

This bachelor thesis addresses the impact of external factors on the marketing strategy of a private preschool at the time of its foundation.

The research of the pertinent literature is marked by the theoretical appreciation of the market environment and of the factors that influence the school environment. It is also based on the current state of preschools, the influence exerted by the macro environment and the institutional environment of the school, which is closely linked to the issue and represents an important element for the further steps of the study.

In the empirical section, I perform research that serves as the principal source of information for the creation of the marketing strategy. The objective is to determine whether there exists a specific group of people who would be willing to invest a larger sum of money into preschooling for their children. In the research stage, the needs and interests of parents concerning private preschool services are being reviewed.

Based on the data gathered on the current state of the macro environment and the institutional environment of the school and on the evaluation of the empirical research, a proposal for the marketing strategy is being formulated. The study should prove beneficial for executive staff in the educational sector, including pedagogues who contemplate the establishment of a private preschool facility.