare, education and infrastructure sectors. We are also in the process of expanding our core service offering to overseas markets.

We will differentiate ourselves by:

- Providing a unique product
- Demonstrating technological superiority by constantly reviewing product and market development strategies and investing in R&D
- Consistently delivering high standards of product and service quality.

We will create a platform for growth by:

- Developing a strong brand identity with a trusted brand image
- Heavily promoting our products and services across a range of media
- Reducing the cost of our operations and leveraging advantages through economies of scale
- Developing superior contacts and relationships within the market
- Remaining realistic and competitive in terms of chargeable rates
- Actively addressing emerging competition
- Maintaining excellent relationships with suppliers and Licensed partners
- Focusing on the needs of the end user as well as those of our Licensed partners
- Appreciating that it is far easier and cheaper to retain an existing customer than to attract a new one
- Taking a mature approach to risk management
- Developing a competent and loyal workforce.

growth