The Childhood Education Market Strategy and Performance Index-A Case of Kid Castle

Children English School Chain

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ABSTRACT

When the Kid-Castle educational institution marches toward the beginning of the internationalization, it causes joining the coordination and control between the general headquarters and shop allied to organize the scale to expand rapidly, become very urgent. This research department passes Focus way to the Kid-Castle for high-order administrative staff, get customer demand of "Kid-Castle" correlate with satisfaction, etc. firsthand information, in the service items fetched picked will incorporate the quality of serving and launch, will analyze the good and bad situation of customer satisfaction at the same time. Study and probe into analyzing to joining "Kid-Castle" of the chain system of preschool education at present, collect the materials deepening interview, the technology launched through the quality function and then, change the abstract concept into a real project, use to learn the measurement project of the score card of the balance. The empirical result shows: First, construct the surface on the financial affairs, so the financial materials are the business secret, so limit in order to study. Second, in respect to constructing the surface in customer service, with customer satisfaction, stay the striving for rate of index, customer of class rate and index of occupation rate of market. Taste on third, it is in respect to constructing the surface in inside procedure, by customer, business district through, customer complaining rate, and the advertisement promotes the number of times. Fourth, in respect to studying and growing up and constructing the surface, with staff''s education and training, extending rate of staff''s satisfaction, and employee (retaining one''s post rate).

Keywords : Balance Scored ; Quality Deployment