**Daycare Business Plan**

**Executive Summary**

Safe Kids Child Care is a start-up organization that provides day care services to Lynn, MA, a suburb of Boston. This mid-sized child care facility serves children from three months to six years of age. Their services are safe and secure, providing the parents with an excellent place where their children can be taken care of.

**The Market**

The child care market is quite competitive in the Boston area. There are over 300 different facilities. There are two general types of facilities. The larger style is commercially run, typically a corporate franchise center. These facilities are both regional and national. Currently, the four largest child care facilities in the USA account for 29% of the market. There are also many different smaller locally run and owned faculties. While the largest facilities can host between 20-100 children, the locally run centers typically have a maximum capacity of 20 children.

As mentioned earlier, the market is quite competitive. Safe Kids will employ two strategies to differentiate themselves. The first is a pricing structure where Safe Kids' services will be priced at 5%-10% less than the larger commercial run facilities. The second differentiating effort will be benchmarked customer service. A customer-centric philosophy will be infused within the entire organization. Safe Kids will spend extra money to attract and train the best employees. This is especially important because it is the employees that interact with both the children and parents and will have the best chance to impress them enough to turn them into a loyal customer as well as to be vocal in telling their friends about their positive child care experience.

**The Customers**

Safe Kids will be concentrating on two different target customer segments. The first is full-time working couples. This group is forecasted to account for 80% of Safe Kids' business. This group is growing at a rate of 25% and there are over 100 potential customers in a 10 mile radius. The second group of customers are drop in, customers who use Safe Kids sporadically, when ever the need arises. This group is growing at 20% and there are 50 potential families.

**The Management Team**

Safe Kids will be lead by two child care industry veterans, Andrea Child and Danielle Freelander. Andrea has a sales, marketing, and management background within the industry, having spent seven years at The Toddler Warehouse. During her tenure at Toddler Warehouse, Andrea helped grow the business from $98,000 in yearly revenue to over $4.6 million. Andrea's partner is Danielle Freelander who has a finance and administration background. Previous to Safe Kids, Danielle worked for The Rug Rat Vault, the seventh largest child care corporation in the USA. While Danielle was at The Rug Rat Vault as CFO, she was able to increase operating profits by 12%, an increase that is generally unheard of in this industry.

Safe Kids is an exciting opportunity that provides safe and secure child care to the Lynn, MA neighborhood. Safe Kids will reach sustainable profitability over the next three years, with $674,000 in sales by year three. Through a combination of well-priced services, outstanding customer service, and a well seasoned management team, Safe Kids will quickly gain market share and a reputation as a premier child care provider.

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**1.1 Mission**

Safe Kids Child Care aims to offer safe and secure child care at all times. Close personal attention to each child is essential to providing a quality experience for all children; therefore, adequate personnel will be hired to ensure each child has the proper supervision will in our care.

**1.2 Keys to Success**

Keys to success for the company will include:

Maintaining a reputable and untarnished reputation in the community.

Quality care.

Competitive pricing.

Flexible hours.