Business Plan

[Name of Day Nursery / Childcare Business]

Address: Phone:

Email:

Table of Contents

[1. Executive Summary 2](#_Toc531726417)

[2. Company Overview 2](#_Toc531726418)

[3. Services 2](#_Toc531726419)

[4. Market Research 3](#_Toc531726420)

[4.a Market 3](#_Toc531726421)

[4.b Competition 3](#_Toc531726422)

[5. Premises 3](#_Toc531726423)

[6. Pricing 3](#_Toc531726424)

[7. Financial Management 4](#_Toc531726425)

[8. Marketing 4](#_Toc531726426)

[9. Regulations and Compliance 4](#_Toc531726427)

[Appendix 5](#_Toc531726428)

# Executive Summary

*Provide a clear, concise description of your childcare business, your goals, objectives and how you plan to make it a success. Leave this section for the last so that you can summarise the important points from your business plan.*

# Company Overview

*Imagine you are pitching your business to prospective investors. Provide an account of why you are starting a childcare business - your motivation, skills and experience. Give an outline of who will own and operate the business, the company’s legal structure (Sole Proprietorship, Limited Company etc), the licences and permits required and the number of staff in your team.*

*List out the goals and objectives you hope to achieve.*

*For example:*

* *To have an occupancy rate of 80% in each room within 12 months of operation*
* *To achieve an Outstanding Ofsted rating (for nurseries in the UK) right from the first inspection*

# Services

*Describe how you plan to operate your childcare centre. You can include:*

* *Your business hours*
* *The age range of children expected*
* *Class size and Staff: Children ratio*
* *Activities you plan to offer*
* *Funded places and Ad-hoc sessions*

*Include your Unique Selling Proposition (USP). Describe what you think will set your nursery apart from your competitors. For example, you follow the Reggio Emilia Philosophy, OR You offer a convenient* [*digital booking system and free mobile app*](https://cheqdin.com/notebook/) *for communicating with the parents.*

# Market Research

## 4.a Market

*As you write this, consider the market you are trying to enter. Gather information about the size of the childcare market, the demand for childcare services in your area and what the customers are willing to pay. Analyse recent childcare data from Government sources and other reliable databases. Consider the impact any recent childcare policy changes might have on your business.*

*Include charts and graphs to demonstrate key points, as required.*

## 4.b Competition

*List out your biggest competitors. Do an appraisal of their strengths, weaknesses, marketing and advertising approaches. Evaluate how you can compete with them or offer a superior service. Think about how you will keep up with changing technology and market trends that might impact you in the future.*

# Premises

*Outline the size of the premises you would require based on the legal regulations for minimum square footage per child and requirements for any future expansion plans you might have in mind. Take into consideration the security of the premises, transport links, fire and safety compliance and planning permissions.*

# Pricing

*Provide details of your pricing policy. Consider whether you will set your prices above or below your competitors. Will you charge extra for snacks, meals, diapers, late-pick-ups etc?*

# Financial Management

*Include a detailed table of your Start-up Budget (consider the costs for furniture, toys, books, computers, tablets,* [*nursery management software*](https://cheqdin.com/)*, office supplies, marketing materials, policies and procedures, staff wages, rent/mortgage, insurance, utilities and staff training), Cashflow forecast and Profit and Loss forecast (based on your estimated costs and projected fees) and any other financial information you would like to include.*

*Provide all details of the cash you have secured in funding such as personal savings, loans from friends and family etc. Indicate any further capital you would require as a business loan or investment from business partners.*

# Marketing

*Create a detailed plan on how you will advertise and market your childcare business before the projected start date and on an ongoing basis after you are up and running. Include all traditional marketing methods such as distributing leaflets, hanging banners etc as well as digital marketing methods like social media campaigns,* [*discount schemes*](https://cheqdin.com/how-to-increase-the-occupancy-rate-for-your-childcare-centre/) *etc. Allocate a marketing budget and timeline for each of the marketing activities.*

# Regulations and Compliance

*Draw up a comprehensive list of regulations and compliance requirements that you would need to fulfil and the estimated time to complete the procedures. For example, if you are starting your nursery in England, list out the regulatory requirements such as registering with the Ofsted (Office of Standards in Education), completing DBS checks and a health declaration booklet, staff vetting and training etc*

# Appendix

## 