Business Plan

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| Name of Business  |  |
| **Marketing** | Things to consider |
| Business Description  | Describe the services you will be providing:Early Years and/or wraparound (If so which schools will you collect from)All year round or Term time onlyAges of childrenTimes of operationOccupancystaffing |
| Aims and Objections | Make sure they are SMART targetsWhat is the purpose of your business?What are you hoping to achieve and how?e.g. "I aim to provide a high-quality nurturing childcare experience for children from 6 months to 4 years old. I will also provide wraparound care, before and after school, for children aged between 5 and 12 years."  |
| Plans for the site | Explain your vision for the site, think about:Indoor/outdoor spaceBuilding requirements (if applicable) including toilet/kitchen facilities, floor space/ room sizes, access etcParkingWaste disposal |
| Market Research  | Do you know the demand for childcare in your area?Who are your competitors?Who are your prospective customers? |
| Your unique selling point (USP) | What makes you different from your local competitors?What services will you provide?What is your ethos? |
| How will you market your business | How and where will you advertise your service;Bucks Family Info ServiceWill you have a Facebook business page?Will you set up a website?Will you offer discounts/offers? |
| **Finances** | Things to consider |
| Start-up costs | Planning PermissionBuilding costsFlooring/Decorating FurnishingResourcesRegistration feesLegal fees Recruitment feesStaff Training |
| Annual expenditure  | Complete a budget cashflowReview annually  |
| Monthly / weekly expenditure  | Outgoing costs |
| Income  | What will your hourly rate be? Are you competitive with local providers? How many places do you need to fill to break-even/make a profit?Will you charge consumables? |
| Funded hours  | Will you be offering all funding streams?How will you deliver these places?Will you be registering with Tax Free Childcare? |
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