

## Learning Park



*Done by:*

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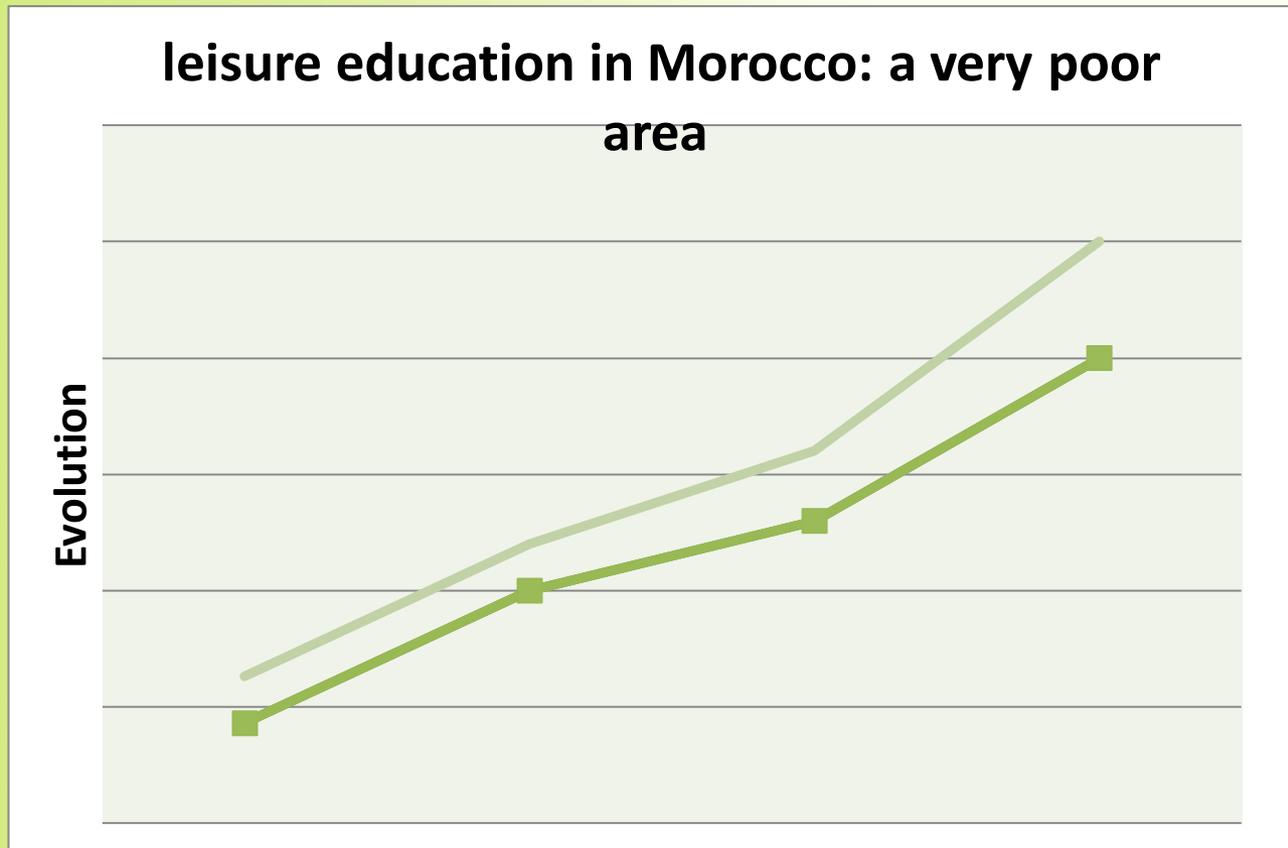
*Presented by:*

*AYACHE Meryeme*

# Outline

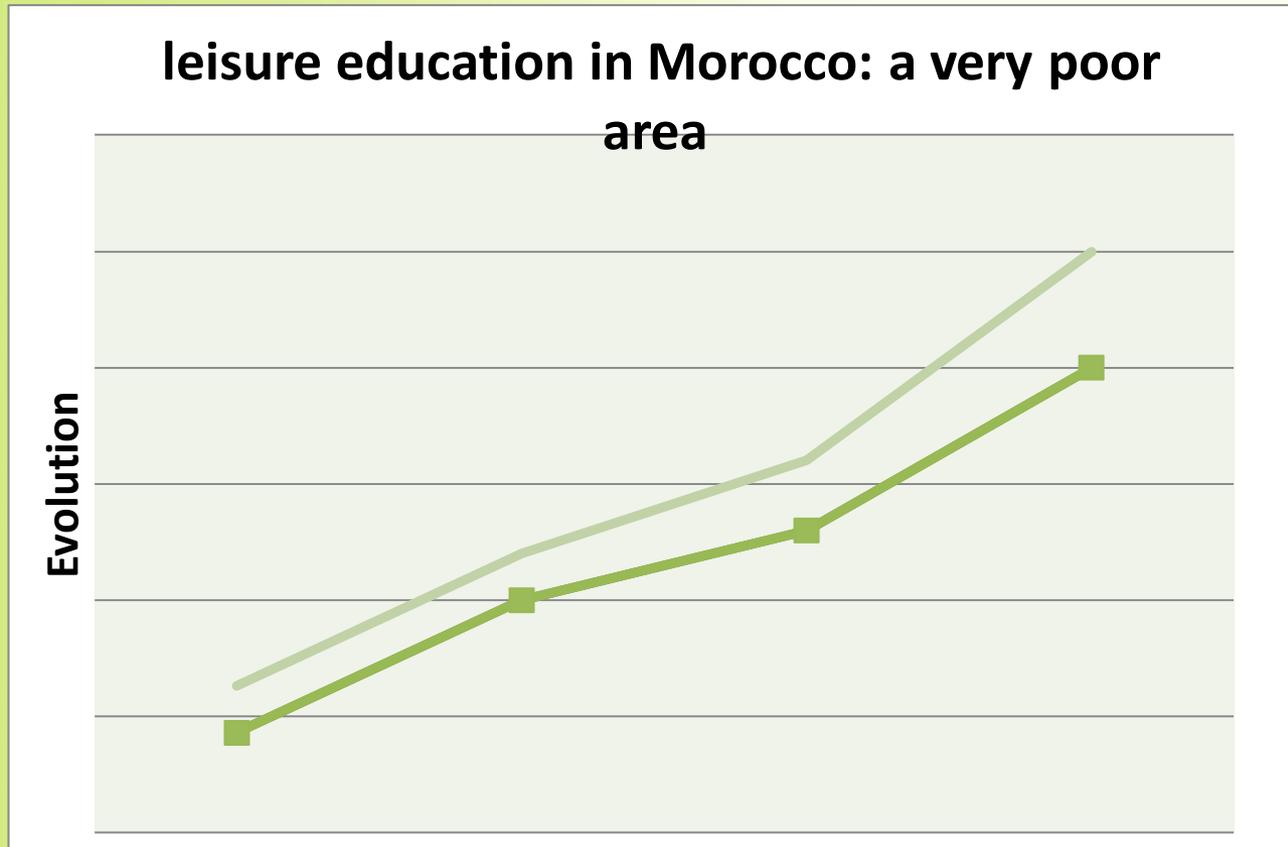
- Introduction**
- Project's presentation.**
- Business Plan**
- Technical Plan**
- Financial Plan**
- Conclusion**

# Introduction



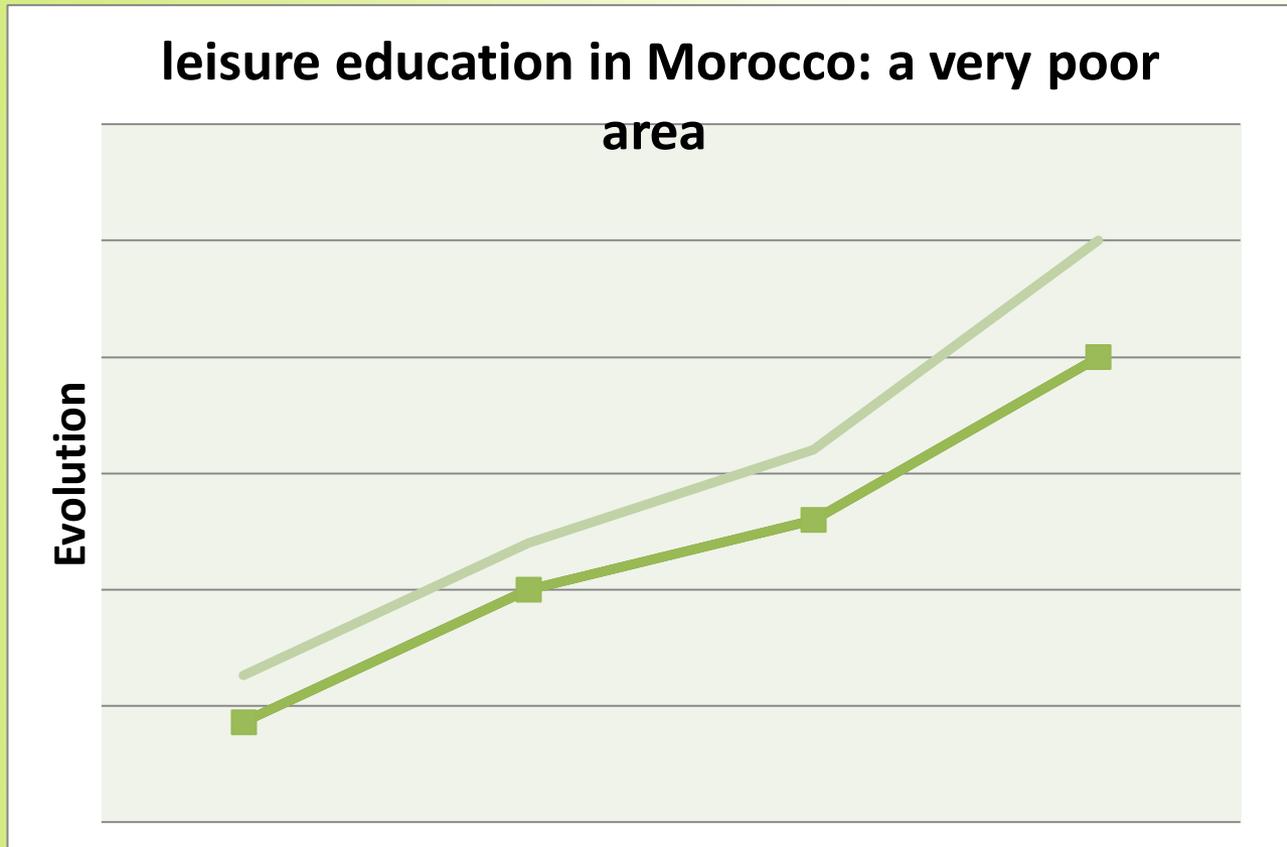
The leisure sector and education sector in Morocco are an outstanding

# Introduction



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

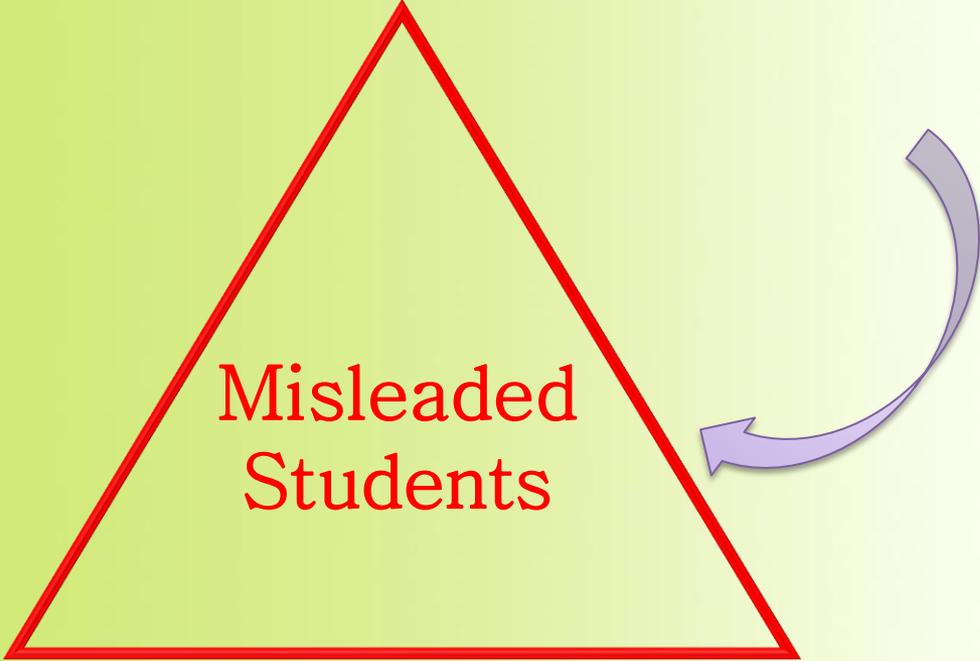
# Introduction



The Education system misleads the children

# Introduction

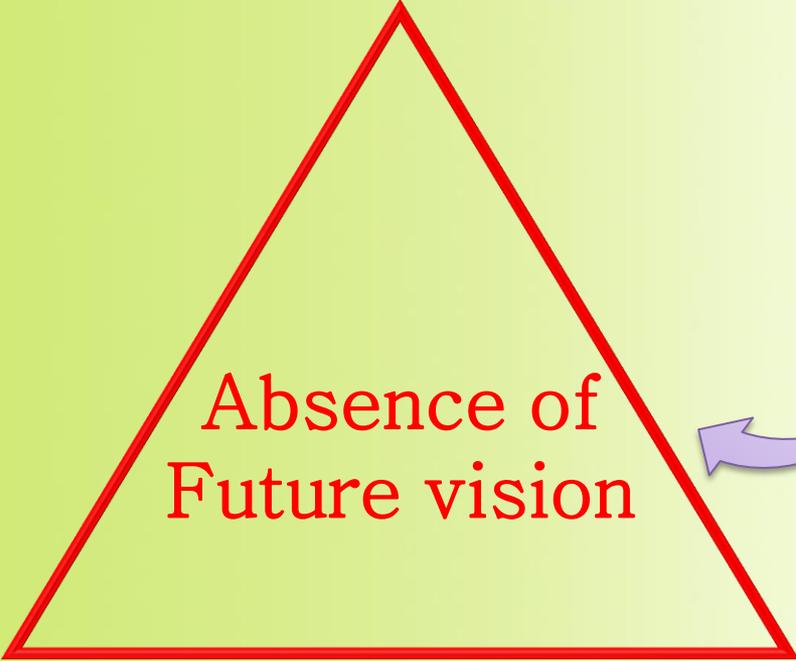
# Result



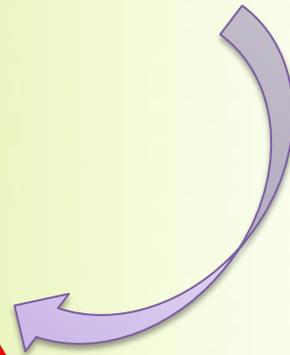
Misled  
Students

# Introduction

# Result



Absence of  
Future vision



## Introduction

## Result



Employees  
unmotivated,  
Unproductive.

## Projet

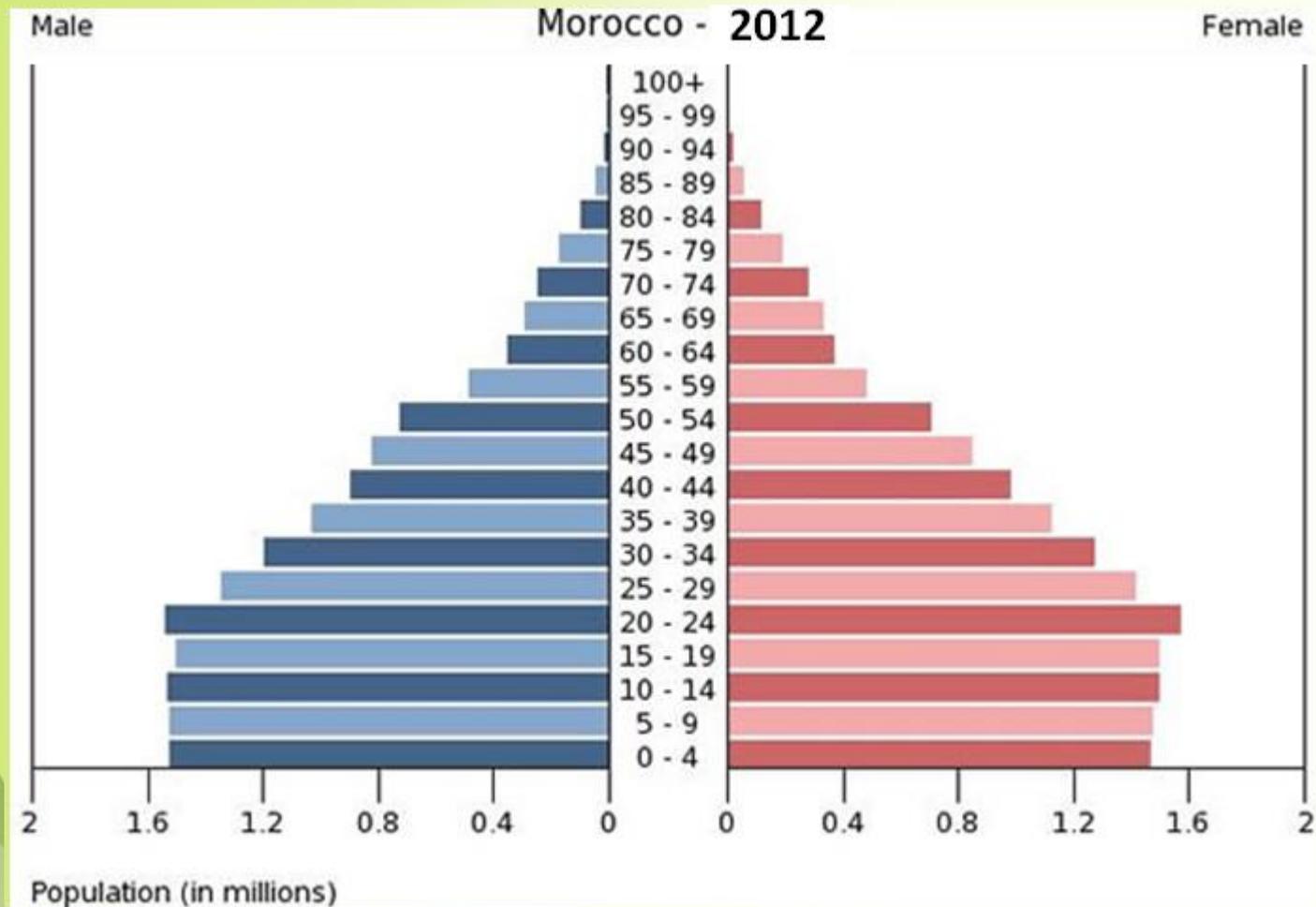


### Company's Description File

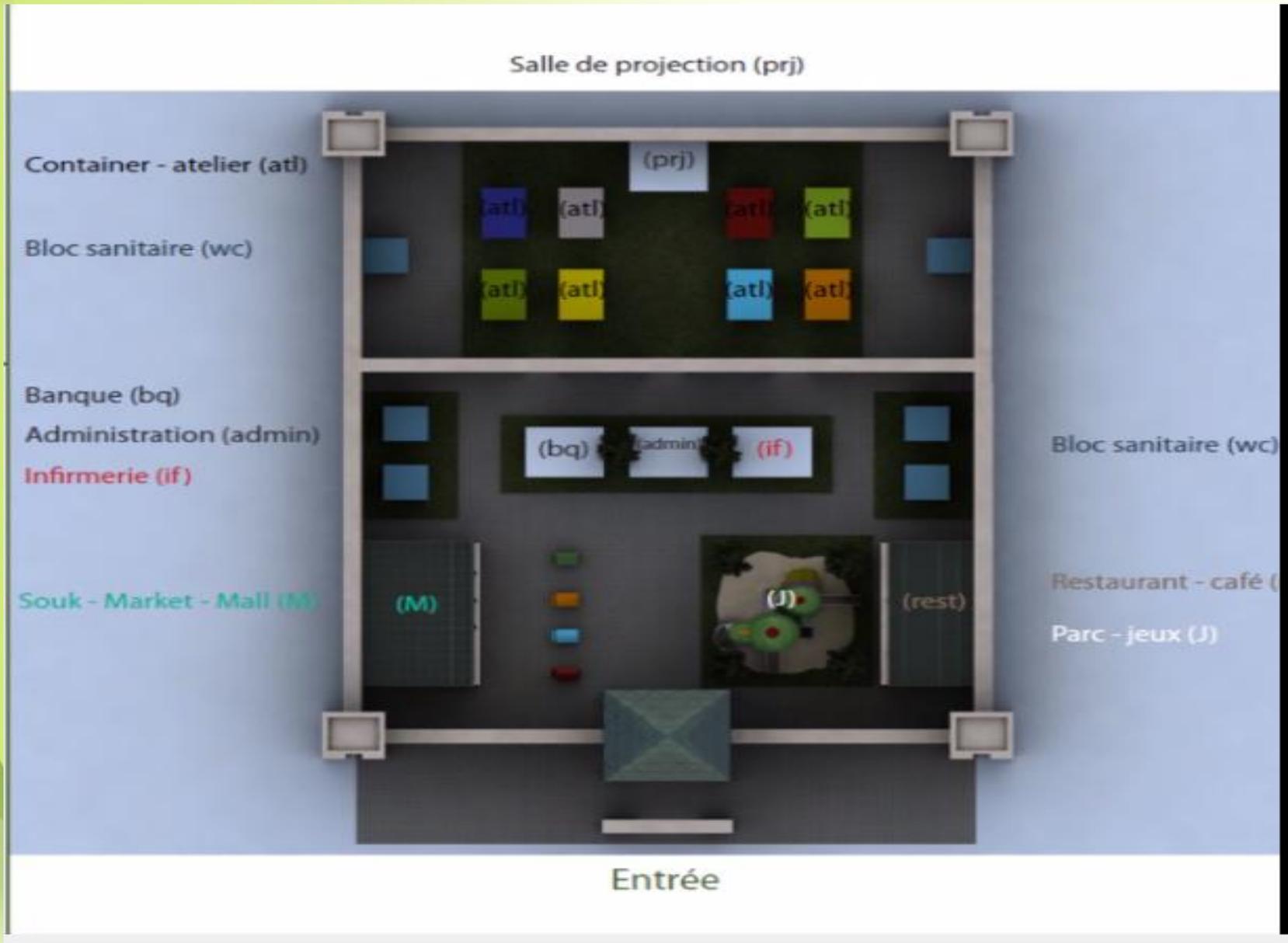
- Name : Kasbah Kid S.A.R.L
- Description : A mini City for just kids.
- Location : Morocco, Rabat.
- Target : Kids from 2 till 15 years old.
- Sites : workshops, traditional souk.
- Jobs : traditional (artisanal) or moderns.

# Commercial Plan

## The demand



# Technical Plan



# Technical Plan



# Technical Plan



# Technical Plan



# Technical Plan



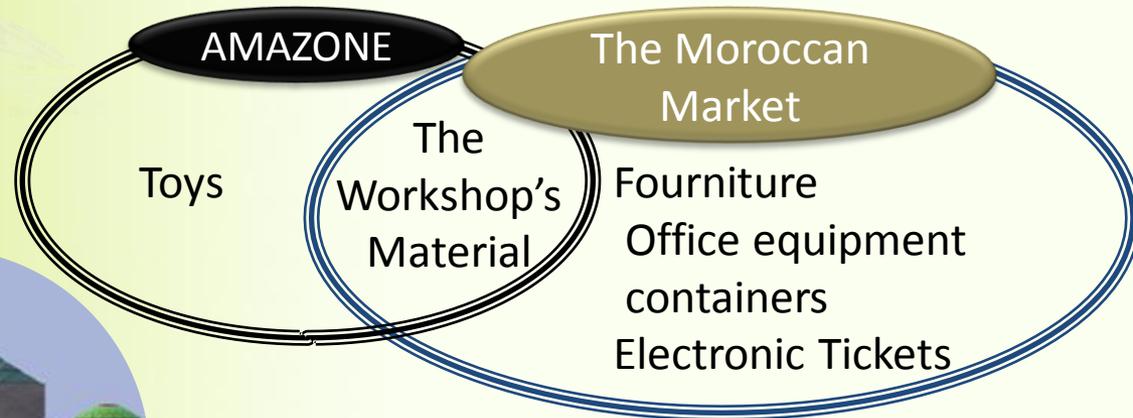
# Technical Plan



# Technical Plan



- Local
- Architecture
- Employee
- Provider



# Commercial Plan

## 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 repartition 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

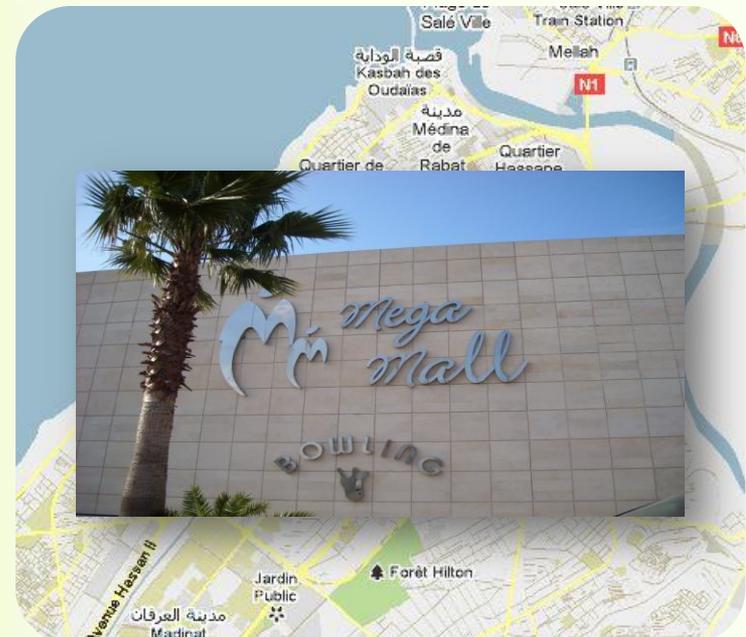
### Amusement Parcs in Morocco

- 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%

50%

Families whose parents work (have job)

Families whose father works in public sector

### Results

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

# Commercial Plan

## Marketing Strategy



**Kid's ticket  
<=25DH**

**Activity :  
5DH/h**

**Adults' Ticket  
<=10DH**



## Marketing Strategy



### Satisfaction price

- **Compromise between 10 and 25 DH**

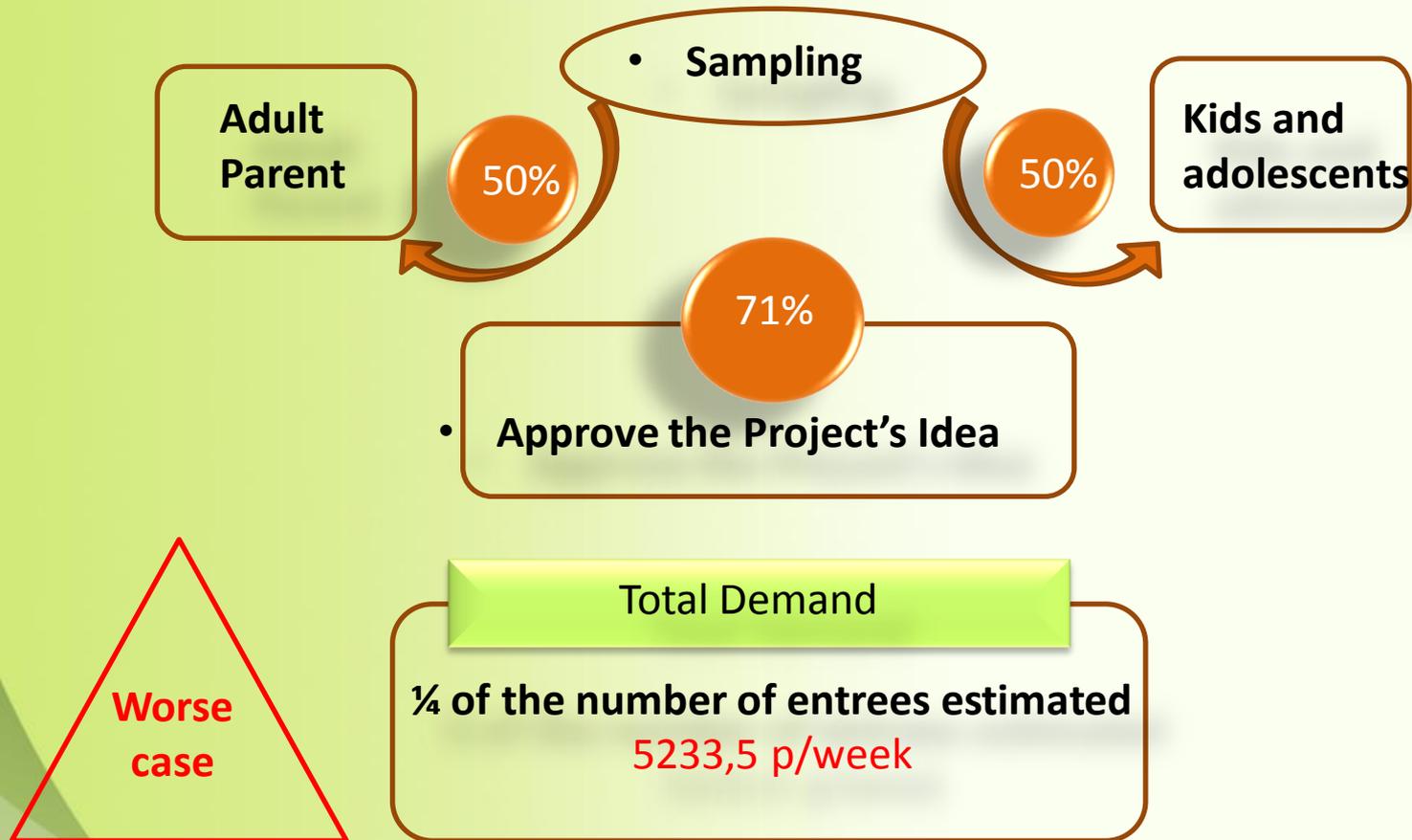
### Kid's Motivation

- **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.**



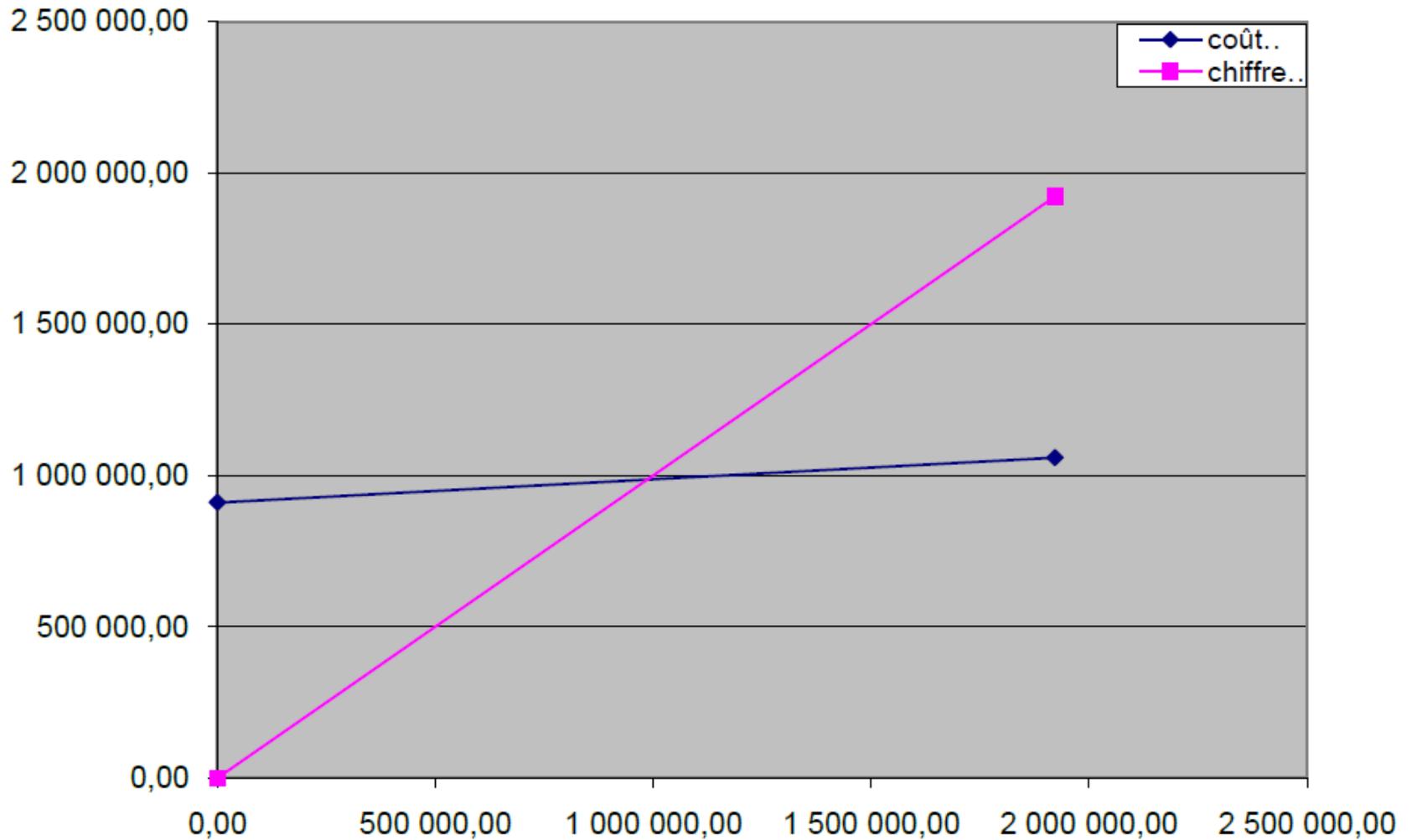
## Marketing Strategy

### 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*