



CHILDCARE BUSINESS PLAN OUTLINE

I. Executive Summary

II. Business Description & History

- A. Business Description and History
- B. Management
- C. Legal Structure
- D. Licenses, Permits and Insurance

III. Marketing Plan

- A. Market
 - Target Customers
 - Geographic Target Market (Demographic Data)
 - Market Demand
- B. Industry Data and Trends
- C. Competitions
 - Competitors (Name, location, pricing, waiting list, facility layout, number of children)
 - Competitive Differential (How will your day care center be different)
- D. Marketing Strategy
 - Advertising Plan
 - Marketing and Promotional Plan

IV. Operations Plan

- A. Staffing Plan – Number of staff, rate of pay, benefits, qualifications, job title, etc.
- B. Hours of Operations
- C. Pricing (Fees for Service)
- D. Location
- E. Facility Layout
- F. Admission Policies & Procedures
- G. Daily Program
- H. Sources of Supplies (example Food Vendor)

V. Financial Plan

- A. Start-up Budget
- B. Equipment & Furniture List with Prices and Vendor Name

- C. Leasehold Improvement Budget (if Applicable)
- D. Revenue Assumptions and Staffing Plan (Rate, # of Children, and Staff)
- E. One - Year Projected Cashflow Statement Month by Month
- F. Two-Years Projected Profit & Loss Statement
- G. Pro-Forma Balance Sheet (if existing business)
- H. Explanation of Financials

VI. Appendix

- A. Copy of sample lease agreement
- B. Personnel Financial Statement
- C. Letter of Intent from Parents
- D. Supporting data
- E. Copy of purchase order
- F. Copy of construction contract (if applicable)
- G. Industry Articles