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 only  Ages of children  Times of operation  Occupancy  staffing |
| Aims and Objections | | Make sure they are SMART targets  What 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 space  Building requirements (if applicable) including toilet/kitchen facilities, floor space/ room sizes, access etc  Parking  Waste 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 Service  Will 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 Permission  Building costs  Flooring/Decorating  Furnishing  Resources  Registration fees  Legal fees  Recruitment fees  Staff Training |
| Annual expenditure | | Complete a budget cashflow  Review 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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