



Case Study - Heyawa Nursery

Teddy Sports Preschool

How Heyawa Nursery Differentiated in a Competitive Market with Teddy Sports Preschool

In today's competitive early-years education market, standing out requires more than a beautiful facility or a traditional curriculum. For Heyawa Nursery, a premium preschool in Sheikh Zayed serving children aged 1.5 to 5 years, differentiation meant finding a way to offer something truly unique while remaining aligned with their core educational philosophy. Heyawa Nursery has always focused on creating a nurturing environment that supports children's social, emotional, and academic development through play-based learning. Their mission is to raise confident, well-balanced children who develop the skills needed for lifelong success.

However, the leadership team recognised that the premium nursery sector in Cairo had become increasingly competitive. Many nurseries were offering similar academic programmes, and parents were beginning to look for additional value in their child's early education.

The Challenge: Standing Out in a Premium Market

Before partnering with Teddy Sports PreSchool (TSPS), Heyawa Nursery already had a strong reputation, experienced teachers, and excellent facilities, including attractive outdoor play spaces. Despite these strengths, they recognised a challenge shared by many premium nurseries: how to differentiate meaningfully from competitors offering similar programmes.

The leadership team wanted to introduce something innovative that would strengthen their educational offering while enhancing their brand positioning.

Their solution was to incorporate structured sports and physical development into their early years curriculum - an area that was often underdeveloped in traditional preschool programmes.



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The Solution: Introducing Teddy Sports PreSchool

Heyawa Nursery partnered with Teddy Sports PreSchool to integrate a structured sports programme into their daily curriculum, beginning with children as young as two years old. This approach aligned perfectly with the nursery's philosophy of developing well-rounded children. The programme focuses on building gross motor skills, confidence, teamwork, and social development through structured, age-appropriate sports activities. Unlike the occasional sports sessions they had previously offered, TSPS introduced daily structured sports activities supported by professional methodology and resources. The implementation process was straightforward, and staff responded very positively to the programme. Teachers quickly saw how engaging and beneficial the sessions were for the children. While the nursery initially had to adjust daily schedules and explain the new programme to parents - including introducing sports uniforms and a revised fee structure - these challenges quickly disappeared once parents began to see the results.

The Impact: Happier, More Confident Children

Since introducing Teddy Sports PreSchool, the nursery has observed significant improvements in children's physical development and overall engagement. Children demonstrate better balance, coordination, and motor skills, while also becoming more confident in trying new activities and participating in group challenges. Structured sports sessions have also helped children develop stronger listening skills, focus, and self-discipline. Team activities encourage cooperation, communication, and teamwork - skills that benefit children both in the classroom and beyond. Parents have been extremely positive about the programme. Many report that their children are more active, enthusiastic about school, and developing healthy habits from an early age.



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The Business Impact: Stronger Brand and Increased Enrolment

Beyond the educational benefits, the partnership has also delivered strong commercial results. By offering a structured sports curriculum alongside academic learning, Heyawa Nursery has successfully positioned itself as a more innovative and premium early-education provider. The results have been tangible. Since implementing the programme, the nursery has experienced a 20% increase in enrolments, along with increased interest from families seeking a modern and dynamic preschool experience.

A Core Pillar of the Nursery's Identity

For Heyawa Nursery, Teddy Sports PreSchool is not simply an add-on activity. It has become a core pillar of the nursery's identity, shaping their educational approach and strengthening their market position. The partnership has reinforced the importance of integrating physical development into early education and demonstrated how structured sports can significantly enhance children's confidence, social development, and wellbeing.



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Advice to Other Nursery Owners

According to the leadership team at Heyawa Nursery, innovation is essential in today's early-years market.

Parents increasingly expect nurseries to offer more than facilities and basic academics. They are looking for programmes that provide meaningful developmental value and help their children build essential life skills.

Their advice to other nursery owners considering the Teddy Sports PreSchool model is simple:

Investing in structured programmes like TSPS is not only an investment in children's development - it is also an investment in the long-term growth and differentiation of the nursery itself.



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