



# Day Care Center Business Plan

*Period: 201\_ - 201\_*

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Supplementary and supporting documents that also form part of this plan are included as  
appendices.

## Table of Contents

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<b>Executive summary</b>	<b>3</b>
<b>Development</b>	
Project plan	Error! Bookmark not defined.
Phasing diagram	Error! Bookmark not defined.
Development team	Error! Bookmark not defined.
<b>Marketing</b>	Error! Bookmark not defined.
The ABC Day Care services	Error! Bookmark not defined.
Market analysis	Error! Bookmark not defined.
Marketing goals & strategies	Error! Bookmark not defined.
Competitive research	Error! Bookmark not defined.
Pricing strategy	Error! Bookmark not defined.
Operations	Error! Bookmark not defined.
Advertising and promotion	Error! Bookmark not defined.
SWOT analysis	Error! Bookmark not defined.
Historic analysis	Error! Bookmark not defined.
<b>The organizational structure</b>	Error! Bookmark not defined.
Management and personnel	Error! Bookmark not defined.
Administrative organization	Error! Bookmark not defined.
<b>Risk management</b>	Error! Bookmark not defined.
<b>Financial plan</b>	Error! Bookmark not defined.
Statistical data (ratios)	Error! Bookmark not defined.
The return on investment	Error! Bookmark not defined.
<b>Timeline</b>	Error! Bookmark not defined.
<b>Appendices</b>	Error! Bookmark not defined.

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## Executive summary

### Business goals / mission

As a [child / senior citizen day](#) care center we wish to obtain a permanent place in the [local / regional / national / international](#) marketplace within the next \_\_\_ years. We see it as our main mission to provide better service to our clients than [any / most](#) of our direct competitors. We aim to help individuals and families with their care center needs. Basic corporate objective is reflected in everything that we do, which is to contribute to the enrichment of the quality of lives for people around the [\[the area\]](#).

### Business description

ABC Day Care is a child day care center which provides child care on a day time basis to customers in the local and regional area. This service includes educational and fun activities in our modern facility {[during the hours of \\_\\_\\_\\_\\_ and \\_\\_\\_\\_\\_](#)} [every weekday / morning / afternoon / lunch time / \\_\\_\\_\\_\\_](#), including a [day time / evening / night time / weekend / \\_\\_\\_\\_\\_](#) baby sitting service, for children aged \_\_\_ to \_\_\_.

ABC Day Care is a day care center for [senior citizens](#) and people requiring [full time / part time / \\_\\_\\_\\_\\_](#) care. We provide extensive services for the [senior citizens](#) of the local and regional area, including professional observation, a daily activity and exercise program, food and medical assistance as well as a pick up and delivery service in the [local / regional / \\_\\_\\_\\_\\_](#) area.

As more and more of the population have a need for day care center service(s), the demand for our services has increased. To meet the expected demand, ABC Day Care is seeking the financing necessary to [add new equipment, expand / add to existing / improve and upgrade / \\_\\_\\_\\_\\_](#) facilities and [hire additional medical / \\_\\_\\_\\_\\_](#) staff.

### Business formation

The company [will start / was started](#) by \_\_\_\_\_ in 200\_. The company form is [going to be sole proprietor / limited company \(Ltd\) / Incorporated \(Inc\) / Corporation \(Corp\) / Limited Liability Company \(LLC\) / Co-operative](#). Registration is in the State of \_\_\_\_\_ under number: \_\_\_\_\_. The company now employs \_\_\_ people, including [Mr. / Mrs. \\_\\_\\_\\_\\_](#), who \_\_\_\_\_. [For federal income tax purposes, ABC is classified as a subchapter S corporation.](#)

## Business philosophies / identity

By combining experience and know-how ABC Day Care will be able to create a high satisfaction level. ABC Day Care will use advanced technology and professional care taking methods to offer a high quality product mix.

Our philosophies are embedded in our customer oriented management and operations, providing excellence in our services, commitment to care for clients and fostering positive growth through specialization. These philosophies shall be incorporated at all levels of the center.

## Location

We are **going to be** located at **company address**. This location has been selected because of **its low price, top location, esteem, size, visibility, and image**.

## Geographical markets

ABC Day Care will primarily aim for a market share of \_\_\_ % within the next \_\_\_ years in **the area**. The primary aim is to be nearby and convenient to access.

Our primary market will be **executives** and **expatriates** working and living abroad {with their families}, who demand a professional and high quality standard of day care for their pre-school children or where day care is becoming an affordable option for women that want to **enter / are** in the employment market on a full / part time basis.

ABC's activities are enhanced through a range of co-operative relationships with entities such as:

- Legal & agent networks
- Client branch & trade bodies
- Local Chamber of Commerce

## Vision of the future

ABC has had a **very** good track record over the past \_\_\_ years and we intend the next \_\_\_ years to continue along this trend. The **planned** company can look forward to a promising future, because of our **experienced staff, our careful planning, the potential of the targeted market segments, \_\_\_\_\_**. Our pre-market research has shown the market to have plenty of room for a business such as ABC intends to run. The management style is flexible, progressive and energetic. Enthusiasm of the management as well as the employees will greatly stimulate the envisioned growth.

## Main objectives

### Business objectives

1. Increase annual revenues with min. of \_\_\_\_% over the next \_\_\_\_ years
2. Company growth by \_\_\_\_\_
3. Become established as \_\_\_\_\_

### Financial objectives

1. Obtain financing in the amount of \$ \_\_\_\_\_
2. Increase the gross profit margin with \_\_\_\_% to \_\_\_\_%
3. Reduce operating cost by \_\_\_\_% to \_\_\_\_% of total revenues

### Marketing objectives

1. **Start a / Improve the** company presence on the Internet
2. Expand marketing reach
3. Increase our recognition

## Key advantages

ABC is becoming a recognized industry leader because of the following key advantages:

- Our methodology is fully up to date with international care taking standards.
- Our flexibility to provide customized services to our clients.
- Established partnering relationships with third parties and customers.
- Senior management has significant business experience.
- Maintains a high-quality real time financial information system.
- ABC has consistently set and achieved financial measures in the areas of liquidity, and profitability and is positioned well for future growth.
- ABC has negligible long-term debt.
- ABC is a closely held corporation with the potential to raise additional equity funds. While the founder(s) want(s) to maintain a majority control, he / she / they is / are interested in raising capital by selling stock to management, key employees and area business people and investors.

## Strategic alliance

### *Child day care*

ABC Day Care has been successful in establishing alliances with local and regional companies and organizations for providing a day care center facility for the children of the employees of these organizations as well as arranging a pickup and delivery service.

### *Senior Citizens day care*

ABC Day Care has been successful in establishing alliances with local and regional homes for the elderly and other retirement centers for providing a day care center facility for senior citizens as well as arranging a pickup and delivery service.

### *National or international alliances*

ABC Day Care has been successful in establishing alliances with **large / medium** national and multinational companies, local and regional governments and non-governmental organizations (NGO's) to help develop the concept of day care centers with the aim to provide options for women entering or wanting to enter the employment market.

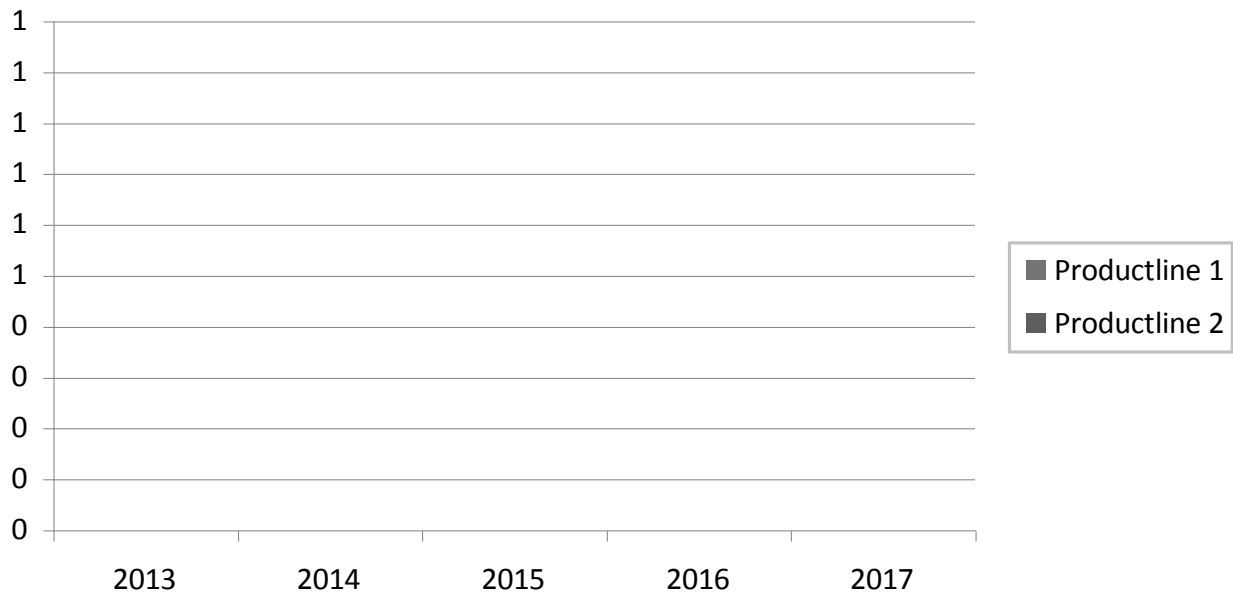
## Sales

As a result of existing as well as new agreements, sales in the national market will remain consistent and even increase, thus requiring ABC Day Care to increase its capacity.

ABC Day Care estimates 200\_ sales to reach \$ \_\_\_\_\_, with net earnings of \$ \_\_\_\_\_ (\_\_\_\_ percent of sales). ABC Day Care has \_\_\_\_\_ **contracts / customers** and options for \_\_\_\_\_ more **contracts / customers**, with centers on \_\_\_\_\_ Avenue and other locations in \_\_\_\_\_.

We have planned for the opening of \_\_\_\_ centers throughout the region, providing access to a growing national network of centers. Our centers will be located in prime residential locations.

### Total sales per productline 5 years



#### Internet

ABC currently has plans to (re)develop its web site / has a well positioned web site primarily used as an advertising channel for its services and is well listed in all the local and regional Web directories. ABC is considering developing its Web site to include an online \_\_\_\_\_.

We are planning to implement a camera observation option on our web site which will enable parents / family members / medical professionals / \_\_\_\_\_ to view their child{ren} / family member / \_\_\_\_\_ online throughout the time they are at our center. A daily / weekly / monthly / hourly / pay per view / \_\_\_\_\_ fee will be charged for this future service.

#### Licenses

ABC has obtained the following required licenses:

- License to operate a Child Care Center in accordance with the law
- License to operate a Senior Citizen / Specialist Care Center in accordance with the law

## Directors

The Board of Directors consists of \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, and they have the principal responsibility for fulfillment of the center's mission and the legal accountability for its operations.

Our Board of Directors further ensures adequate human and financial resources and actively monitors and evaluates the organization's executive director/CEO, as well as the overall financial results. The board members approve and implement policies to ensure achievement of the mission of the organization and to prevent perceived, potential or actual conflict of interest. They will accomplish these functions through regular meetings scheduled weekly / monthly.

## Management team

ABC's management team has direct knowledge of the day care industry, extensive experience, and professional administration skills. Our team includes \_\_\_\_\_, \_\_\_\_\_, and professionals with \_\_\_\_\_ experience. The team tailors to the needs of each individual client and provides advise where needed.

### M. Cartagena - CEO

He / She has a MBA / BSc / PhD / \_\_\_ with a major in \_\_\_\_\_. He / She has a background in \_\_\_\_\_ and \_\_\_\_\_. His / Her mix of skills enables him / her to understand the business of ABC from all perspectives and direct ABC in the right direction over the coming years. His / Her experience in founding and successfully managing another day care business makes him / her perfectly placed in this position.

### J. Candoall - Vice President Finance & Administration

Mr. / Mrs. / Miss \_\_\_\_\_ has \_\_\_ years experience as \_\_\_\_\_, working for \_\_\_\_\_ in \_\_\_\_\_ before joining the ABC as our new VP of Finance. He / She has completed his / her MBA majoring in \_\_\_\_\_.

### P. Sellitall - Vice President Marketing

Mr. / Mrs. / Miss \_\_\_\_\_ has worked for \_\_\_\_\_ as \_\_\_\_\_ during the past \_\_\_ years and has been working for ABC as \_\_\_\_\_ since \_\_\_\_\_. He / She has extensive experience in \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. He / She is ideally suited for this position having experience in \_\_\_\_\_, providing \_\_\_\_\_, and establishing partnerships with organizations nationally / internationally.



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