



Securing a new brand of nurseries into the community

Working with a large school owner, Ruskin Education was commissioned to support the organization in moving into the nursery sector with an ambition to open several nurseries under a new brand across the UAE.

Ruskin developed the business plan and strategy for the new nursery project. They completed a full competitor analysis and were involved in finding a suitable management organization to manage the nurseries and both their educational and commercial success on behalf of the owners. Work included research, due diligence and significant background to secure the right operator with the right concept for the new chain.

Working with the owners, Ruskin contributed towards the development of the core value propositions, marketing programme and project management including the setting up of quality measures and systems to support the owner in holding the management company to account and ensuring effective delivery and key performance indicators. Local business development, viewing potential sites and opportunities for acquisitions involved Ruskin Education, building upon their local knowledge of the market and commercial opportunities.

The first of the chain of nurseries is now preparing to open in the autumn 2016 with a clear rationale, concept and value propositions to help mark out its place in the community.

Ruskin Education's strong early years team is now closely involved in a similar venture with a second investor aiming to introduce a new and creative early years brand into the community to fill an ever increasing demand for high quality education and care but with the added value that so many parents pursue.