

Current Situation Analysis

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The Market: What is the market all about? What seems critical for success?

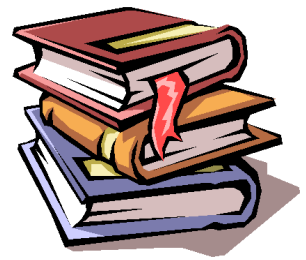


- The market is Pre-K through 8th grade school education in Sheboygan Falls and surrounding areas.
- What is critical for the success of St. Mary's in this market is a total rebranding, find a way to obtain the demographic the public schools are getting, and getting them known through various methods in this market.

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The Products: What products are out there? What variations? Are substitutes an issue?

- Pre-K through 8th education:
 - Standard Curriculum
 - Foreign Language
 - Great teacher to student ratio
 - Extra-curriculars and partnership with public for extra-curriculars
 - Christian-based studies
- Before school and after school programs
- There are no variations of the above unless the consumer chooses.
- Substitutions are not an issue.



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The Competitors: Discuss the key players in the field, noting their size, goals, and their marketing strategies and whatever else is pertinent about them.

- **Public Schooling** (specifically Sheboygan Falls and Kohler):



- Size is much larger - opportunities for greater social interaction
- Their goal is to educate the children
 - They don't need a marketing strategy because they are already known as an option in every community (default option).
- Size is much larger - opportunities for greater social interaction
- Better buildings and government funding (Sheboygan Falls has a new school, for example)
- Education is more affordable

- **Private Schools** (St. Elizabeth Ann Seton in Sheboygan)

- Larger in size than St. Mary's
- Their goal is to educate children
- Marketing Strategy:
 - Website
 - Fundraisers (ie - 8th grade car wash)



Demographic Trends: obtained from <http://quickfacts.census.gov>

2011 Estimates	Sheboygan County	Wisconsin
Population	115,149	5,711,767
Persons under 18	23.5%	23.2%
Caucasian Persons	92%	88.4%
Black Persons	1.6%	6.5%
American Indian/Alaska	0.4%	1.1%
Asian	4.0%	2.4%
Households 2006 -2010	46,572	2,274,611
Persons per Household	2.41	2.41
Median Household Income 2006-2010	51,127	51,598
Persons below Poverty	8.4%	11.6%

School Enrollment - Sheboygan Cty	2006 -2010 estimates
Pop. 3 yrs over enrolled	28,947
Nursery School, Pre-School	1,606
Kindergarten	1,601
Elementary (grades 1-8)	12,483
Highschool	7,153
College or Graduate School	6,104

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Social-Cultural Trends: This identifies the changes that are occurring in

- Social dynamic is changing due to economical changes
- In the last ten years Sheboygan County has become more diverse



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Technological Issues: What role does technology have regarding the market.

- Technology is becoming more predominate in our culture, so education in technology has become a higher priority.
- St. Mary's is outdated, especially when compared to the resources the public schools have access to

Economic Issues: Does the economy play a role for this business to be successful.



- Economy of Sheboygan County and Wisconsin in recent years has taken a hit
- Due to the economical hit, families may not be able to afford tuition for St. Mary's

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Political-Legal Issues: What laws and legal issues would affect our market.



- Education laws, regulations and rules for the state of Wisconsin
- Can be found: <http://dpi.wi.gov/oea/lawsrule.html>

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Your Firm: You should mention how your firm fits into this environment. Include data on product lines, problem areas, and any other pertinent information.

- Strengths:
 - Teacher/Student ratio
 - Principal's Rep
 - Financial Aid
 - Etc
- Weakness
 - Cost
 - Transportation
 - Reputation
 - Cannot retain students
 - No new enrollments
- Opportunities
 - St Mary's can offer higher standards of academic excellence
 - Unique method of education
 - Offer individualized attention and focus on core competency
 - Special needs program
 - Etc
- Threats
 - Stigma
 - Cost
 - Transportation
 - Etc

SWOT ANALYSIS

	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (within the organization)	Strengths S	Weaknesses W
External origin (outside of the organization)	Opportunities O	Threats T

Key Segments: It is helpful to sum up your picture of the industry with a profile of key segments, brief descriptions of the buyers in each



Private School

- Age of parents: 25 - 40 years old
- Christian-based families
- Caucasian
- Middle to upper middle class
- Sheboygan Falls and surrounding areas



Public School

- Age of parents: 25 - 40 years old
- Any religion to not religious
- Diverse race
- Diverse incomes
- Schools based on districts