Business Plan

[Name of Day Care Centre / Childminding Service]

Address: Phone:

Email:

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# Executive Summary

*Give a brief description of your home daycare / childminding business and the goals and objectives you’ve laid out to turn it into a successful venture. Leave this section for the last as it will allow you to summarise the key points discussed in your business plan.*

# Company Overview

*Provide an insight into the foundation of your business, touching upon your motivation to start the business, the supporting skills and experience you possess and how you plan to grow the business. List out your goals and objectives keeping them* [***SMART***](https://medium.com/swlh/how-to-use-smart-model-to-set-good-business-goals-b0b33c9455ca) *– that is Specific, Measurable, Achievable, Relevant and Time-bound.*

*For instance:*

* *To have ‘x’ sign-ups in the first three months*
* *To make a profit of ‘y’ amount in 6 months*

*Remember to add ownership details of your business, your company’s legal structure (Partnership, Limited Company etc) and the number of staff you plan to take on board.*

# Services

*Provide a clear plan of how you aim to provide your services and describe the following:*

* *Location*
* *Hours of operation*
* *The age range of the children you plan to care for*
* *Staff: Children Ratio*
* *Activities you will provide*
* *Drop and pick-up the children to and from school*

*What is your Unique Selling Proposition (USP)? Describe how you plan to stand out from your competitors. For example, you expect to offer a few places for children with special needs OR you will provide a* [*parent app*](https://cheqdin.com/childcare/) *to share the children’s pictures and daily updates with parents.*

# Market Research

*Make a list of the childcare providers in your area, their strengths and weaknesses, pricing and the demand for their services etc. Outline how you plan to compete with them or provide a service that is superior in comparison.*

# Premises

*As you are most likely to be operating from your home, consider if there are any legal restrictions for conducting business in your area? Will you be able to meet the fire and safety regulations and legal minimum square footage per child both indoors and outdoors? Would you need any significant renovations to your buildings? Are there any zoning laws or planning restrictions that might prevent you from making any necessary alterations to your building?*

# Pricing

*Provide details of how you plan to set the pricing for your services. Are you planning to keep the fees at par with other competitors OR would you offer competitive rates to enter the market OR would you offer a better service and charge more?*

# Financial Management

*Provide tables of your start-up budget, Profit & Loss forecast and Cashflow forecast for the first three years.*

*For the start-up budget, consider all costs ranging from that of registering your business, DBS (Disclosure and Barring Services) checks or the relevant checks applicable in your country, first-aid courses, childproofing your premises, toys, books, furniture, computers/ tablets, office supplies, policies and procedures, insurance, staff salaries, training etc*

*Calculate the Cashflow and Profit & Loss forecasts using the estimated costs and your projected fee structure.*

*Furnish details of the capital you have raised and any further funding or loans you would require. If your business is based in the UK, check out our article on* [*Financial Support for Childminders*](https://cheqdin.com/childcare-business-grants/) *to find out if you are eligible for any Government grants or start-up support.*

# Marketing

*Give a detailed account of how you will advertise and market your home daycare business/childminder services. Include all possible avenues such as distributing fliers, posting leaflets in local supermarkets, toddler groups, notice boards of nearby schools, posting in relevant groups on social media etc. Create a budget and timeline for implementing each marketing activity.*

# Compliance and Legal Regulations

*List out all the legal regulations and compliance requirements you would need to fulfil, based on your region.*

# Appendix

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