



Happy Dream Kids



HAPPY DREAM KIDS

Rumah Impian started Happy Dream Kids Playgroup and Nursery in Jalan Raya Jogja Solo km 10 no 50 B Kalasan Yogyakarta. The playgroup and nursery serves children from the age of 1 to 6 years old, providing safe, fun, educational and secure services.

The market is very competitive. Currently the five largest child care facilities in Yogyakarta account only for 30% of the market. There are also many smaller locally run and owned facilities. While the largest facilities can host up to 200 children, the smaller have a maximum capacity of 20 children. Only the high income families can provide nursery for their children. The others can only send their children to grandmother or another close families. And as known before, Rumah Impian is very concerned about children education. This will be an initial part of another project of creating friendly education.

Happy Dream Kids concentrate on two different target customers segment. First, is fulltime working couple. This group is growing at a rate 25% and there are over 50 potential customers in a 10 miles radius. The second group of customer are drop in, they use Happy Dream Kids sporadically, whenever the need arises. The surrounding area of Happy Dream Kids is a rapid growing area, with many on going house development projects, creating housing for people from the middle to high class income.

Happy Dream Kids offers child care services for ages 1 until 6 years old. Hours operation are from 08:00 until 16:00 Monday to Friday for the full day nursery, and 08.00 – 10.00

Monday, Wednesday, and Friday for the playgroup class. Since the opening in June 2016, 4 children have enrolled in Happy Dream Kids. 2 children for the playground and full day nursery, and the other 2 enrolled only for the playgroup class.

The programs of Happy Dream Kids are:

- Fun Cooking
- Life Basic Skill & Good Behaviour
- Story Telling
- Simple English
- Motoric Activity
- Medical and Dental Check Up
- Outdoor Activity & Outing
- Happy Song
- Educational Game
- Audio Visual
- Praying Time
- Parents Participation
- Progress Report

At the moment there are three people working full time at the Happy Dream Kids and three volunteers working two days in a week to help with certain activities. Happy Dream Kids is managed by a director, Anna Lee.

OUTDOOR PLAYGROUND FACILITY

Adding to the service already rendered by Happy Dream Kids, we are now building an outdoor playground facility. The outdoor playground facility is a 151 m² area with outdoor educative toys and playing areas, such as a tree house, a sand pit, a small pond, and a garden.

The outdoor playground is important for the children because playgrounds provide crucial and vital opportunities for children to play. There is substantial research showing the clear link between play and brain development, motor-skills, and social capabilities. All learning—emotional, social, motor and cognitive—is accelerated, facilitated, and fueled by the pleasure of play. Playgrounds that promote different types of play are vital for a child’s cognitive, emotional, physical, and social development.

What is play? Play is simply having fun, the spontaneous activity of children. Play encompasses many things—it can be done with the body (running, jumping, dancing); the mind (fantasy play); props (building blocks, pushing a toy); and words (jokes, singing). Play is fueled by curiosity and is driven by it. Play begins simple and grows more complex as the child grows. Playgrounds provide an opportunity for free play. Free play differs from the structured play of recess or organized sports and games. Playground free play allows children to play any way they choose, supported by a wide range of structures and spaces. Free play allows the child to explore according to his or her natural tendencies, and allows them to learn from one another and to interact with a wide range of age groups.

Adding this facility to the Happy Dream Kids Playground and Nursery will increase its value and in turns will attract more families to enroll their children to the Happy Dream Kids, and thus generate more income.

Happy Dream Kids with the help of Rumah Impian have managed to get an area to be used as the location for free, and have cleared the area and made it ready for the facilities to be built. The area is located next to the Happy Dream Kids building.

The Planned budget needed for the Outdoor playground is IDR 94.042.500 which includes Civil works (IDR 52.197.500), Educative Toys (IDR 25.500.000), and Garden (IDR 15,625,000). The detail budget is attached. The building process is estimated to be completed in one month. The EUR 6,000 funding by ICCO/KIA will surely help Happy Dream Kids complete the facility.

The target of Happy Dream Kids is to get at least 10 children enrolled to the playgroup and nursery for the first year, and generate a total income of IDR 20 million per month. With quality service and facilities, we believe that it is not a too optimistic target to achieve.

Yogyakarta, 16th June 2016

Anna Lee

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Some pictures of the Happy Dream Kids.



