

One-Page Daycare Business Plan

Business Name & Vision

- **Business Name:** (Daycare Name)
- **Vision:** To provide a safe, nurturing, and educational environment where children thrive.

Mission Statement

To support working families by offering high-quality childcare focused on learning and development.

Objectives

1. Enroll 30 children within the first 6 months.
2. Achieve monthly revenue of \$15,000 by Year 1.
3. Introduce an after-school program by Year 2.

Target Market

- Working parents with children aged 6 months to 5 years.

Value Proposition

Safe, affordable childcare with a focus on early education and personal attention.

Products/Services

- Full-time childcare for infants and toddlers.
- Early learning programs and structured activities.
- After-school care.

Marketing & Sales Strategy

- Local partnerships with schools and community centers.
- Word-of-mouth referrals and local flyers.
- Social media campaigns targeting parents.

Operations Plan

- Maintain a structured daily schedule for children.
- Staff-to-child ratio compliance and safety checks.

Financial Summary

- **Startup Costs:** \$60,000 (rent, staff salaries, toys).
- **Revenue Streams:** Enrollment fees and additional programs.
- **Profit Goals:** Positive cash flow within 12 months.