

Business Plan Outline

Cover Sheet

(Sample provided at right)

Table of Contents

Section One: Executive Summary (one page or less)

1. Brief description of the child care business
2. Mission statement
3. Brief description of the proposed project

Section Two: Business Description

1. Type of business structure; stand alone or part of an umbrella organization
2. History of the business/organization; years of operation
3. Description of services currently offered (or planned), number and ages of children served, and target market, number and qualifications of staff
4. Programmatic success (e.g. National Association of the Education of Young Children accreditation or environmental rating scale assessments)
5. Future (two-year) business goals and needs

Section Three: Description of the Project

1. Program expansion/quality improvement goals
2. Description of the expansion project:
 - Whether a new site is being acquired or an existing site is being expanded
 - The attributes of the business location that make it appropriate for child care
 - Number and age-mix of children to be cared for
 - The hours of operation
 - Services to be offered
 - Required equipment and furnishings
 - Room design and arrangement
3. Plan for managing the facility development process
 - Which consultants have already been hired (e.g. project manager, architect)
 - How and when additional consultants will be hired
 - The level of involvement of the board (if non-profit)

Section Four: Market Analysis and Plan (contact CCC&R for current data)

1. Demographics of families in your community or in the target group you plan to serve.
 - Geographic boundaries for the target population
 - Number of young children and families in the area

Cozyland Child Care Center

Business Plan

123 Main Street
Anytown, ND 51111

701-555-5555

Cozyland@email.com

Jane Doe, Director
701-555-5555

January 1, 2008

2. Child care demand information

3. Child care supply information
 - Number of other child care programs in the community or geographic area
 - Number of child care spaces already provided in the area
 - Child care vacancies in the area
 - Average cost of care
 - Length of current waiting list
 - Age groups that are being served (infants, toddlers, preschoolers, school-age, or a combination) or that are NOT being served by other programs
 - Locations of existing child care businesses in your vicinity
 - Types of services offered by existing child care businesses
4. Why will customers come to you and not to the competitors--price, quality of care?
5. Marketing goals and the strategies to reach potential customers

Section Five: Financial Analysis

1. Start-up budget (if project is new or expanding)
2. Projected operational budget
3. Financial projections for two years including assumptions and comments
4. Current revenue and expense statement

Section Six: Leadership

1. Description of management team with staff qualifications
2. Organization chart
3. Staff training practices and staff training needs
4. If non-profit, identify board compositions. List of board members

Section Seven: Evaluation

Describe the outcomes to be accomplished. Identify benchmarks that will be measured during implementation to demonstrate successful implementation of the project.

Section Eight: Supporting Documents

- Start-up budget (if project is new or expanding)
- Projected operational budget
- Current revenue and expense statement
- Financial projections for two years including assumptions and comments
- Staff/child ratio matrix
- Staff credentials
- Resumes of key people (board chair, owner/operator)
- Consultant contracts
- Letters of support
- Legal documents (articles of incorporation, child care license, property deed)
- Other relevant information (e.g. waiting lists, commitment letters from funders, etc.)
- Letters of support (three)
- Any other relevant information