

Daycare and Childcare Center Business Plan

Sample plan for Little Acorns Early Learning (fictional example)

Prepared by: [Owner name]

[Business address]

[Phone] | [Email] | [Website]

Date: [Month, Year]

How to use this sample: the business name, figures and descriptions are a fictional example to show what a finished plan looks like. Replace everything in [brackets] and every example number with your own research before you share it. Cost ranges are rough planning figures and vary widely by location.

1. Executive Summary

Little Acorns Early Learning is a new daycare and childcare center business based in [City, State]. We will serve working parents with infants and toddlers and families needing preschool programs, offering infant and toddler care, preschool curriculum and before and after school care. Our goal is to become the go-to choice for [your target customer] in [your area] by [your key difference, such as quality, speed, price or specialty].

We project first-year revenue of about \$400,000, growing to \$575,000 by year three. Startup costs are estimated between \$58,000 and \$358,000. We are seeking \$208,000 in [loan / investment / owner funds] to cover startup costs and working capital. [Add one or two sentences on the owner's experience and any early traction such as signed customers, pre-orders or a secured location.]

2. Company Description

Childcare is regulated closely, so licensing and staff ratios shape every part of the plan. Your daycare plan should show licensed capacity, tuition by age group, staff-to-child ratios, and how long it will take to reach full enrollment.

Item	Details
Legal name	[Little Acorns Early Learning LLC]
Legal structure	[LLC / sole proprietorship / corporation / partnership]
Location	[Address or service area]
Owners	[Names and ownership %]
Stage	[Idea / pre-launch / operating since 20XX]

Mission statement

3. Products and Services

Offering	Description	Price	Cost to deliver
Infant and toddler care	[Describe]	[\$]	[\$]
Preschool curriculum	[Describe]	[\$]	[\$]
Before and after school care	[Describe]	[\$]	[\$]
Summer camp	[Describe]	[\$]	[\$]
Drop-in care	[Describe]	[\$]	[\$]

Revenue streams:

- Weekly or monthly tuition
- Registration and supply fees
- State subsidy payments and food program reimbursements

4. Market Analysis

Target customers:

- Working parents with infants and toddlers
- Families needing preschool programs
- School-age children needing before and after care
- Families using childcare subsidies

Market	Estimate	Source
Potential customers in our area	[#]	[Census data, local reports]
Customers we can realistically reach	[#]	
Target share in year one	[%]	

Industry trends affecting our business

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5. Competition

Competitor	Strengths	Weaknesses	Price range
[Competitor 1]			
[Competitor 2]			
[Competitor 3]			

Why customers will choose us

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6. Marketing and Sales

Planned marketing activities:

- Open houses and tours
- Listings with local childcare referral agencies
- Parent reviews and referrals
- Partnerships with nearby employers

Channel	Monthly budget	Goal
Open ...	[\$]	[#]
Listings ...	[\$]	[#]
Parent ...	[\$]	[#]

7. Operations

Location, facilities and equipment

Suppliers and day-to-day operations

Licenses, permits and insurance to obtain:

- State childcare license [] obtained
- Background checks for all staff [] obtained
- Fire, health and building inspections [] obtained
- CPR and first aid certification [] obtained

Requirements vary by state and city. Confirm with your local licensing office.

8. Management and Staffing

Name	Role	Experience
[Owner name]	Owner / manager	[Relevant experience]

Hiring plan for the first three years

9. Key Performance Indicators

Metric	Why it matters	Our target
Enrollment as a share of capacity	Most centers need 80% or more to be profitable.	[Target]
Staff-to-child ratio	Set by state rules for each age group.	[Target]
Tuition collection rate	Late or missing payments hurt cash flow.	[Target]
Waitlist size	A sign of demand and pricing power.	[Target]

10. Risks and How We Will Manage Them

Risk	How we will reduce it
Licensing and inspection issues	[Your plan]
Hiring qualified teachers	[Your plan]
Slow enrollment ramp	[Your plan]
Liability	[Your plan]

11. Financial Plan

Estimated startup costs

Startup cost	Typical low	Typical high	Our estimate
Facility lease or renovation	\$20,000	\$200,000	[\$]
Furniture, toys and learning materials	\$10,000	\$40,000	[\$]
Playground and safety equipment	\$5,000	\$40,000	[\$]
Licensing, inspections and background checks	\$1,000	\$5,000	[\$]
Insurance	\$2,000	\$8,000	[\$]
Pre-opening staff training	\$5,000	\$15,000	[\$]
Working capital reserve	\$15,000	\$50,000	[\$]
Total	\$58,000	\$358,000	[\$]

Three-year projection (illustrative)

	Year 1	Year 2	Year 3
Revenue	\$400,000	\$500,000	\$575,000
Cost of sales	\$220,000	\$275,000	\$316,250
Gross profit	\$180,000	\$225,000	\$258,750
Operating expenses	\$171,000	\$188,100	\$203,148
Net income before tax	\$9,000	\$36,900	\$55,602

Example assumptions: 45% gross margin, revenue growth of 25% in year two and 15% in year three. Replace these with your own numbers. Our free Excel financial projections template at BusinessPlanDownload.net builds this table from your assumptions.

12. Funding Request

We are requesting \$208,000 to fund startup costs and working capital. [Explain loan term or investor terms, how much the owners are investing, and how the funds will be repaid.]

Use of funds	Amount
Facility lease or renovation	[\$]
Furniture, toys and learning materials	[\$]
Playground and safety equipment	[\$]
Licensing, inspections and background checks	[\$]
Insurance	[\$]

Pre-opening staff training	[\$]
Working capital reserve	[\$]

Appendix

Writing tips for a daycare and childcare center plan:

- Show capacity and ratios for each classroom.
- Model enrollment growth month by month.
- Describe your curriculum and safety policies.

Attach: owner resumes, lease or letter of intent, equipment quotes, permits, market research, photos and detailed financial statements.