**競合園調査表**

記入日：　　　　年　　　月　　　日

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **自園** | **A園** | **B園** | **C園** | **D園** |
| **園名** |  |  |  |  |  |
| **種別** |  |  |  |  |  |
| **園児数** |  |  |  |  |  |
| ０歳 |  |  |  |  |  |
| １～２歳 |  |  |  |  |  |
| ３歳以上 |  |  |  |  |  |
| **ここ数年の**  **園児数の増減** |  |  |  |  |  |
| **通園範囲** |  |  |  |  |  |
| **バス送迎エリア** |  |  |  |  |  |
|  |  |  |  |  |  |
| **ハード面** | | | | | |
| 全体のイメージ |  |  |  |  |  |
| 建物 |  |  |  |  |  |
| 玄関 |  |  |  |  |  |
| 園庭 |  |  |  |  |  |
| 遊具 |  |  |  |  |  |
| 駐車場 |  |  |  |  |  |
| 園周りの看板 |  |  |  |  |  |
| 周辺の看板 |  |  |  |  |  |
| 制服の評判 |  |  |  |  |  |
| 制服の価格 |  |  |  |  |  |
| 送迎バス（有無） |  |  |  |  |  |
| バスの装飾 |  |  |  |  |  |
|  |  |  |  |  |  |

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|  | **自園** | **A園** | **B園** | **C園** | **D園** |
| **ソフト面** | | | | | |
| 園長の評判 |  |  |  |  |  |
| 職員の評判 |  |  |  |  |  |
| 年間行事 |  |  |  |  |  |
| 入園説明会時期 |  |  |  |  |  |
| 入園説明会回数 |  |  |  |  |  |
| 保護者面接 |  |  |  |  |  |
| 保護者負担活動 |  |  |  |  |  |
| 保護者向け行事 |  |  |  |  |  |
|  |  |  |  |  |  |
| **費用** | | | | | |
| 月額料金 |  |  |  |  |  |
| 他負担金 |  |  |  |  |  |
| 入園料 |  |  |  |  |  |
| 給食・弁当 |  |  |  |  |  |
|  |  |  |  |  |  |
| **広報活動** | | | | | |
| 入園案内 |  |  |  |  |  |
| チラシ |  |  |  |  |  |
| ポスター |  |  |  |  |  |
| ＨＰの評判 |  |  |  |  |  |
| ＨＰの更新頻度 |  |  |  |  |  |
|  |  |  |  |  |  |
| 良い評判 |  |  |  |  |  |
| 悪い評判 |  |  |  |  |  |
| 自園に勝る点 |  |  |  |  |  |
| 自園に劣る点 |  |  |  |  |  |

園名：