

BUSINESS PLAN

for

Business Name: _____

Business Address: _____

submitted by

Client Name: _____

Address: _____

Phone: _____

Email Address: _____

Date: _____

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I. Name of the Business

Sample: The business will be known as "ABC Child Care" in Anytown City, Big County, State of Texas.

II. Ownership of the Business

Sample: The business will be formed as a Texas corporation with two stockholders: Mary Smith and Jane Wood. Each stockholder will own 50% of the issued stocks and equal to their individual paid-in capital. The formal charter and agreement will be in accordance with the laws of the State of Texas and will be drawn up by an attorney (name).

III. Information on the Business

A. Type of Business and Products or Service

1. Type of Business

Sample: The purpose of the business is a childcare center that will provide services to the Anytown residential, commercial, and industrial community located within a three-mile radius of the proposed center location.

2. Product

Sample: No products are offered at this time; however, the service will offer exceptional customer service by working with each parent’s needs.

3. Service

Sample: ABC Child Care has a vision in offering the best care to its customers. Therefore, our mission statement is as follows.

Enter NAICS number

1. Mission Statement:

Sample: To provide quality childcare services to the ever expanding residential area surrounding Main Street, Anytown. ABC Child Care focuses on providing full services with an emphasis on convenient hours, as well as educational and social skills development.

Mission Statement:

B. History of the Business

Sample: As a start-up business, there is no history as such. Both owners have experience dealing with children of all ages. Mrs. Smith has more than 25 years of teaching experience in public and private schools. Mrs. Wood has several years of experience in the child supervision and events organization gained from Girl Scout activities, teaching Sunday School classes, as well as raising four children.

Additionally, Mrs. Wood, who will manage the administrative duties of the center, has over 10 years of administrative experience.

C. Location and Hours of Operation

1. Location

Sample: The proposed business location will be at 1100 Main Street, Anytown, which is currently owned by Mrs. Smith. The undeveloped land includes two lots zoned as B-4 "General Business District".

2. Hours of Operation

Sample: The business hours will be from 6:00 p.m. Monday through Friday. The center will be closed New Year's Day, July 4th, Thanksgiving, and Christmas.

D. Revenues and Accounting

1. Revenues

Sample: Revenues will be generated by providing reliable and quality child care services to the Anytown area. Revenues will be generated on a 50% cash basis and 50% credit cards. Therefore, it is projected first year sales will be \$171,513.

Sample: Breakdown is as follows:

\$171,513/12 months = \$14,292.75 sales per month

\$14,292.75 = 3,573.18 per week

\$3,573.18 = 5 days = An average of \$714.64 per day

2. Accounting

Sample: Full accounting records will be maintained by ABC Child Care. An accountant (name) will be used for the preparation of business financial statement, federal and state taxes.

E. Inventory, Supplies, and Equipment

1. Inventory

Sample: Inventory will be limited to consumable office, cleaning and kitchen supplies.

2. Supplies

Sample: Office and cleaning supplies will be replenished on as-needed basis. Kitchen supplies, consisting of food items for meals and snacks, will be purchased weekly at a local grocery store. No delivery suppliers or distributors are considered at this time.

3. Equipment

Sample: Equipment needed to operate the business is currently being evaluated for the business.

F. Legal

Sample: The business will be in compliance regarding the rules and regulations of the Texas Department of Protective and Regulatory Services, Structural Pest Control Board and the Texas Department of Health. The owners will obtain the required operating licenses issued by the Texas Department of Protective and Regulatory Services (Day Care/Child Care Licensing and the Child Care Administrators License).

Sample: Contractual agreements and other legal services will be provided by the law offices of (name).

G. Current Proposal

Sample: The total cost for the start-up business is \$340,000.

As the need for child care services in the Anytown area grows, so will the operation of ABC Child Care. Mrs. Smith and Mrs. Wood have a total of \$90,000 to invest in this project (land appraised at \$50,000 and \$40,000 in cash or cash equivalents). Mrs. Smith and Mrs. Wood need additional financing for two business loans, totaling \$150,000. A conventional loan for a term of 7 and 15 years and 7 - 6% interest is reasonable for the operation of the business. Below is a breakdown:

Projected Business Start-up Costs	
Description	Amount
Construction of Facility (15 year loan)	\$100,000
Equipment (7 year loan)	\$ 30,000
Furnishings (7 year loan)	\$ 20,000
Total	\$150,000

** Note: Please refer to Attachments (Upon Request)

Projected Business Start-up Costs	
Description	\$ Amount
Equipment	
Inventory	
Supplies	
Utility Deposits	
Working Capital	
Cash Reserves	
Total	\$

** Note: Please refer to Attachments (Upon Request)

IV. Market Analysis

Sample: The Anytown area is rapidly expanding through residential and commercial development.

Sample: ABC Child Care specifically targets the working population with children ages six weeks to twelve years who live or work within a three-mile radius of the proposed center location. Potential exists for services to parents working evening shifts or weekends at commercial and industrial firms in the Anytown area.

Sample: At the present time, there is one child care center that offers direct competition. Some regional schools offer before and after school care, but Anytown school districts do not offer such care, nor is it anticipated.

A. Industry Trends and Target Market

B. Economics (Industry & Local: Geographic, Population, Demographics & Competition)

Comparative Competitor Analysis							
	Product/Service	Quality	Price	Location	Marketing Program	Other	Other
ABC Child Care							
DEF Day Care							

Note: Range 1-5 (5 being highest/best possible score.)

V. Marketing Strategy

Sample: ABC Child Care will include marketing, network marketing and web marketing in order to be as effective as possible in marketing the childcare center.

Formal advertising will be planned to begin three months before the center is scheduled to open. Advertising will continue by using traditional methods in marketing such as various social media.

Clients have already begun networking by promoting the business by word of mouth and the response has been favorable.

A. Advertising

B. Promotion

C. Sales Strategy

VI. Management Plan

Sample: Mrs. Smith will be responsible for the overall operation of ABC Child Care, while Mrs. Wood will be responsible for the accounting/recordkeeping and administration of the center. The selection and retention of employees, as well as the expenditure of funds will be jointly shared. Each one will step in for each other in case of an emergency to continue the operation of the business. Employees are currently being evaluated to operate the child day care center.

A. Management:

B. Contingency: In case of an emergency explain who will be responsible for the operation of the business

C. Employees: State positions, responsibilities, full time, part time, or contracted & pay rate

D. Cybersecurity: Explain/identify the cyber hygiene of your business and what steps/plan will be implemented to keep the business secure. (EX. Password management, antivirus, using secure cloud systems, backing up and testing restoration of data, employee training, etc.)

VII. Financial Analysis

Sample: The financial projections are based on monthly revenues of \$14,030 during the first month of operation and are expected to increase to \$17, 183 by the end of the first year of operation. These projected revenues would give the corporation a gross profit of \$155,000 a before tax net income of \$9,308, and positive cash flow of \$17,029 during the first year.

A. Basis

B. Assumptions

C. Detailed Financial Analysis - Depicted in Financial Statements

VIII. Attachments (Upon Request)

A. Resumes:

All Owners

B. Company Filings – (Company Name):

Certification of Filing & Operating Agreement (if LLC)

Assumed Name Certificate (DBA)

Employer Identification Number (EIN)

Sales & Use Tax Permit (if applicable)

Intellectual Property (if applicable)

C. Proposed Purchase of Land/Building or Lease Agreement

Proposed locations –(Address)

Lease Agreement (if applicable -signed or unsigned)

D. Proposed Buildout –Quotes, Site Layout & Pictures (if applicable)

E. List of Capital Equipment Purchases & Quotes (if applicable)