



Learning Park



Done by:

AYACHE Meryeme

AZIM Nadia







GHAZI Kantar

KADDAOUI Salwa

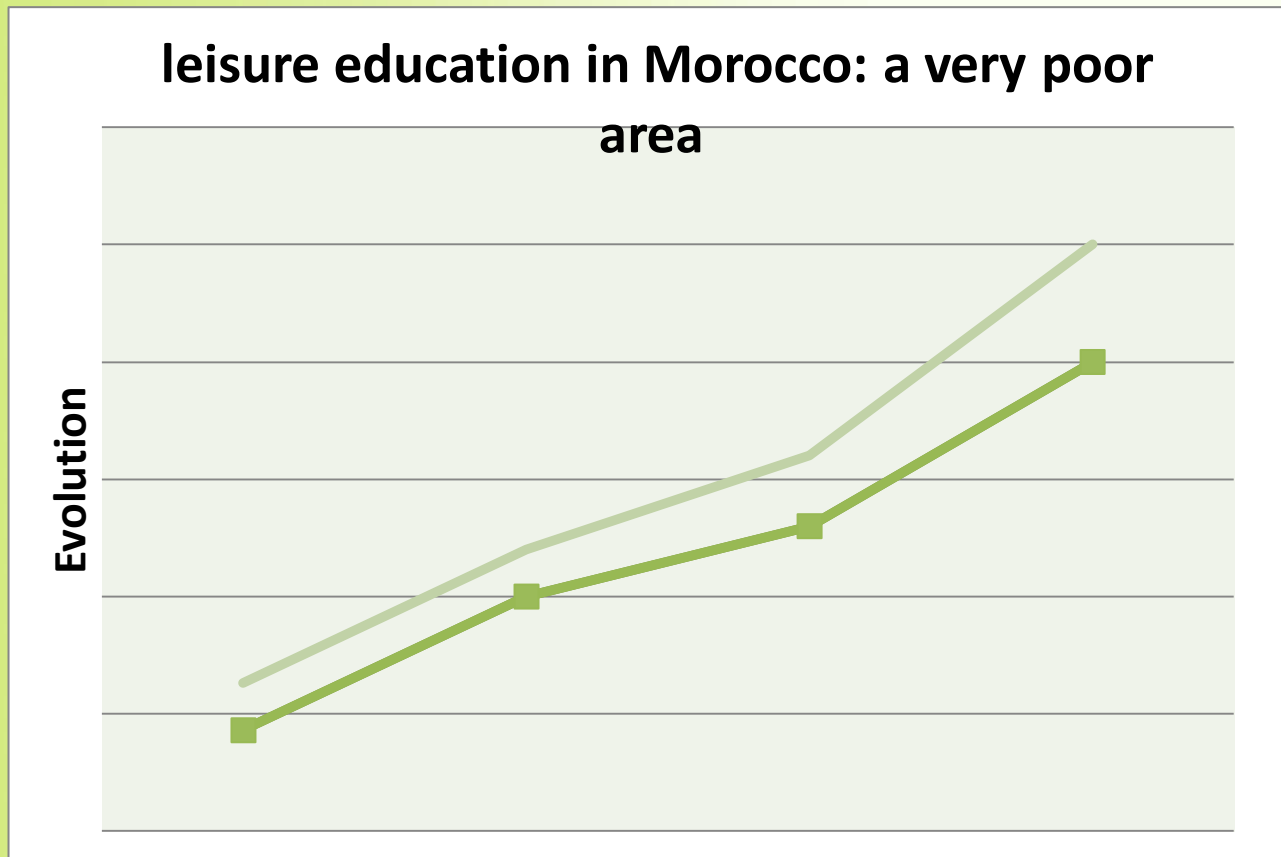
Presented by:

AYACHE Meryeme

Outline

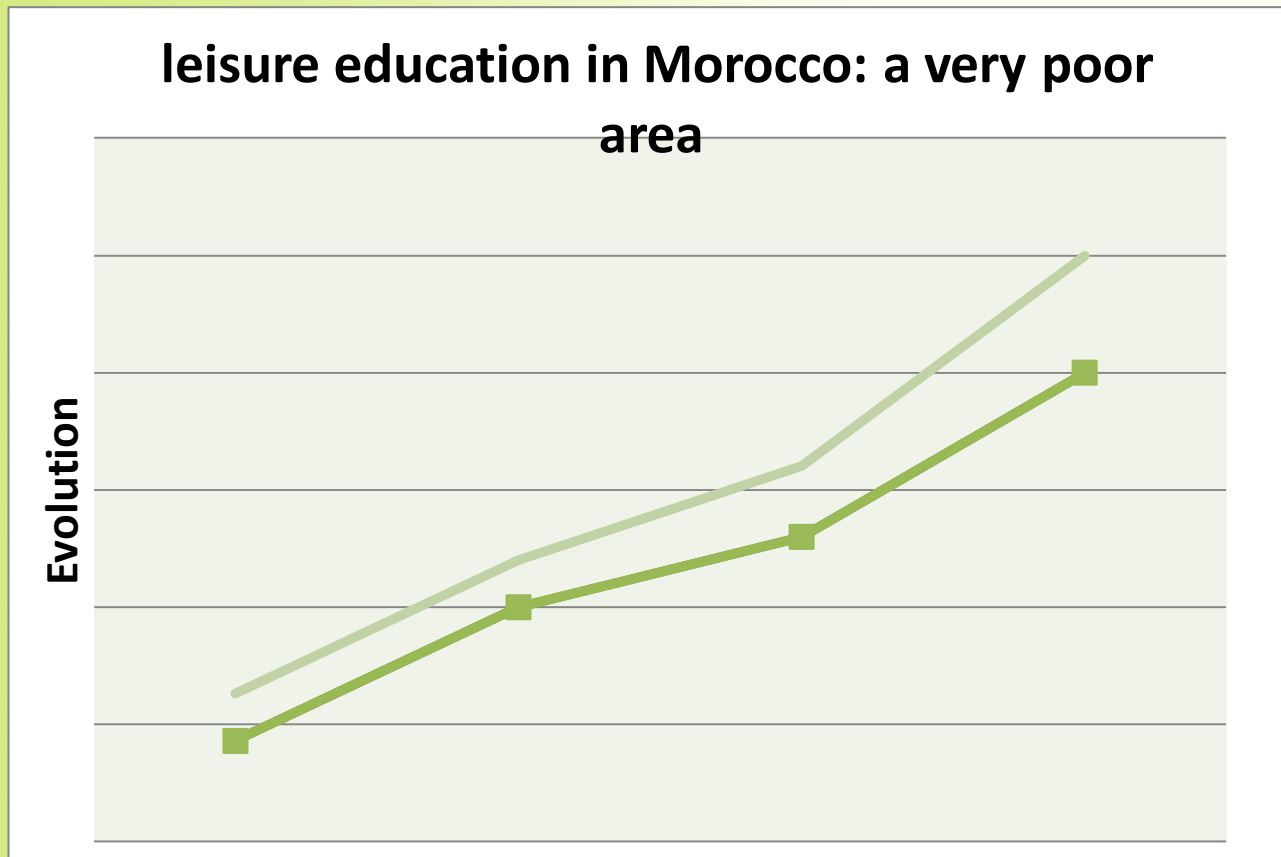
-  **Introduction**
-  **Project's presentation.**
-  **Business Plan**
-  **Technical Plan**
-  **Financial Plan**
-  **Conclusion**

Introduction



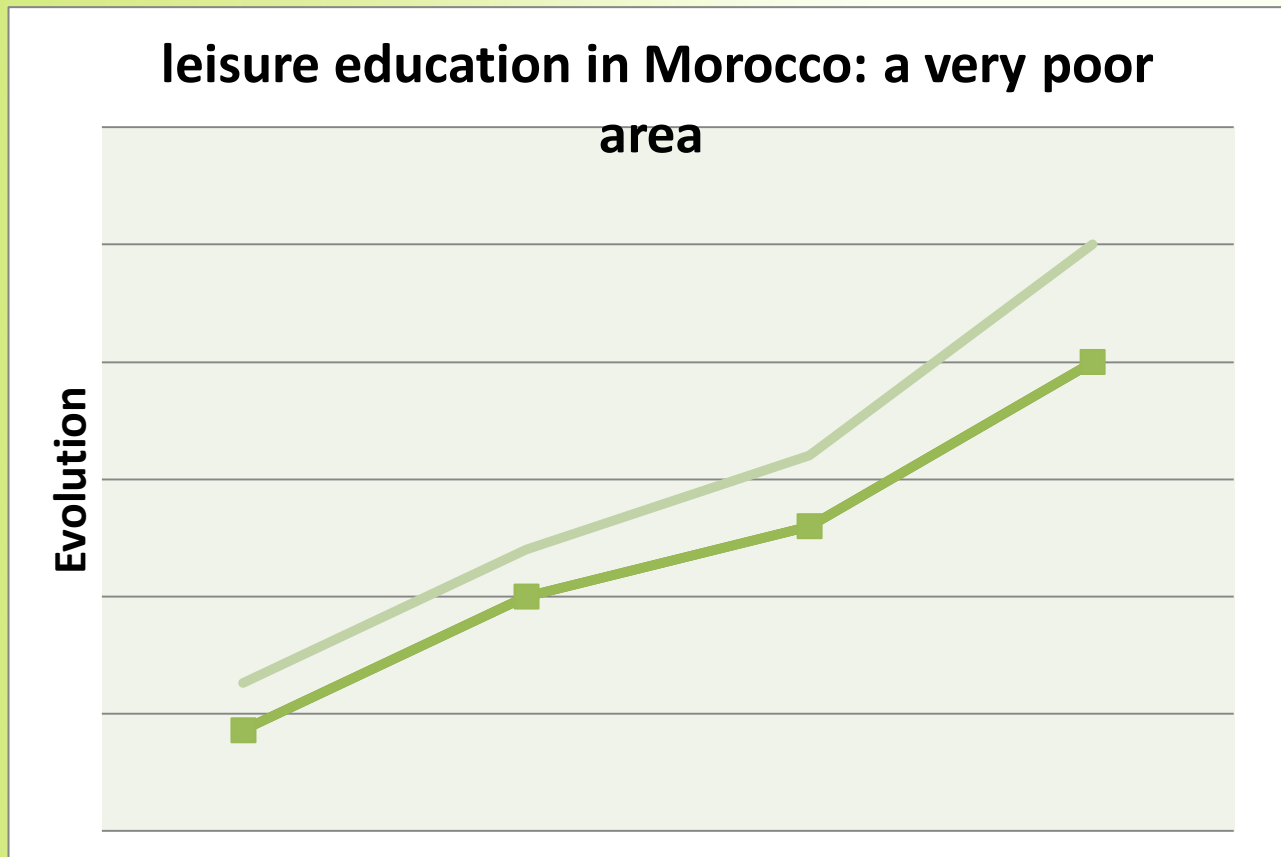
The leisure sector and education sector in Morocco are an outstanding

Introduction



The Moroccan and Arab-Muslim Culture is in real danger with the foreign Entertainment.

Introduction



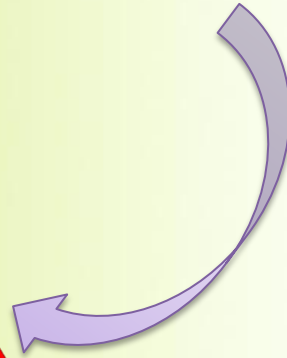
The Education system misleads the children

Introduction

Result



Misled
Students

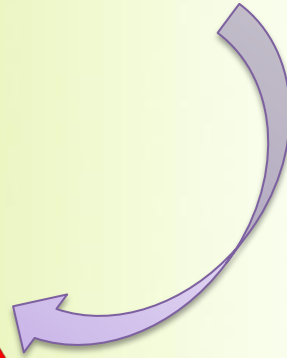


Introduction

Result




Absence of
Future vision



Introduction

Result



Employees
unmotivated,
Unproductive.

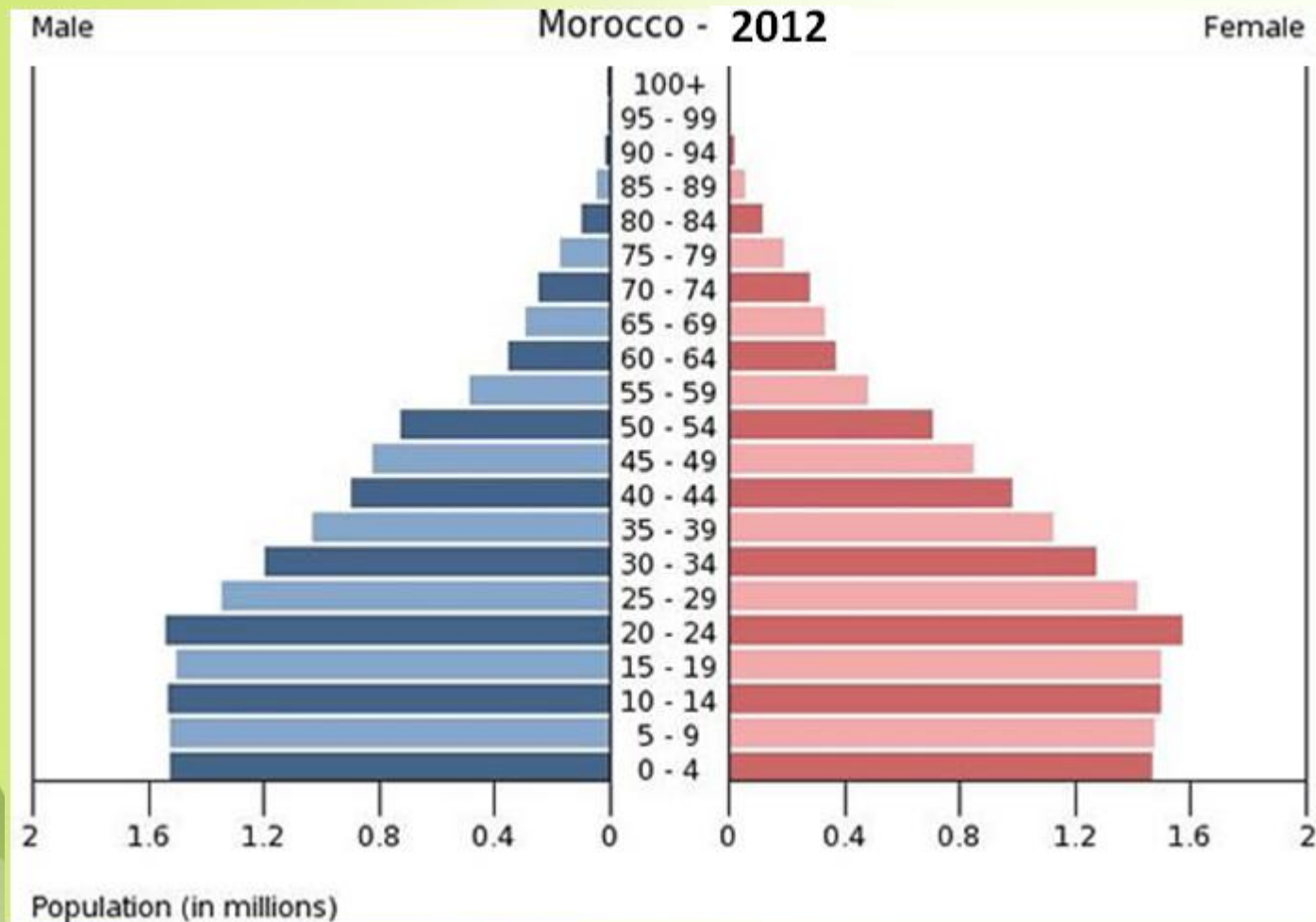
Projet



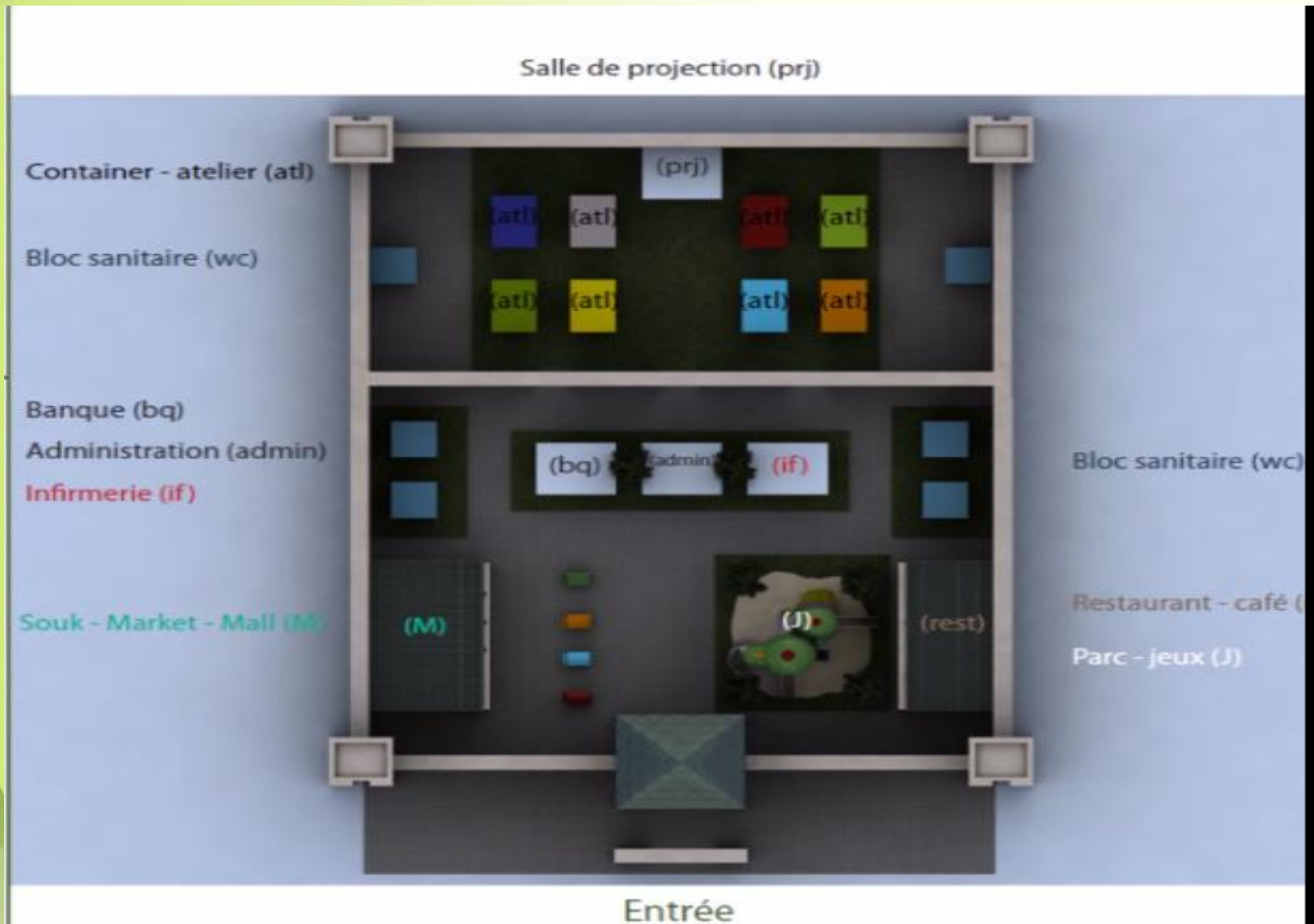
Company's Description File

- Name : Kasbah Kid S.A.R.L
- Description : A mini City for just kids.
- Location : Morocco, Rabat.
- Target : Kids from 2 till 15 years old.
- Sites : workshops, traditional souk.
- Jobs : traditional (artisanal) or moderns.

The demand



Technical Plan



Technical Plan



Technical Plan



Technical Plan



Technical Plan



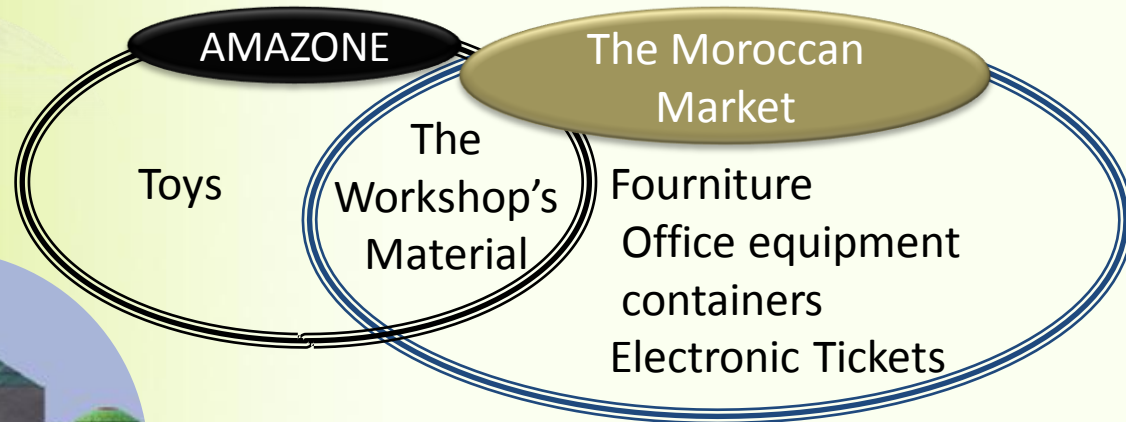
Technical Plan



Technical Plan



- Local
- Architecture
- Employee
- Provider



The Demand

Target Population

- Families in Rabat with one parent is employee. (has job)

80%

- Parents
- adults

20%

- Kids.
- Teenagers.



The Range of repartation for the frequency of private park



17,899% of the population goes to a private park each day

Commercial Plan

The demand

Target Population

- Employee of the Rabat Region :
1 970 425.5

76%

Frequent Parks

65%

Gratis park

11%

Private Park



The Range of repartation for the frequency of private park

29 484.585 visit private parks
Each week

Commercial plan

The Offer

Amusement Parcs in Morocco

- 20 Parks
- Visitors: 29 484.585



Amusement parcs inside Rabat

- 3 parcs
- Visitors : 10 000



Commercial plan

The Offer

Amusement Parcs in Morocco

- 20 Parks
- Visitors: 29 484.585



Amusement parcs outside Rabat

- Public Parcs or Gardens
- Visitors: 19 484,585



Marketing Strategy

Target Population

- Families in Rabat with one parent has job

Sampling

Families whose children have already hobbies

15%

35%

Families whose parents work (have job)

50%

Families whose father works in public sector

Results

Each family that have 2 kids spends 300dh/outdoor Activities

Marketing Strategy



**Kid's ticket
≤ 25DH**



**Activity :
5DH/h**

**Adults' Ticket
≤ 10DH**

Marketing Strategy



Satisfaction price

- **Compromise between 10 and 25 DH**

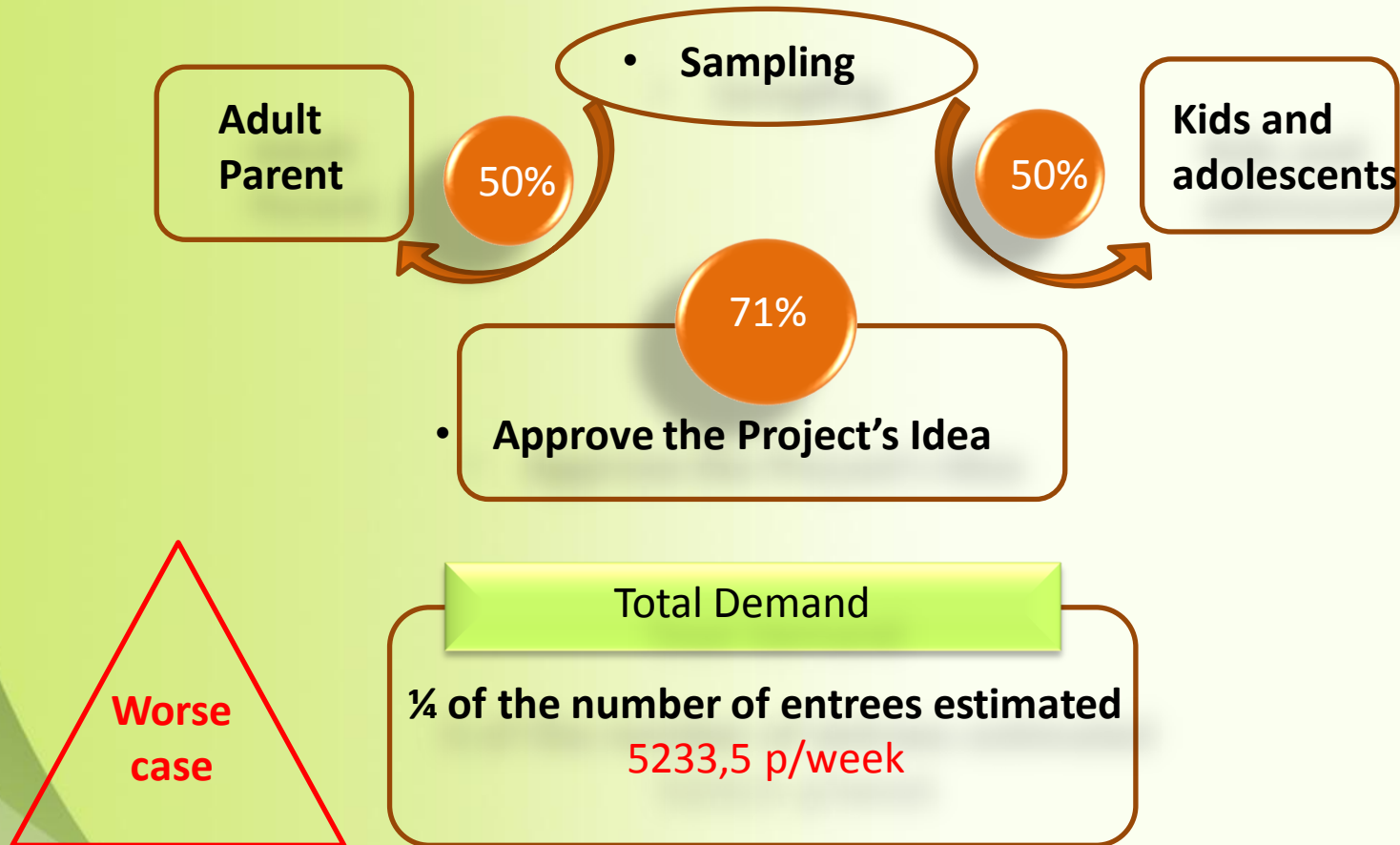
Kid's Motivation

- **Creation of a local currency « kibah ».**
- **In the End of the journey pay the kids for their activity.**
- **Renewal Activities.**
- **Automatic Platform to manage the access.**



Marketing Strategy

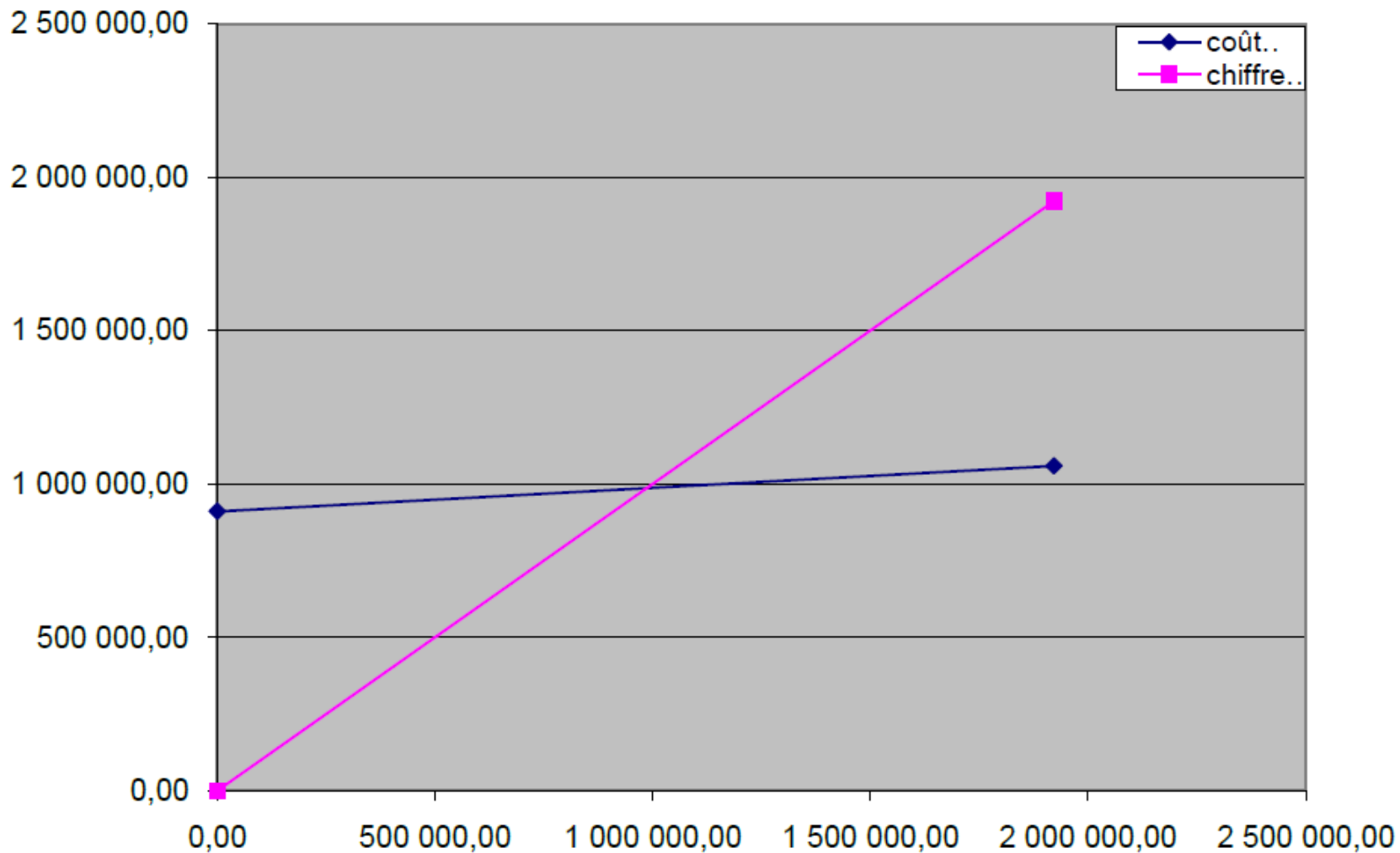
Estimation of the number of Entries





Financial Plan

Turnover of 4 852 140DH.



Conclusion

Ours Objectives

- Provide Children with one or both parents are employed an adequate learning environment.
- Help children to have a vision of their future studies and career.
- Discover the hidden talents of children and well run assist in the sustainable development of our country.

Conclusion

*Thank you for
your attention*

your attention