Business Plan

[Name of After School Program/ Out of School Club]

Address: Phone:

Email:

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# Executive Summary

*A brief description of your business with the goals and objectives you’ve set to craft your after school program into a successful business. This section is best left for the last as it will help you sum up the key points from your business plan.*

# Company Overview

*This is the section that can help you woo potential investors by providing them an insight on the foundation of your business – your motivation to start the venture, your skills, experience and your vision for the future of the business. Outline your goals and objectives following the* [***SMART***](https://medium.com/swlh/how-to-use-smart-model-to-set-good-business-goals-b0b33c9455ca) *(Smart, Measurable, Achievable, Relevant, Time-bound) guidelines.*

*For instance:*

* *To have 50 sign-ups in the first 6 months*
* *To break-even within 10 months of operation*

*Include an outline of the ownership details of your business, the legal structure of your company (Partnership, Limited Company etc) and the number of staff you expect to employ.*

# Services

*Provide a description of how you plan to operate your after school program, including details such as:*

* *Your location*
* *Hours of operation*
* *Age range you will cater to*
* *Expected Staff : Children Ratio*
* *The activities you offer*

*Describe your Unique Selling Proposition (USP), highlighting how you think your services will be different from those offered by competitors. For example, you will provide support with homework in addition to offering a range of sports and crafts activities, you will provide an* [*ad-hoc booking app*](https://cheqdin.com/childcare/) *for parents to book places conveniently.*

# Market Research

## 4.i Market

*Carry out a research on the size and demographics of the market you are planning to enter. Consult reliable databases and Government sources for recent data on the demand for after school care in your market, what is currently on offer, any gaps in the market and what the parents are willing to pay. Support your data with relevant charts and graphs, if possible.*

## 4.ii Competition

*This section is intended to provide an analysis of who you are pitted against and what is it that they do to make their business successful. Create a list of your major competitors and list out what you think are their strengths, weaknesses, USPs and approaches to marketing. Describe how you plan to compete with them or offer services better than them.*

# Premises

*Describe the premises you have in mind for running your afterschool program. Are you planning to buy, rent, use a shared premises or tie up with schools and operate out of their buildings. Provide estimates of the size of the premises you will require, safety and security considerations, legal compliance requirements and the considerations you have for possible future expansion.*

# Pricing

*Sketch out a detailed plan of your pricing structure. Will you set your price at par with your competitors OR below them to enter the market OR offer exciting new activities and price higher than them. Will you offer a single price for each afterschool session or will you offer more flexibility to parents with shorter sessions? (For example, After School Club from 3.30 p.m. - 6 p.m. : £12 OR Option 1: 3.30 p.m. - 4.30 p.m. – £7 and Option 2 - 3.30 p.m. - 6 p.m. : £12)*

# Financial Management

*Create tables of your Start-up Budget ( costs for fit-out and furnishing, toys and books, computers, tablets,* [*after school club management software*](https://cheqdin.com/)*, office supplies, policies and procedures, insurance, staff salaries, rent/mortgage, staff training), Profit & Loss forecast and Cashflow forecast using the estimated costs and your projected fee structure.*

*Give details of the capital you have raised in the form of personal savings or loans from friends and family etc. and any additional capital requirement in the form of business loans, sponsorship or investment from partners.*

# Marketing

*Elaborate on how you plan to market your afterschool program to potential customers before the projected start date and how you intend to continue marketing after you are up and running. Set a marketing budget and create a timeline for each of the marketing activities, for more clarity.*

*Check out our article on* [*Marketing Tips for Out of School Clubs*](https://cheqdin.com/marketing-tips-for-after-school-club/) *for some useful tips to get you started.*

# Regulations and Compliance

*Based on your regional requirements, create a detailed list of the Regulations, Compliance Requirements, Criminal Records Checks and Staff Vetting Procedures you will need to fulfil and the time you will require for completing them.*

# Appendix

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