



**CUSTOMERS' AWARENESS AND PERCEPTION  
TOWARDS CHILDCARE CENTER  
AN EXPLORATORY RESEARCH IN KUCHING CITY**

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## **ABSTRACT**

All parents want their kids to be a successful person in future. Now we can see that many Childcare Center provides an excellent program, good accommodation and facilities to attract more customers to send their kids to Childcare Center. Because of that, this study focuses on customers' awareness and perception towards Childcare Center in Kuching City. This study tries to provide in-depth analysis on awareness and perception towards Childcare Center carried out all this while based on feedback given by customers in Kuching City.

This study also tries to provide in-depth analysis on suitable communication strategies and promotional campaign for Childcare Center Industry based on feedback given by customers in Kuching City. Analysis of this study is could be as the guidelines for Childcare Center to improve its accommodation and facilities offered, its services to customers and also its marketing activities and strategies in future. Besides this study is also could be as the guidelines for Department of Social Welfare, which monitor and facilitate the best possible service for the interest and safety of the children.

Lastly, this study is carried out to fulfill the requirements of BACHELOR IN BUSINESS ADMINISTRATION (HONS) MARKETING. FACULTY OF BUSINESS AND MANAGEMENT. MARA UNIVERSITY OF TECHNOLOGY.

## CHAPTER 1

### INTRODUCTION

#### 1.1 Background of study

The need for childcare has become a part of life that we can no longer overlook. We want the best for our children at the most affordable price without any compromise. A Childcare Center is a premise at which four or more children under the age of four years from more than one household are received to be looked after for reward. (The Childcare Center Act 1984).

There are some procedures of Childcare Center include are its location must be 10 meters from the main road, its building must be single detached or semi detached house and the owner of Childcare Center must get twelve persons' signatures of other residential users in such area. Besides Department of Social Welfare, Childcare Center must get approval from Fire and Rescue Department, Land and Survey Department, Health Department and Local Council. The Childcare Center can be classified into two categories, which are Institution Based Childcare Center where there are more than ten children in care and Home Based Childcare Center where there are less than ten children in care.