

[Company's Name]



[Company Name]

[Address]

[City, State, Zip]

[Website: <https://www.URL>]

[Name of Owner or Contact], [Title]

[Phone]

[Email]



Contents

- Business Plan Confidentiality Agreement 3
- Executive Summary 4
 - Purpose 4
 - Introduction 4
 - Problem/Need 4
 - Solution 4
 - The Market Size 5
 - Competitive Advantages..... 5
 - Ownership & Management..... 5
 - Funding 6
- Company Structure..... 7
 - Overview 7
 - Mission 7
 - Vision..... 7
 - Founded 7
 - Legal Structure..... 7
 - Ownership 7
 - Location..... 7
 - Hours of operation 7
- Company Summary 8
 - Company Description 8
 - Products & Services 9
 - Programs..... 9
 - Rates 10
 - Images..... 11
 - Revenue and Profitability..... 12
 - Goals 13
 - Milestones 13
 - Keys to Success 13
- Competition & Competitive Advantages..... 14
 - Competition 14
 - Competitive Advantages..... 14
- Management Summary..... 15
 - Management / Key Roles 15
 - [Name, Title]..... 15
 - [Name, Title]..... 15
 - [Name, Title]..... 15
 - Management Summary 15



- Personnel Plan..... 16
- The Market Size & Trends18
 - Local Demographics 20
 - Target Market..... 23
- Marketing Strategy24
 - Marketing 24
 - Web Plan..... 24
 - Sales Strategy..... 25
 - Positioning..... 25
 - Pricing 25
- SWOT Analysis (*optional*)26
 - Strengths..... 26
 - Weaknesses 26
 - Opportunities..... 26
 - Threats 26
- Funding27
 - Funding 27
 - Use of Funds/Costs 27
 - Exit 28
- Conclusion29
- Appendix30
 - Financial Plan* 30
 - State Licensing Requirements* 30
 - Other* 30

(Note: right click on the Table of Contents to auto update contents of the table)



Business Plan Confidentiality Agreement

The undersigned reader of **[Company's Name]** Business Plan hereby acknowledges that the information provided is completely confidential and therefore the reader agrees not to disclose anything found in the business plan without the express written consent of **[Business Owner's Name(s)]**.

It is also acknowledged by the reader that the information to be furnished in this business plan is in all aspects confidential in nature, other than information that is in the public domain through other means and that any disclosure or use of the same by the reader may cause serious harm and or damage to **[Company Name]**.

Upon request this business plan document will be immediately returned to **[Business Owner's Name(s)]**.

Signature

Name (typed or printed)

Date

This business plan does not imply an offering of securities.



Executive Summary

(Note: The executive summary is a mini version of the plan and can be somewhat repetitive. You can do this section last.)

Purpose

The purpose of this business plan is to ____ (i.e. start-up, expand, re-brand, etc.) the [type of daycare] daycare center while showcasing the expected operations over the next three to five years.

Introduction

[Company Name] (Also referred to as “The Company”) is a [start-up or existing] [type of daycare, traditional, in-home, au pair, preschool, nanny services, before school, afterschool, etc.] day care. The types of services ____ (i.e. full-time, part-time, after school, camps, summer, etc.) will appeal to a diverse range of customers. The establishment is located in [City, State]. The outlook for the future of [City] is promising. (Note: If the daycare is a franchise or has multiple locations mention that as well.)

(If a start-up add: The daycare center will launch on ____ 202_.) The daycare center will be open ____ days a week.

The daycare center offers _____.

(Example: a variety of educational programs and after school service options. This is a good place to mention anything special such as, *the daycare center offers potty training, meals, tutoring, and after school programs etc.*)

Problem/Need

(Example 1: There are no full-service day cares in the area that provide _____ (i.e. safe, fun, great teaching atmosphere, convenient hours of operation.)

(Example 2: The area is in need of a warm and friendly daycare with excellent teachers and a place where parents feel comfortable leaving their children while they go to work.)

Solution

The daycare center will solve this problem/need by _____.

(Example 1: The daycare center will solve this problem by opening up a daycare center that will focus on single parents, dual-income parents, working parents, etc. that live or work in the area.)

(Example 2: [the Company] daycare center will feature a wide range of educational programs, healthy snacks, friendly staff, and convenient hours of operation.



The Market Size

(In this section search online for a few statistics that show the industry size.)

(**Example 1:** taken from <https://www.statista.com/forecasts/311205/child-day-care-services-revenue-in-the-us>:¹

Daycare Center Industry Facts at a Glance *(always adds a source or footnote)*

The US child day-care industry is one of the largest in the world, owing mainly to the prevalence of a culture where both parents choose to pursue a career. Cumulatively, the industry is estimated to value as much as **235 billion U.S. dollars** during 2019-2023. It is also no surprise that child-care is one of the **biggest items** in families' monthly budgets, according to a 2017 study by Child Care Aware of America. As such, the annual average spending on day-care centers has been on the rise, having surpassed **10,000 U.S. dollars** per household as of 2018.

Competitive Advantages

[Company Name] will have several competitive advantages including:

(**Example: pick 3-5 things such as the examples below**)

- *Location*
- *Educational Programs*
- *Healthy Snacks*
- *Friendly and Talented Staff*
- *Convenience Hours of Operation*
- *Affordable*

Ownership & Management

The management team is comprised of individuals whose backgrounds consist of ____ years' experience in the daycare, childcare, educational, or related industries.

(Biography, experience, or resume will go below in the plan; here just mention the owner(s)/manager(s) name and title, with a few sentences about experience)

[Name, Title] - [Experience]

[Name, Title] - [Experience]

[Name, Title] - [Experience]

(**Example: Joan Smith, CEO:** Joan has 15 year of experience in this Industry. She has successfully launched several start-ups that were later sold for profits.

¹<https://www.statista.com/forecasts/311205/child-day-care-services-revenue-in-the-us>



Funding

[\$Amount] of funding is needed over the next year for **[Insert uses here]**. (*Example: renovations, furniture, kitchen equipment, food, & daycare center supplies, legal fees, working capital, marketing, and personnel.*)

OR

[No funding is needed at this time. The owners have provided the company with sufficient capital.]

Continue reading the business plan below.





Company Structure

Overview

Mission

[Insert Mission Statement here]

(Example 1) - The company's mission is to provide top notch child care services to our clients and their children.

(Example 2) - [Company Name] will pride itself on being a place of learning, development, and safety for child care age children. The company's mission is to provide the best child care services in the area.

Vision

[Insert Vision Statement here (optional)]

(Example) [Company Name] will be known as the best place to children when seeking daycare needs, because of our educational programs, friendly educational staff, and the love of teaching your little ones.

Founded

[Month, Year]

Legal Structure

The legal structure of the [Company Name] is a _____.
(Examples below)

- *Limited Liability Company (LLC)*
- *Corporation*
- *Partnership*
- *Nonprofit*
- *To be determined / Pending*

Ownership

[Owner's Name: xx%].

[Owner's Name: xx%].

Location

[Address]

Hours of operation

[Insert days and Hours of Operation. *i.e.* Monday – Friday 6:00 am 8:00 pm closed Saturday & Sunday]



Company Summary

Company Description

[Company Name] offers _____.

(**Example:** This is a good place to mention anything special such as, *the daycare center offers educational learning programs, convenient hours for dropping off children, low teacher to student ratios, and healthy snacks.*)

(**Another example:** ABC Daycare center is dedicated to providing a fun, safe, and great learning atmosphere for children ages 0-12.)

[Company Name] will focus on _____ (*i.e. single parents/double income parents etc.*) [Company Name] will provide a _____ (*i.e. friendly, safe, fun, educational focus etc.*) atmosphere with the _____ (*i.e. child, parent, siblings etc.*) being included in the learning process. The Company goal is to have _____ (*i.e. wide, multiple, not a one size fit, etc.*) leaning approach. (*See example of educational programs below*)

[Company Name] will have _____ (i.e. toys, games, educational material) that will provide the children an atmosphere that is _____ (i.e. friendly, safe, comfortable, etc.)

The Company will hire an educational staff that has a strong background in teaching, nurturing, and organizational skills. They will have had years of experience working in a daycare setting and know what is expected of them in their individual role.





Products & Services

The daycare center will provide the following products and services:

- [insert]
- [insert]
- [insert]

Explain what products services you will be providing: i.e.

- *Learning Programs*
- *Highly Interactive Programs*
- *Play*
- *Art*
- *Motor Skills Training*
- *Transportation*
- *After School Tutoring*
- *Social Skills training*
- *Special Themed days*
- *Potty Training*

Programs

The educational programs will be focus on different _____. (I.e. age groups, learning abilities, and development goals, etc.) There will be multiple child care plans that will be include _____ (I.e. potty training, meals, snacks, and the age of the child.) for an additional cost. Prices will be _____ (i.e. competitive with other day care centers in the area). However, it is the strategy of **[Company Name]** to provide a higher level of service than its competitors, through its convenient hours of operation, educational programs and after school programs that will be offered.

Here is an example of the Companies Educational Programs:

[Here is where you put your educational programs, written or visual]

Our principles and content areas include:

- *English Language Arts*
- *Mathematics*
- *Approaches to Learning and Science (STEM)*
- *Social/Emotional and Social Studies*
- *Creative Arts*
- *Physical/Health and Safety*



Rates
(Example)

Child Care	Weekly	Daily
Infant	\$265	\$63
Toddler	\$260	\$60
Preschool	\$220	\$58
Pre-K	\$210	\$53
School Aged Care	Weekly	Daily
Before & After Care with Bussing	\$120	\$35
Care with One Way Bussing	\$80	\$20
Half Day - In addition to bus fee		\$25
Full Day		\$50

Full Time Rates (Example)

Full Time Rates based upon a maximum of nine hours a day and time your child departs from day care:

- *3:00 p.m. departure \$135.00 per week*
- *3:15 p.m. departure \$140.00 per week*
- *3:30 p.m. departure \$145.00 per week*
- *3:45 p.m. departure \$150.00 per week*
- *4:00 p.m. departure \$155.00 per week*
- *4:15 p.m. departure \$160.00 per week*
- *4:30 p.m. departure \$165.00 per week*
- *4:45 p.m. departure \$170.00 per week*
- *5:00 p.m. departure \$175.00 per week*
- *5:15 p.m. departure \$180.00 per week*
- *5:30 p.m. departure \$185.00 per week*
- *5:45 p.m. departure \$190.00 per week*
- *6:00 p.m. departure \$195.00 per week*

There is a different rate structure for part time. Part time is a minimum of three full working days per week. The Center (does/does not) provide drop-in care. The Center (does/does not) not offer half day rates.





Part Time Rates (Example)

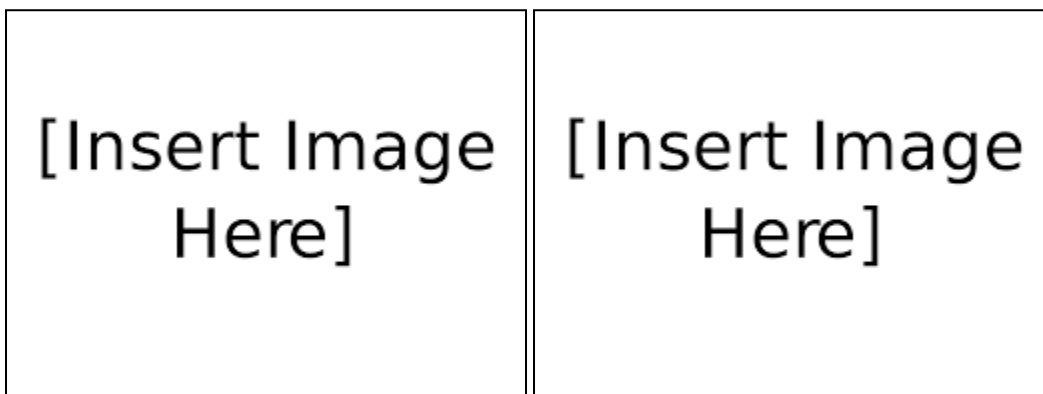
- 3:00 p.m. departure \$33.00 per day
- 3:15 p.m. departure \$34.00 per day
- 3:30 p.m. departure \$35.00 per day
- 3:45 p.m. departure \$36.00 per day
- 4:00 p.m. departure \$37.00 per day
- 4:15 p.m. departure \$38.00 per day
- 4:30 p.m. departure \$39.00 per day
- 4:45 p.m. departure \$40.00 per day
- 5:00 p.m. departure \$41.00 per day
- 5:15 p.m. departure \$42.00 per day
- 5:30 p.m. departure \$43.00 per day
- 5:45 p.m. departure \$44.00 per day

Additional hours beyond nine hours per day billed at \$X.00 per hour.

Overtime must be pre-arranged and approved.

Images

[Inset any additional images here of the establishment or food]





Revenue and Profitability

[Explain how you will make money with the business.]

The daycare center will make money from _____.

(**Example:** The daycare center will make money from the tuition payments, enrollment fees, government programs; drop-in rates, and adding after school programs. Prices will be competitive with other daycares centers in the area.)

Pricing

The day care center will be able to accommodate _____ children.

The goal of the daycare is to have **[number of children]** with a monthly tuition fee of **[Estimated average tuition fees and enrollment fees]** over the next 12 months, which will result in estimated revenue of **[Estimated revenue the next 12 months]**.

(I.e. The goal of the daycare is to have 30 children per week with an average tuition of (\$300.00 plus a \$50 enrollment fee) per week over the next 12 months, which will result in estimated revenue of \$468,000.)



Goals

[Company Name] has established goals in order to fulfill its objective of operating and growing this business establishment:

(Examples)

- *Increase Enrollment*
- *Keep Cost Down*
- *Develop New & Exciting After School Programs*
- *Offer Summer Camps*
- *Open another location by year 3*

Milestones

[Company Name] expects to achieve the following milestones:

Date	Milestone
[Date 1]	Finalize lease agreement
[Date 2]	Design and build out [Company Name]
[Date 3]	Hire and train initial staff
[Date 4]	Launch [Company Name]
[Date 6]	Reach Sales goal of \$ _____

Keys to Success

- The unique and innovative atmosphere will differentiate us from the competition. The daycare center will stand out from the other day cares in the area because of the _____ (i.e. programs and quality staff).
- The programs will appeal to a wide and varied client base.
- Controlling costs at all times.



Competition & Competitive Advantages

Competition

Competition in the local area is _____ (I.e. somewhat sparse) and does not provide _____ (I.e. nearly the same level of quality and clients are looking for a high quality daycare for their children). They desire a unique, high-quality experience.

[Company Name] faces competition from the following companies:

- (Competition name) – Brief description.
- (Competition name) – Brief description.
- (Competition name) – Brief description.

(**Example:** ABC Day Care - website - location - Offers daycare services in the local area; however, they do not offer extra programs for all ages of children.)

Competitive Advantages

The **[Company Name]** competitive advantage is _____ (I.e. high-quality program, experienced child care teachers, the environment, the management, and safe surroundings.)

OR

[Company Name] will have several competitive advantages including:

(**Example:** pick 3-5 things such as the examples below)

- Location
- Quality Programs
- Friendly staff
- More variety of healthy food options
- Convenient hours of operation





Management Summary

The daycare center will be owned by **[Insert Owners name(s) here]**.

Management / Key Roles

[Name, Title] - [Experience, biography, or resume]

Role: **[Name]** will be responsible for _____. (*I.e. operations, marketing, art, etc.*)

[Name] is a **[title]** who has _____ -years of experience of working in _____.

[Name] is good at _____, _____, and _____. (*I.e. communicating, leading, training, etc.*)

Other:

***[Name]** graduated from the _____ University with a Bachelor's degree in _____.*

***[Name]** has experience as _____.*

***[Name]** delivers _____.*

***[Name]** is in charge of _____.*

***[Name]** led the _____.*

[Name, Title] - [Experience, biography, or resume]

Role: **[Name]** will be responsible for _____. (*I.e. operations, marketing, etc.*)

[Name] is a **[title]** who has _____ -years of experience of working in _____.

[Name] is good at _____, _____, and _____. (*I.e. communicating, leading, training, etc.*)

[Name, Title] - [Experience, biography, or resume]

Role: **[Name]** will be responsible for _____. (*I.e. operations, marketing, etc.*)

[Name] is a **[title]** who has _____ -years of experience of working in _____.

[Name] is good at _____, _____, and _____. (*I.e. communicating, leading, training, etc.*)

Management Summary

[Company Name] recognizes that in any growing Company management personnel often have to fill more than one role. **[Company Name]** currently has everything covered and feels confident that each task is being handled competently by management.



The management team is well compensated. **[Company Name]** has a team that has considerable experience together and shares knowledge in many different fields of business and in life.

Personnel Plan

Management has adopted an effective interview process designed to staff the daycare center with highly qualified people for each position. Each applicant will be rated and evaluated according to a pre-defined set of standards designed for each position. Background checks will be utilized for designated positions. Recruiting efforts will always center on referrals.

[Company Name] knows the personnel plan is in good proportion to the size of the daycare center and projected revenues. The staff will include both full-time employees and part-time employees, who will work various shifts based on peak hours and need.

Functional Roles

In order to execute on **[Company Name]**'s business model, the Company needs to fill the following positions:

(Pick any that apply)

- *Daycare Director*
- *Center Manager*
- *Administrative Assistant*
- *Childcare Worker*
- *Out Of School Hours (OOSH) Assistant*
- *Preschool Teacher*
- *Teacher*
- *Teacher's Assistant*
- *Teacher's Aide*
- *Tutor*
- *Aides*
- *Monitor*
- *Au Pair*



- *Babysitter*
- *Nanny*

High quality programs are very important to management. The management and teachers will handle every detail to make sure the clients children's experience is fun, learning, and a safe environment. All this and the great atmosphere will make customers want to tell their friends about their experience.





The Market Size & Trends

(Insert as many or as few examples, reports, stats, or trends as you want, just make sure to add the sources in the text or footnote.)

Example 1:

U.S. daycare center industry sales will reach a record high of **\$863 billion** this year, up 3.6% over last year, according to a report released today by the *National Daycare center Association*.

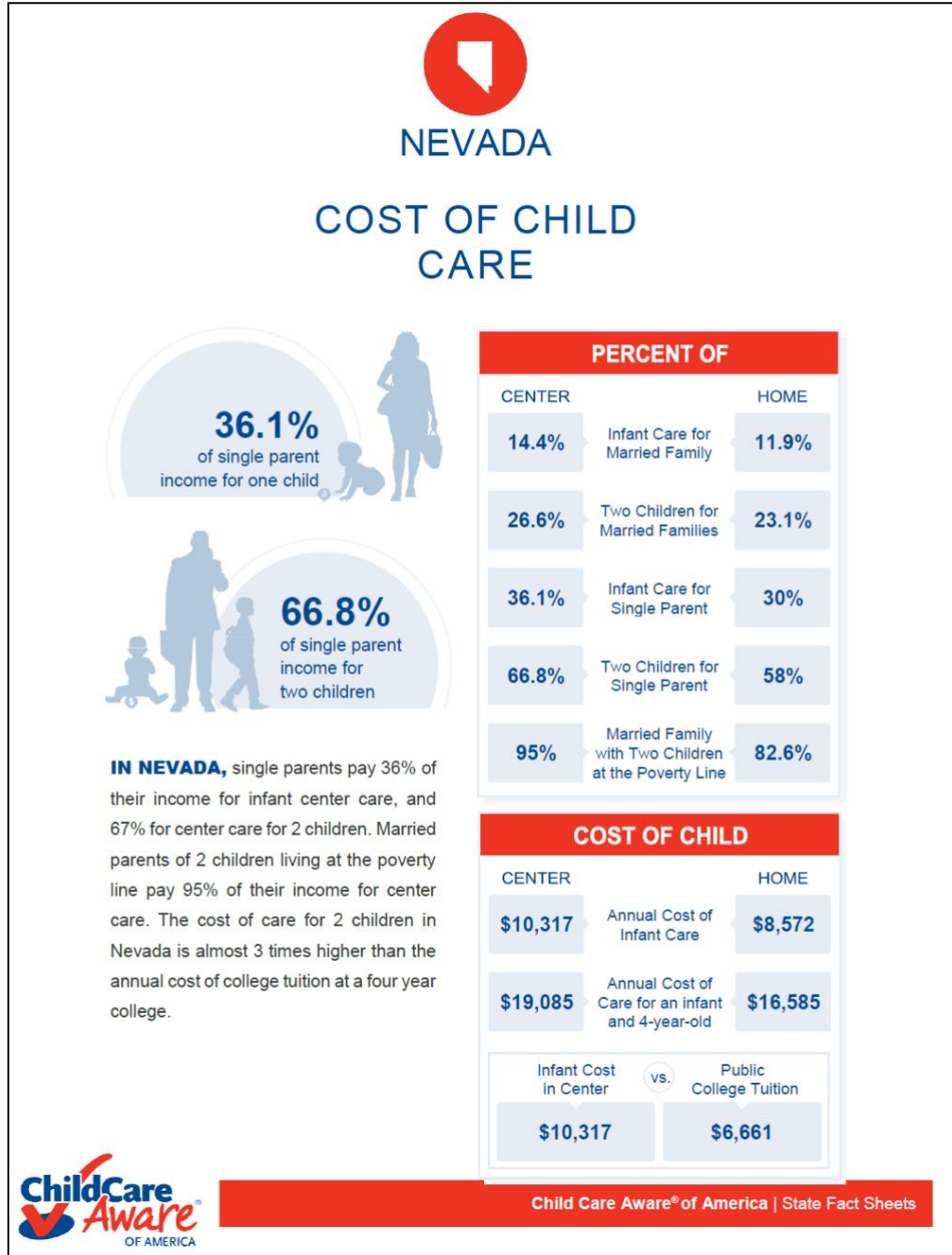
	2018 sales (billions)	2019 sales (billions)	Percent change	Real percent change
COMMERCIAL RESTAURANT SERVICES¹	\$767.8	\$795.4	3.6%	1.1%
Total eating-and-drinking places	\$592.0	\$613.0	3.6%	1.1%
Eating places	\$570.8	\$591.0	3.6%	1.1%
Fullservice restaurants ²	\$274.8	\$285.3	3.8%	1.5%
Limited-service (quick-service) restaurants ³	\$239.1	\$246.7	3.2%	0.7%
Cafeterias, grill-buffets and buffets ⁴	\$6.1	\$6.0	-1.9%	-4.4%
Snack and nonalcoholic beverage bars	\$41.8	\$43.7	4.6%	2.1%
Social caterers	\$9.0	\$9.4	4.1%	1.8%
Bars and taverns	\$21.2	\$22.0	3.7%	1.7%
Other ⁵	\$175.8	\$182.4	3.8%	1.3%
NONCOMMERCIAL RESTAURANT SERVICES⁷	\$62.5	\$64.6	3.4%	0.7%
MILITARY RESTAURANT SERVICES⁸	\$2.8	\$2.9	3.0%	0.5%
TOTAL	\$833.1	\$862.9	3.6%	1.1%

More than half, or 51%, of consumer spending on food in the United States is allocated to restaurants, Riehle said, compared to 1955 when that was 25%.

About 90% of consumers like to spend money in restaurants, Riehle said, and the environment is becoming easier for those expenditures with more sophisticated with digital menu boards and kiosks.



Example 2: State Factsheet Example from <https://www.childcareaware.org/state-child-care-cost-fact-sheets/>



Note: Industry Reports can sometimes be found online or purchased; and summarized here.





Local Demographics

(You can use the census, census quick-facts, or online search to discover demographics in the city or county in which your establishment resides)

Example 1:2

Fact	Las Vegas city, Nevada
Population estimates, July 1, 2019, (V2019)	NA
Population estimates, July 1, 2018, (V2018)	644,644
Population estimates base, April 1, 2010, (V2019)	NA
Population estimates base, April 1, 2010, (V2018)	584,509
Population, percent change - April 1, 2010 (estimates base) to July 1, 2019, (V2019)	NA
Population, percent change - April 1, 2010 (estimates base) to July 1, 2018, (V2018)	10.30%
Population, Census, April 1, 2010	583,756
Persons under 5 years, percent	6.50%
Persons under 18 years, percent	24.10%
Persons 65 years and over, percent	14.50%
Female persons, percent	50.00%
White alone, percent	62.20%
Black or African American alone, percent	12.20%
American Indian and Alaska Native alone, percent	0.90%
Asian alone, percent	6.60%
Native Hawaiian and Other Pacific Islander alone, percent	0.80%
Two or More Races, percent	4.90%
Hispanic or Latino, percent	32.90%
White alone, not Hispanic or Latino, percent	44.20%
Veterans, 2014-2018	42,088
Foreign born persons, percent, 2014-2018	20.80%
Housing units, July 1, 2018, (V2018)	X
Owner-occupied housing unit rate, 2014-2018	52.50%
Median value of owner-occupied housing units, 2014-2018	\$234,700
Median selected monthly owner costs -with a mortgage, 2014-2018	\$1,448
Median selected monthly owner costs -without a mortgage, 2014-2018	\$430
Median gross rent, 2014-2018	\$1,057
Building permits, 2018	X
Households, 2014-2018	226,396
Persons per household, 2014-2018	2.73

² <https://www.census.gov/quickfacts/fact/table/lasvegascitynevada/PST045219>



Living in same house 1 year ago, percent of persons age 1 year+, 2014-2018	80.90%
Language other than English spoken at home, percent of persons age 5 years+, 2014-2018	33.00%
Households with a computer, percent, 2014-2018	90.40%
Households with a broadband Internet subscription, percent, 2014-2018	78.50%
High school graduate or higher, percent of persons age 25 years+, 2014-2018	84.40%
Bachelor's degree or higher, percent of persons age 25 years+, 2014-2018	23.90%
With a disability, under age 65 years, percent, 2014-2018	9.00%
Persons without health insurance, under age 65 years, percent	15.00%
In civilian labor force, total, percent of population age 16 years+, 2014-2018	62.60%
In civilian labor force, female, percent of population age 16 years+, 2014-2018	57.90%
Total accommodation and food services sales, 2012 (\$1,000)	2,979,167
Total health care and social assistance receipts/revenue, 2012 (\$1,000)	3,956,472
Total manufacturers shipments, 2012 (\$1,000)	896,775
Total merchant wholesaler sales, 2012 (\$1,000)	2,620,729
Total retail sales, 2012 (\$1,000)	8,550,025
Total retail sales per capita, 2012	\$14,335
Mean travel time to work (minutes), workers age 16 years+, 2014-2018	25.7
Median household income (in 2018 dollars), 2014-2018	\$54,694
Per capita income in past 12 months (in 2018 dollars), 2014-2018	\$29,304
Persons in poverty, percent	15.80%
All firms, 2012	55,856
Men-owned firms, 2012	27,615
Women-owned firms, 2012	21,421
Minority-owned firms, 2012	20,822
Nonminority-owned firms, 2012	32,417
Veteran-owned firms, 2012	5,690
Nonveteran-owned firms, 2012	47,290
Population per square mile, 2010	4,298.20



Example 2: Demographics profile

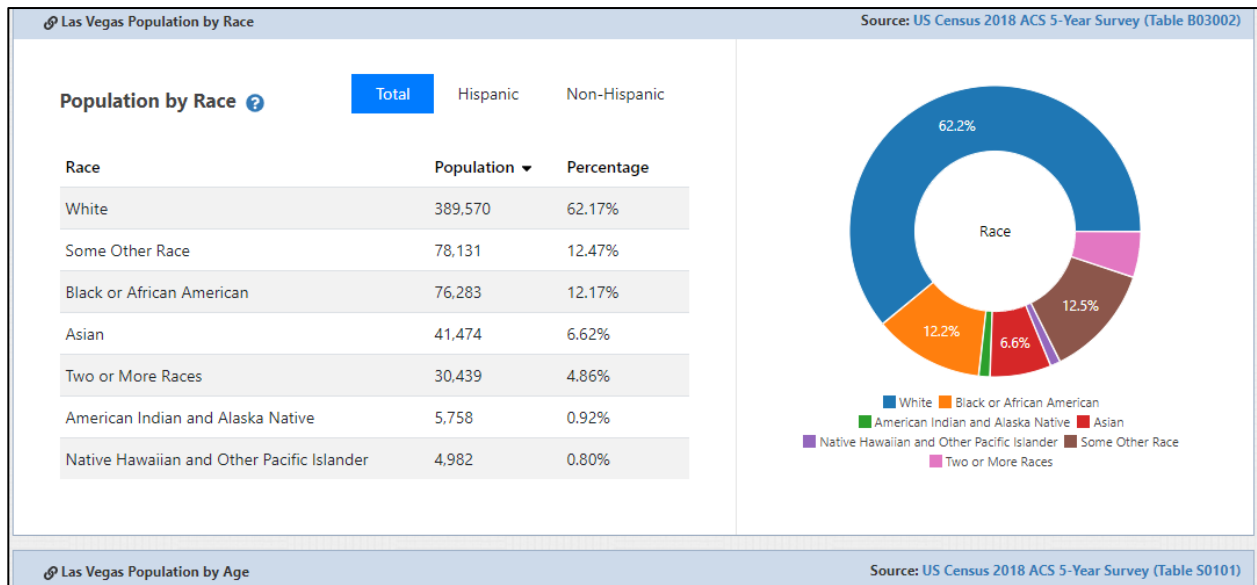
Las Vegas, Nevada Population 2020 644,644

Las Vegas is the most populous city in Nevada and an internationally renowned resort city known for gambling, shopping, fine dining, and its nightlife. Billed as the Entertainment Capital of the World, Las Vegas is quickly transforming into a favorite family and retirement city as well, and it is now the **31st** most populous city in the state. In 2016, the city had an estimated population of over **600,000** residents.³

Las Vegas Demographics

According to the most recent ACS, the racial composition of Las Vegas was:

- **White:** 62.17%
- **Other race:** 12.47%
- **Black or African American:** 12.17%
- **Asian:** 6.62%
- **Two or more races:** 4.86%
- **Native American:** 0.92%
- **Native Hawaiian or Pacific Islander:** 0.80%



³ <https://worldpopulationreview.com/us-cities/las-vegas-population/#byRace>





Target Market

[Company Name] focuses on _____. Such as, _____.

(Example: ABC daycare center focuses on Single Parents and Two-Income Households.)

OR

The target market is:

- [insert]
- [insert]
- [insert]

Example: *Who your customers will be and where will you target them?*

I.e. After School Tutoring

I.e. Pre-K Students

I.e. Working Parents



Marketing Strategy

[Company Name] The Company will use a several marketing methods that will lead to finding more customers/clients in the area. The company will concentrate on developing a strong reputation of being the best day care center in **[City or County]**.

[Company Name] will direct all of our marketing efforts toward the goal of explaining who **[Company Name]** is and what **[Company Name]** does. **[Company Name]** will keep our standards high and execute the concept so that word-of-mouth will be the main marketing force.

[Company Name] will create a fun and safe environment that will have competitive pricing. An exciting **[new, established]** day care center, **[Company Name]** will be talked about. Therefore, the execution of our concept is the most critical element of this plan. While the Company is not striving to be the lowest-priced day care center, **[Company Name]** is aiming to be the _____ (i.e. educational programs, fun, and safe environment).

Marketing

[Company Name] utilizes several marketing methods include the following:

(Pick 3-7 methods you will use, examples below)

- **[Insert]**
- **[Insert]**
- **[Insert]**
 - *Grand Opening Celebration.*
 - *Advertising*
 - *Local Media*
 - *Emails*
 - *Flyers, Business Cards, Brochures*
 - *Mobile Marketing*
 - *Networking/PR*
 - *Social Media*
 - *Website Design*
 - *Word-of-Mouth*

Web Plan

[Company Name] will have a website.

URL: _____





[Company Name] understands the importance of a website and explaining what educational programs will be offered.

It will be the virtual business card and portfolio for the company, simple, classy, and well designed. The site will offer the list of educational programs services, prices, reviews, and happenings at **[Company Name]**. **[Company Name]** will also have a social media accounts to get new customers interested in the daycare center. Customers will also be able to send us an E-mail to ask for further information or answer any questions they might have.

Sales Strategy

The sales plan is to establish and maintain position with the local customers. The strategy is to build more clients in order to increase revenue and new business. The Company will focus on making all clients happy with the educational programs, convenient hours of operations and add services.

[Company Name] will have an experienced teacher that knows the educational programs and have a passion for teaching. The Company will train every new employee.

Positioning

[Company Name] takes the position that its primary role in the marketplace is being a provider of top quality, **[educational programs, fun & safe environment]** daycare center for _____ (i.e. single parents and double income parents, etc.). This is how **[Company Name]** will distinguish itself in the marketplace. The Company wants the target clients to think about **[Company Name]** whenever people think about fun and safe day cares centers. The Company wants them to choose **[Company Name]** because people associate it with quality.

Pricing

[Company Name] seeks a high quality offering, competitive price, and the value. The Company believes it offers the best balance of these aspects in the minds of the target clients. Ultimately, the Company wants to ensure that all of the target clients equate **[Company Name]** with ____ (i.e. great value, service, cleanliness, high quality programs, etc.) and well as (competitive, low-income, high-end, mid-range, etc.) pricing for the area.



SWOT Analysis (optional)

(Pick 3-5 in each category; examples below)

Strengths

- [insert]
- [insert]
- [insert]
 - *Industry trends*
 - *Growth market*
 - *High quality educational programs*
 - *Variety of services offered*
 - *Safe & fun atmosphere*

Weaknesses

- [insert]
- [insert]
- [insert]
 - *High operational cost*
 - *Increased price on child care items*
 - *Limited amount of vendors*
 - *Turn-over in the industry*

Opportunities

- [insert]
- [insert]
- [insert]
 - *Little competition in the local area*
 - *Development of alternative programs to increase profits*
 - *Offer healthier food options*
 - *Use of technology (mobile app, online cameras, parent portal, etc.)*

Threats

- [insert]
- [insert]
- [insert]
 - *Trends may change*
 - *Emergence of local competition or new competition*
 - *Copy Cats*



Funding

Funding

[\$Amount] of funding is needed over the next year for **[Insert uses here]**. (*Example: start-up, renovations, furniture, kitchen equipment, food, & daycare center supplies, legal fees, working capital, marketing, and personnel.*) Total costs will be \$____, \$____ of which will be contributed by the **[owner(s)]** and the remainder will be secured through _____ (*i.e. a proposed bank loan, SBA, grant, etc.*).

OR

[No funding is needed at this time. The owners have provided the company with sufficient capital.]

Use of Funds/Costs

Total costs are estimated to be:

- **[Insert]**
- **[Insert]**
- **[Insert]**

Examples:

- *Building \$____*
- *Rugs or play mats*
- *Cribs and sheets*
- *Changing tables and pads*
- *Tables and chairs*
- *Storage cabinets, shelves, bins*
- *Play equipment, toys, art supplies*
- *Books and educational materials*
- *Wall decorations, mobiles, bulletin boards*
- *Office furniture, computer, filing cabinet*
- *First-aid kits*
- *Kitchen utensils, microwave, refrigerator*
- *Insurance*
- *Inventory*
- *Legal*
- *Marketing*
- *Renovations*



- *Technology*
- *Working capital*

Exit

[Company Name] is _____. (I.e. not looking to exit at this time, looking to sell in 5-10 years, looking to franchise, etc.)





Conclusion

Thank you for reading.

[Company Name] would like to_____. (I.e. introduce “ABC daycare center in Las Vegas, Nevada.)

This business plan contains an overview of all the planning that is required for this business. Location, staff, food, and service quality etc. are some important aspects that the **[owner(s)]** of the daycare center will focus on. Strategic plans for marketing, human resources, and educational programs will be prepared as mentioned above.

With the growing demand for high-quality day care service, **[Company Name]** will capitalize on its proximity to **[Location]** to build a core group of new clients.

The **[owner(s)]** believe that this concept will provide _____ (i.e. new, updated, superior, etc.) experiences to the local clients.

[Company Name] believes that its prospects for (establishing, continuing, expanding, etc.) a successful daycare center in this community is excellent.

The **[Owner(s)]** seeks a relationship with a **[lender/investor/partner/grant]** that can help **[Company Name]** grow the business.

[Company Name] values your time, and hopes to make an impact in the community in which we serve.





Appendix

Financial Plan

- Summary/Use of Funds
- Assumptions
- Income Statement
- Profit & Loss Statement
- Cash Flow Statement
- Breakeven Analysis
- Balance Sheet

State Licensing Requirements

State Licensing Requirements Example and Links:

<https://www.daycare.com/states.html>

Other

(Optional)

- Resume(s)
- Credentials
- License
- Insurance
- Lease Agreement