

***Statement of Confidentiality***

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**EXECUTIVE SUMMARY**

[NAME OF CHILD CARE BUSINESS] will be a primary daycare center for children ages 7 years old and below in [SPECIFY AREA]. Despite being a small town, the area has seen a recent boom in its child population, with the growth rate of children between the ages of 7-years and below increasing from 0.0% to 0.0% between [YEAR] and [YEAR]. The present increase of children in the area, primarily caused by new families moving in from the city, is a sign that there is a growing demand for child care services in the community.

**BUSINESS OVERVIEW**

The business plans to establish a comprehensive daycare center that will benefit the families living in the area. At present, there is only the Christian organization and the other is an alternative learning center which caters mostly to children with special needs. The business aims to be a quality child care service provider offering a wide range of services at viable prices attractive to families with modest income. With most of the families in the area still starting out, the business understands that economic considerations have to be made in order for the business to gain stable clientele.

Slated to open on [DATE], the business will be built on an existing building located in [ADDRESS]. It expects a modest enrollment number of [NUMBER] children. Primary services that will be active upon commencement of business operations shall include standard daycare services running from 8 am to 4 pm, and after-school and home-based programs for parents working night shift jobs. A simple educational curriculum will be adopted and will employ methods that teach the children practical tasks, basic academic material, and proper manners. To ensure that every child's transition from home to preschool will go smoothly, the daycare center environment will have a design and structure incorporating a homey feel and a social school setting.

**Vision**

A community of happy and well-rounded children ready to set out and become good citizens of the community.

**Mission**

The business aims to provide quality child care services in the area by employing comprehensive and practical strategies in teaching its students about good manners, personal values, basic educational material, and the importance of creativity.

**Short-Term Goals**

1. To open the business early next year, [YEAR], and have at least [NUMBER] enrollees
2. To continue running operations in the next 3 years
3. To provide quality child care services as promised and advertised by the business within its initial years of operations
4. [ADD MORE AS NEEDED]

**Long-Term Goals**

* 1. To be established as the go-to child care services provider in the area
	2. To gather enrollees of all personalities and capabilities regardless of sex, gender, ethnicity, economic status, religious views, and other attributes that diversify the population of the area
	3. To provide assistance to the families that are earning a modest income by offering quality child care services at an affordable price
1. To secure the financial health of the business after its initial 3 years of operations by maintaining an enrollee rate of 0.0% per year
2. [ADD MORE AS NEEDED]

**Keys to Success**

Aiming to be the primary provider of first-rate child care services in the area, the business believes that the following are its keys to success:

1. **Comprehensive Curriculum:** The business is committed to employing a comprehensive educational curriculum that will ensure an enjoyable learning experience for every student. Basic academic subjects will be one of the teaching points for the students, but there are more things to be taught other than that. The business wants every child to also learn about daily practical tasks, good manners, basic good values, and creativity. The business is centered on the philosophy that in order for a person to grow and find his/her potential, educating the person must be done holistically. By tapping into the many aspects of being human, the business will be of great help in the overall growth of the child as an individual.
2. **Economic Viability:** Our primary target market is the working class of the community: families with both parents working, single parents, and other people taking care of children who are earning a modest income. The business sees the need of these families for a safe and educational environment for their children while the parents or guardians are at work. This is why the prices for each service will not only be competitive but also uniquely designed to ensure that each family in the area will be able to avail of the services.
3. **Quality of Service:** The teaching and caring staff of the business comprise certified professionals in the field of early childhood education and child care. The business also makes sure that each person working at the center will have the attributes that are suitable for working with children such as patience, understanding, and love for creativity, among others. Ensuring that each professional serving for the business is well-equipped to perform his/her duties will also ensure the good future of the business and the families that it serves.
4. [ADD MORE AS NEEDED]

**Services Offered**

In its first year of operation, the business aims to provide three types of child care services for the interested clientele to avail:

1. **Daycare Program:** The business' primary service is the standard daycare program wherein parents will have their children stay with us from 8 in the morning until 4 in the afternoon. The service will run from Monday to Friday only. Each day brings a new chance for the children to learn something new about life outside their homes. Appropriate materials and facilities will be available to be utilized by the daycare teachers and the students alike. This service is aimed towards parents who work in the daytime, allowing ample time for them to work without worrying too much about their children.
2. **After-School Program:** The after-school initiative was proposed by [NAME OF PROPONENT], seeing that most children in the area nowadays have parents who are working extended shifts. Most of these parents are in the [SPECIFY] profession, which entails them to render work at an extended period. Because of work extensions, most children are left with a babysitter after their daytime school. The after-school program will be an extension of the daycare program, where parents can have their children stay inside the center premises beyond 4 pm. Child care professionals are stationed inside to facilitate additional learning activities to occupy the children while they wait for their parents to pick them up.
3. **Home-Based Program:** The home-based program is aimed at a niche market, for parents that have children who prefer to do their learning at home and parents who are out of their homes most of the time. The business is eager to provide every need it can possibly respond to. The growing number of parents working outside their homes most of the time foresee that there will be a significant population of children in the area who will be left with a babysitter or with a trusted supervising adult. The home-based program will respond to this need by incorporating the comfort of having a babysitter take care of one's child and the security of that child's ability to learn by having a care professional take on that dual responsibility within the family home.

**Location and Facilities**

The daycare center will be a commercial complex located in [NAME OF BUILDING]. Although placing a daycare in a commercial complex seems to present a risk, the business has made sure that the location of the daycare center will be accessible to its target clientele. The commercial complex is within a [N] mile radius from most of the business establishments in the area where most of the target market are known to be employed at. Additionally, the building is a single story building within a gated compound with security guards outside, which means that there is little to no risk of child accidents involving falling down the stairs or going out into the streets without supervision.

The building also houses a food court, an office and school supplies store, and a medical clinic with a practicing pediatrician. Proximity to basic child care-related services is secured with these considerations on hand. The business is also planning to partner with the medical clinic for discounted services, providing the parents and students access to quality healthcare services at a price within their economic capabilities.

The daycare center's internal structure will boast an informal classroom setting with tables and chairs, low bookshelves, and considerable space for the children to roam around during playtime. A mini indoor playground will be also be set up, consisting of a slide and a swing made from non-toxic hard plastic. If the business is able to expand after its first year of operations, it may extend its space onto the vacant suite right beside it, which may extend the storage and play space of the daycare center.

**Management and Staff**

The business will be owned and operated by [NAME OF OWNER]. She has two partners, [NAMES OF PARTNERS] whose contributions will strictly be service-oriented such as managing the business, supervising the operations and progress, training employees, and other human resource functions, among others. As of this writing, there are [N] professional preschool teachers all with [SPECIFY] certifications for preschool teaching. [N] Licensed child care and administrative professionals also add to the professional capability of the business to operate as an effective child care business. As the business continues to operate, all management and staff will undergo extensive training to further develop their skills and knowledge in professional child care service.

**MARKET OVERVIEW**

Although the child care service market is highly saturated in the whole country, the local market is the exact opposite of it. To this day, there only exist and run two child care service providers in the area, both of which have highly specific service qualifications. With this kind of market at present, the business is able to take advantage of a huge demand for child care services that will cater to a larger chunk of the working class population in the community. The local child care industry is still in its early stages. However, with the increase in the child population in the area, the market for child care services is seen to grow [N]% at most within the next [N] years. According to [SOURCE], the child care industry in the area makes a profit of at least USD 0.00, making up 0.0% in the area's market share.

**Market Segmentation**

As of [MOST RECENT DATE], a survey indicates that there are [NUMBER] families living in the area. About 0.0% of these families have children 7 years old and below, totaling to [NUMBER] out of the [NUMBER] total population of the community. Parents in that specific demographic fall among the following segments:

1. **Daytime Workers:** This segment comprises almost a third of the whole family population in the area. Either one or both of the parents of these families work a daytime shift, from 8 in the morning to 4 in the afternoon. Single and foster parents are also included in this demographic. The business is aimed primarily at this market, which is why the Day Care Program is the business' front line service. The daytime worker segment is expected to bring a considerable portion of the business' total revenue for its first year.
2. **Extended Shift Workers:** Also comprising almost a third of the business' target market are parents whose work require them to extend their service hours. Most of these parents work in food service businesses, where work extension is sometimes inevitable. To cater to the child care needs of this demographic, the business will offer an after-school program.
3. **Outside Workers:** These are parents who, because of the nature of their work requires them to be away from their families most of the time, have less time to attend to their young children. Outside workers make up a considerable 0.0% of the whole market for child care services, and the business is eager to help this demographic through the home-based program service offering. In this program, the child care staff will be assigned to perform two basic child care functions: babysitting and educating. The child care staff must be a preschool teacher who is also licensed to perform child care services.
4. **Others:** The business is welcome to all prospective clients. This market segment corresponds to all other types of parents and guardians who do not fall under the three main target market segments of the business. This demographic may include work from home parents, foster parents, and legal guardians who are temporarily assigned to care for a child, among others, who are seeking to avail of quality child care services in the area.



**Market Growth, Trends, and Needs**

The most recent population census in the area suggests that there will be a growing need for child care services within the next [N] years. This is due to the significant number of babies born within the last [N] years, which makes for a potential influx of enrollees for the business as these children grow into their preschool age. This is also considering the above-mentioned facts about the types of parents living and working in the community and the other segments of the child population in the area. As long as these numbers don't drastically change under extreme circumstances, it is safe to assume that the business will expect a modest number of clientele and the growth of which in the years to come.

The business also expects to set the trend of standard comprehensive child care services in the area that don't have specific qualifications for the child to be enrolled in the center. The two competitors only offer exclusive services to specific demographics, so the business will be able to position itself and be the child care facility that caters to the needs of every working-class family living in the area. Following this trend, the business foresees a yearly growth rate of 0.0% every year commencing on its first year of operations on [YEAR].

**Competitive Comparison**

1. **[NAME OF COMPETITOR 1]:** This is a Christian daycare center run by [NAME]. The daycare caters exclusively to Christian families and teaches mostly Christian values and the Christian way of living with its preschool students. It also only has a daycare program, since most Christian families in the area have parents who work in the daytime or are stay-at-home parents. Due to this competitor's limited scope of services, the business is confident that it will not be the main competitor. It is safe to assume that the wide range of services offered by the business will be a key to its success despite the strong presence of a long-running daycare center catering to an exclusive market segment.
2. **[NAME OF COMPETITOR 2]:** The alternative learning system employed by this competitor is its major competitive edge over the business since most parents nowadays are always seeking new ways for their children to learn. However, recently, this company has changed its services to exclusively serve the disabled and children with special needs since their curriculum strongly indicates the need for their learning center to focus on a specific kind of early childhood education. The business will then be able to cater to those children who will not qualify to enroll with this competitor.
3. [ADD OTHERS, IF ANY, AND DESCRIBE BRIEFLY]

**SWOT Analysis**

|  |  |
| --- | --- |
| **STRENGTHS** | **WEAKNESSES** |
| 1. Comprehensive and holistic approach to education
2. Affordable service fees
3. Alternative service offerings such as after-school and home-based programs
4. Proximity to the parents' workplaces
5. Licensed professionals in management and staff positions
6. [ADD MORE AS NEEDED]
 | 1. Lack of play space inside the daycare facility
2. Location of the daycare facility causes reluctance on the part of potential clients
3. Higher pay for professional management and staff means more expenses for the business
4. Professional license to operate is limited to daycare/preschool age only
5. [ADD MORE AS NEEDED]
 |
| **OPPORTUNITIES** | **THREATS** |
| 1. Growing interest of the local government to be a business partner
2. Partnership with nearby medical clinic will be an attractive additional offering for potential clients
3. Training offerings by a number of educational institutions may hasten the pace for certification to operate as a grade school educational facility in the future
4. [ADD MORE AS NEEDED]
 | 1. Huge population of Christian families in the community
2. Economic fluctuations due to the high turnover rate of businesses in the area
3. Legal and liability issues in case of accidents during daycare, after-school or home-based program operations
4. Other child care businesses may open in the future considering that there is less competition in the area
5. [ADD MORE AS NEEDED]
 |

**STRATEGY AND IMPLEMENTATION**

**Value Proposition**

The business value lies in the following facts: a) it will be the only child care service provider to cater to the whole child demographic in the area; b) its service offerings are not limited to the standard 8AM-4PM daycare setting, making available the after-school and home-based program initiatives which will cater to families with parents working on extended periods and who are always outside all the time; c) all management and staff are licensed professionals who guarantee the quality of the service; and d) [ADD MORE AS NEEDED].

**Positioning Statement**

The business will position itself as the primary child care service provider in the area, setting the standard for quality early childhood education and care. The business will be the first child care provider with no qualifications needed for the children to be able to join.

**Marketing Strategy**

Being a small town, the most effective marketing strategies to be employed by the business is through word of mouth and business referrals. The business will seek the help of higher educational institutions, family-centered civic groups, and other local community organizations aimed at serving families and children of the community. Internet/social media marketing is also included since most of our target market is already in the tech-savvy age and will be seeking out child care resources by Googling the nearest daycare or looking for recommendations on Facebook.

**Promotion Strategy**

In promoting the business traditional and modern methods need to be used. Utilizing traditional advertising methods such as house-to-house visits to families residing in the area, newspaper advertising, direct mail campaigns, and the business involvement in community events will help promote the business to the community. Promotional materials will also be set out when the business builds its own website and social media accounts, which will facilitate a more convenient way of connecting with the more tech-savvy target market.

**Pricing Strategy**

The business must be able to maintain providing quality services in exchange for modest fees. Since the target market mostly comprises families in the area whose monthly budget is restricted, the prices for the service packages of the business will be reasonable enough that each family can afford and company will still be able to cover the business' operating expenses. It is the primary belief of the business that our number one concern in running this business should be the affordability of its offerings.

|  |  |  |  |
| --- | --- | --- | --- |
| **Service Offering** | **Average Monthly Fee** | **Average Monthly Income** | **% From Income** |
| Day care program | USD 0.00 | USD 0.00 | 0.0% |
| After-school program |  |  |  |
| Home-based program |  |  |  |

With the consideration of the low-price leader strategy, the business will be able to position itself as the most inexpensive child care service provider in the area.

|  |  |  |  |
| --- | --- | --- | --- |
| **Service Offering** | **Business Price** | **Competitor 1 Price** | **Competitor 2 Price** |
| Day care program |  |  |  |
| After-school program |  |  |  |
| Home-based program |  |  |  |

**Sales Strategy**

The business will exploit its image as a comprehensive inclusive child care center in the area. By actively participating in community service initiatives, the business will be able to get closer to its target market and build a solid reputation among them. If these actions succeed, the business will see operational net profit as early as [MONTH AND YEAR].

**Milestones**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Milestone** | **Start on** | **End on** | **Budget** | **Key Persons** |
| Business plan | MM/DD/YYYY | MM/DD/YYYY | 0.0 USD | Owner,Management |
| Site selection |  |  |  |  |
| Leasehold improvements |  |  |  |  |
| Secure license to operate |  |  |  |  |
| Curriculum development |  |  |  |  |
| Certifications |  |  |  |  |
| Teacher orientation |  |  |  |  |
| OSHA approval |  |  |  |  |
| Grand opening |  |  |  |  |
| Commence business operations |  |  |  |  |

**Key Metrics**

For the business to sustain itself in the long run, the following metrics must be maintained:

|  |  |  |  |
| --- | --- | --- | --- |
| Labor | 0.0% to 0.0% | Supplies | 0.0% |
| Food Costs | 0.0% | Repairs and Maintenance | 0.0% |

**FINANCIAL PLAN**

***FOR THIS SECTION, INSERT THE FOLLOWING INFORMATION TO BE PROVIDED BY AN ACCOUNTING PROFESSIONAL:***

* 1. Startup Expenses
	2. Revenue Forecast
	3. Profit and Loss Projection
1. Pro Forma Cash Flows of 3 to 5 years operation
2. Projected Balance Sheet
3. Break-Even Analysis



**To Use This Documents**

The text inside the brackets which is highlighted is meant to be edited with your text. This is the way you can edit the document as given below:

**To Edit Text:**

1. Point the mouse where you want to edit and delete the sample text and then you can add your text.
2. You can change the size, font & color of the text in the Main Tab: Home



**To Edit Table:**

1. Point the mouse in the table where you want to edit and delete the sample text and then you can add your text.
2. You can adjust the row & column size of the table in the Main Tab: Layout



**To Edit Chart:**

1. Select the chart which is going to edit and then
2. In Main tab: Design -> Edit Data
3. It will open the excel sheet where you can edit the values of the chart

