



Little Stars Preschool

Business Plan

[YEAR]


Learners Today, Leaders Tomorrow.

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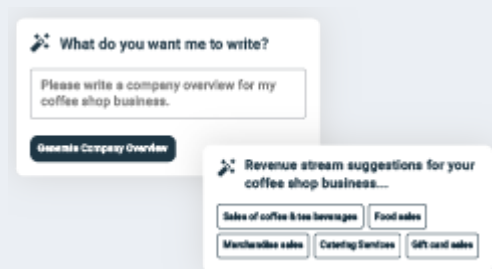
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1.

Executive Summary

Mission statement

Vision statement

Keys to Success

Business Target



REMEMBER

Before you think about how to start a Preschool service, you must create a detailed Preschool business plan. It will not only guide you in the initial phases of your startup but will also help you later on.

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Little Stars

Little Stars Preschool is a standard and well-equipped preschool that will be located in a well-populated residential estate in Asheville – North Carolina, United States of America. We are a preschool that provides daycare services for toddlers aged two to six.

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Start writing here..

Mission statement

Little Stars

Our mission is to provide top-level child care. We exist to attract and maintain customers. When we adhere to this maxim, everything else will fall into place. Our services will exceed the expectations of our customers. The pre-school dedicates its efforts a

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Vision statement

Little Stars

Our overall business goal is to position Little Stars to become the leading Pre – School brand in the educational industry in the whole of Asheville – North Carolina, and also to be amongst the top 50 preschools in the united states of America within the first 10 years.

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Keys to Success

Little Stars

The keys to success in our business are:

- **Marketing:** differentiating the Pre-School caregiving and educational services from

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Business Target

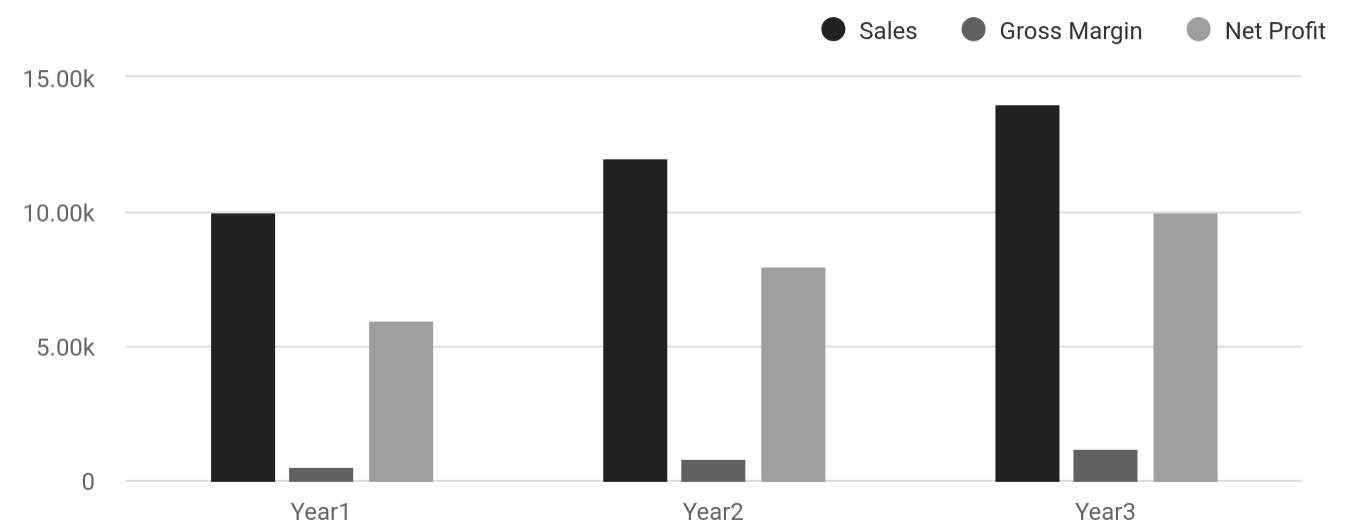
Little Stars

Our main business targets are summarized in the following column chart.

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3 Year profit forecast



Financial Year	Sales	Gross Margin	Net Profit
Year1	10,000	500	6,000
Year2	12,000	800	8,000
Year3	14,000	1,200	10,000

2.

Company Summary

Start-up Summary

Team

Funding Required

Little Stars

The Little stars preschool will start out as a simple proprietorship, owned & founded by **Mrs. Angelina Moore & Jane Moore**. She has a Degree in Education with a bias in children's education and she has over 16 years of experience in the educational


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Start-up Summary

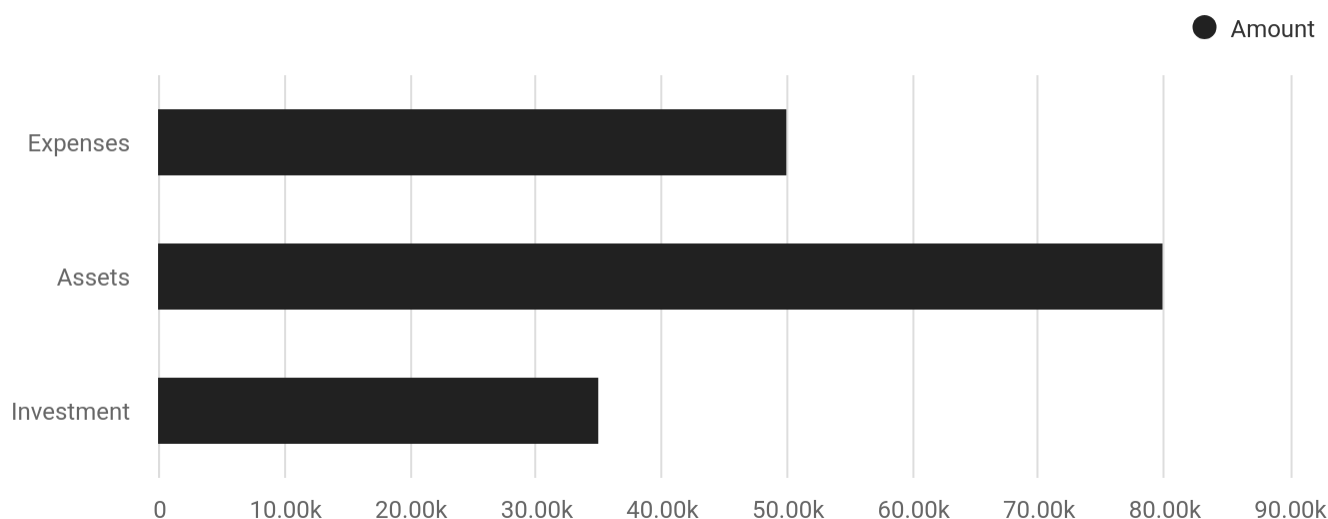
Little Stars

The company will obtain use of a new structure. Start-up costs will cover a number of details to convert the structure to suit the owner's concept both visually and functionally. Included in start-up costs are all the necessary expenditures to cover the pre-oper

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Start writing here..

Startup cost



Cost distribution

Amount

Expenses	50,000
Assets	80,000
Investment	35,000

Team

Little Stars

Little stars will be led by two child care industry veterans, Angelina Moore and Jane Moore. Angelina has a sales, marketing, and management background within the industry, having spent seven years at The Toddler Warehouse. During her tenure at Toddler Warehouse, she was responsible for managing the business operations of the company, including hiring, training, and scheduling staff. She also managed the company's marketing and sales efforts, which resulted in a steady increase in enrollment over the years. Jane Moore has a background in early childhood education and has worked for several years in a preschool setting. She is passionate about providing a high-quality, nurturing environment for young children and is committed to ongoing professional development. Together, Angelina and Jane will lead the Little Stars team, ensuring that every child receives the best possible care and education.

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Management Team

Start writing here..

Little Stars

	Year1	Year2	
--	-------	-------	--

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Personnel Table

Funding Required

The detailed startup requirements and expenses are given in the table below.

Start-up Expenses	Amount
Legal	\$75,500
Consultants	\$0
Insurance	\$62,750
Rent	\$22,500
Research and Development	\$42,750
Expensed Equipment	\$42,750
Signs	\$1,250
TOTAL START-UP EXPENSES	\$247,500
Start-up Assets	\$0

Start-up Expenses	Amount
Cash Required	\$322,500
Start-up Inventory	\$52,625
Other Current Assets	\$222,500
Long-term Assets	\$125,000
TOTAL ASSETS	\$121,875
Total Requirements	\$245,000
START-UP FUNDING	\$0
START-UP FUNDING	\$273,125
Start-up Expenses to Fund	\$121,875
Start-up Assets to Fund	\$195,000
TOTAL FUNDING REQUIRED	\$0
Assets	\$203,125
Non-cash Assets from Start-up	\$118,750
Cash Requirements from Start-up	\$0
Additional Cash Raised	\$118,750
Cash Balance on Starting Date	\$121,875
TOTAL ASSETS	\$0
Liabilities and Capital	\$0
Liabilities	\$0
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
TOTAL LIABILITIES	\$0
Capital	\$0
Planned Investment	\$0
Investor 1	\$312,500
Investor 2	\$0

Start-up Expenses	Amount
Other	\$0
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$695,000
Loss at Start-up (Start-up Expenses)	\$313,125
TOTAL CAPITAL	\$221,875
TOTAL CAPITAL AND LIABILITIES	\$221,875
Total Funding	\$265,000

3.

Products and Services

Products and Services



REMEMBER

Before starting a Preschool business, you must take many things into consideration such as you must consider what types of Preschool services will you be providing to your customers. Deciding your

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Little Stars

The Little Stars Preschool is going to offer daycare services within the scope of the education board in the United States of America. Our intention of starting our preschool is to soundly prepare toddlers who are under the ages of three and four for kindergarten.

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Start writing here..

Products and Services



kindergarten

Provide daycare services for children under the ages of three and four to prepare them for kindergarten.



Home Tutor Services

Offering Home Tutor Services for toddlers as requested by their parents



Books and Materials

Retailing of Kids Educational Books and Materials

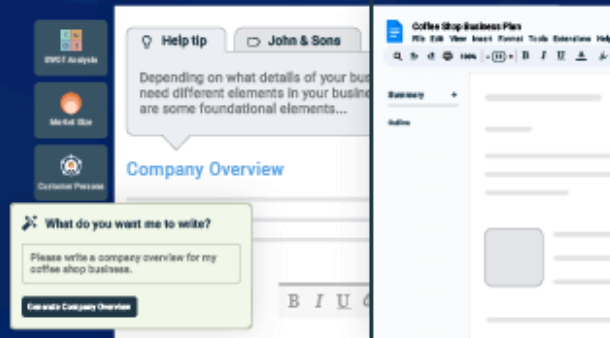


Daycare services

Running a Standard and licensed Daycare Center

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4.

Market Analysis

Market Overview

Market Trends

Target Market



REMEMBER

The most important component of an effective Preschool business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do marketing analysis yourself by taking help from the following tips:

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Market Overview

Little Stars

Our target market consists of young married couples who possess a college education with a combined annual income of \$70,000 or greater. According to our research, the majority of these families work within the East Baton Rouge Parish or commute within 30 minutes of the center.

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Market Trends

Little Stars

The trend in the preschool/daycare center line of business is that the keys to attracting parents to enroll in their wards are the safety, cleanliness, location, and of course the overall comfort of their toddlers.

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Target Market

Little Stars

As a standard preschool/daycare center, Little Stars Pre – School offers a wide range of preschool services hence we are well trained and equipped to services a wide range of kids are of different growth levels irrespective of any challenges, etc.

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Start writing here..

5.

Strategy & Implementations

Product/Service

Price

Promotion

Web Plan Summary

Sales Strategy



REMEMBER

After identifying the market demand, market trends, and the potential customers of the startup, the next step is to define an effective strategy for attracting those customers. Like marketing analysis

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Ex :: Industry

Our pre-school will attempt to rapidly achieve awareness in the city about its business in the first year. To be successful in this business, you should have many students. Thus it is of great importance to have a solid marketing strategy, in order to distinguish

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Start writing here..

Product/Service

Ex :: AutoCar

Customers will be pleasantly surprised at how attentive our pre-school is in regards to their needs. The business operates on the assumption that it will do whatever is reasonably necessary to keep the customer happy. This reflects the notion that if

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Start writing here..

Price

Ex :: AutoCar

Our pre-school must charge appropriately for the high-end, high-quality educational and caregiving services we offer. Our revenue structure has to support our cost structure, so the salaries we pay to assure quality services must be balanced by the revenue

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Start writing here..

Promotion

Ex :: Industry

Our pre-school will use various ways of promoting our company so as to gain more customers and increase general awareness of our school and the services we offer.

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Start writing here..

Ex :: Industry

Word of mouth advertising via quality output will be used to market our pre-school. We will give incentives to parents who refer other parents to our school. These incentives will include fee discounts for every referred child who successfully enrolls at our school.

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Word of Mouth

Start writing here..

Ex :: Industry

Maintaining and enhancing its reputation with families and in the community will be crucial in obtaining the planned market share growth of this target market. We will be active in our community, sponsoring events at the community center for families and children.

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Community Involvement

Start writing here..

Ex :: Industry

We will use colorful, informative fliers to increase awareness of our school in the city. These fliers will be distributed to random people in the CBD, and in the suburb where we are located. We hope to get potential customers from the distribution of fliers. We will also have a booth at the community center.

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Fliers

Start writing here..

Ex :: Industry

We will place adverts in the Sunday mail so that more people can be aware of our pre-school. Placing our advert in the Sunday mail will ensure that our advert will be read the whole week as it is a weekly newspaper. It will also ensure that we reach the parents

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Newspapers

Start writing here..

Ex :: Industry

We will advertise our pre-school on commuter omnibuses which commute from the city to different locations. This will make more people aware of our pre-school.

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Public Transport Advertising

Start writing here..

Web Plan Summary

Ex :: Industry

The pre-school website will be the virtual business card and portfolio for the center, as well as its online "home." It will showcase the campus, curriculum, and activity calendar for the school. It will also provide for an Internet background of the instructors, online

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Start writing here..

Sales Strategy

Ex :: Industry

The sales strategy will be based on a communication effort to explain the virtues of the program and how time at the pre-school can speed up the children's development considerably. In addition to one on one explanation of the program and its merits, the

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Start writing here..

6.

Management Summary

Personnel Plan



REMEMBER

The management plan is also an important component of a preschool business plan since it gives you an estimate of the staff required for your startup as well as the costs incurred on their salaries.

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Little Stars

Mrs. Angelina Moore and Jane Moore have extensive experience in the management of Child Care and Family Entertainment Centers, respectively. Their attached resumes detail this experience in the Big City area.

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Start writing here..

Personnel Plan

Little Stars

As the Personnel Plan shows, the company expects to make gradual investments in personnel over the next three years, always keeping in mind the number of children in need of care. In addition to the owners, we will need one full-time manager and 6 full-time staff members.

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Start writing here..

7.

Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

The last component of a preschool business plan is an in-depth financial plan. The financial plan crafts a detailed map of all the expenses needed for the startup and how these expenses will be met by the business owner.

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Little Stars

The company will be financed by John himself and he will control the direction of the business to make sure that it is expanding at the forecasted rate. As for the preschool business start-up, no equity funding or outside loans will be required. With the help of friends and family, the company will be able to cover the initial costs.

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Start writing here..

Important Assumptions

The financial projections of the company are forecast on the basis of the following assumptions. These assumptions are quite conservative and are expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

Brake-even Analysis

Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
Assumptions:	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

Projected Profit and Loss

	2024	2025	2026
Revenue	\$673,992.52	\$1,208,008.15	\$2,165,876.49
Tuition Fees	\$636,728	\$1,143,488	\$2,053,536
Unit Sales	796	1,429	2,567
Unit Price	\$800	\$800	\$800
Extracurricular Activities	\$31,834.25	\$57,169.79	\$102,668.91
School Merchandise	\$5,430.27	\$7,350.36	\$9,671.58
Cost Of Sales	\$77,423.15	\$100,352.22	\$122,944.36
General Costs	\$77,423.15	\$100,352.22	\$122,944.36
Classroom Supplies	\$66,978.31	\$88,803.75	\$110,773.56
Stationery and Educational Materials	\$13,058.92	\$16,926.28	\$17,559.44
Learning Aids and Equipment	\$53,919.39	\$71,877.47	\$93,214.12
Food and Beverage	\$10,444.84	\$11,548.47	\$12,170.80
Snacks for Students	\$6,000	\$6,349.95	\$6,556.32
Beverages for Students	\$4,444.84	\$5,198.52	\$5,614.48
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$596,569.37	\$1,107,655.93	\$2,042,932.13
Gross Margin (%)	88.51%	91.69%	94.32%
Operating Expense	\$739,576.51	\$760,024.88	\$842,283.37

	2024	2025	2026
Payroll Expense (Indirect Labor)	\$619,440	\$634,143.60	\$649,226.40
Teaching Staff	\$405,000	\$416,250	\$427,819.68
Full-Time Teachers	\$315,000	\$324,450	\$334,183.68
Part-Time Teachers	\$90,000	\$91,800	\$93,636
Administrative Staff	\$105,000	\$107,100	\$109,242
Administrative Staff	\$105,000	\$107,100	\$109,242
Support Staff	\$109,440	\$110,793.60	\$112,164.72
Janitors	\$57,600	\$58,176	\$58,757.76
Maintenance Workers	\$51,840	\$52,617.60	\$53,406.96
General Expense	\$120,136.51	\$125,881.28	\$193,056.97
Facility Costs	\$57,699.62	\$49,273.52	\$71,338.57
Rent	\$24,000	\$24,720	\$25,461.60
Utilities	\$33,699.62	\$24,553.52	\$45,876.97
Operational Costs	\$51,636.89	\$65,639.76	\$110,579.52
Insurance	\$6,000	\$6,120	\$6,242.40
Marketing and Advertising	\$45,636.89	\$59,519.76	\$104,337.12
Maintenance and Supplies	\$10,800	\$10,968	\$11,138.88
Cleaning Services	\$4,800	\$4,848	\$4,896.48
Office Supplies	\$6,000	\$6,120	\$6,242.40
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	(\$143,007.14)	\$347,631.05	\$1,200,648.76

	2024	2025	2026
Additional Expense	\$13,028.44	\$11,407.41	\$9,703.41
Long Term Depreciation	\$8,748	\$8,748	\$8,748
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$151,755.14)	\$338,883.05	\$1,191,900.76
Interest Expense	\$4,280.43	\$2,659.39	\$955.41
EBT	(\$156,035.58)	\$336,223.64	\$1,190,945.35
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$830,028.10	\$871,784.51	\$974,931.14
Net Income	(\$156,035.58)	\$336,223.64	\$1,190,945.35
Net Income (%)	(23.15%)	27.83%	54.99%
Retained Earning Opening	\$0	(\$178,035.58)	\$146,188.06
Owner's Distribution	\$22,000	\$12,000	\$12,000
Retained Earning Closing	(\$178,035.58)	\$146,188.06	\$1,325,133.41

Projected Cash Flow

	2024	2025	2026
Cash Received	\$673,992.52	\$1,208,008.15	\$2,165,876.49
Cash Paid	\$821,280.10	\$863,036.51	\$966,183.14
COS & General Expenses	\$197,559.66	\$226,233.50	\$316,001.33
Salary & Wages	\$619,440	\$634,143.60	\$649,226.40
Interest	\$4,280.43	\$2,659.39	\$955.41

	2024	2025	2026
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$147,287.58)	\$344,971.64	\$1,199,693.35
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$40,000	\$0	\$0
Net Cash From Investments	(\$40,000)	\$0	\$0
Amount Received	\$150,000	\$0	\$0
Loan Received	\$100,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$0	\$0
Amount Paid	\$53,684.64	\$45,305.67	\$47,009.66
Loan Capital	\$31,684.65	\$33,305.69	\$35,009.66
Dividends & Distributions	\$22,000	\$12,000	\$12,000
Net Cash From Financing	\$96,315.36	(\$45,305.67)	(\$47,009.66)
Summary			
Starting Cash	\$0	(\$90,972.22)	\$208,693.75
Cash In	\$823,992.52	\$1,208,008.15	\$2,165,876.49
Cash Out	\$914,964.74	\$908,342.18	\$1,013,192.80
Change in Cash	(\$90,972.22)	\$299,665.97	\$1,152,683.69
Ending Cash	(\$90,972.22)	\$208,693.75	\$1,361,377.44

Projected Balance Sheet

	2024	2025	2026
Assets	(\$59,720.22)	\$231,197.75	\$1,375,133.44
Current Assets	(\$90,972.22)	\$208,693.75	\$1,361,377.44
Cash	(\$90,972.22)	\$208,693.75	\$1,361,377.44
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$31,252	\$22,504	\$13,756
Gross Long Term Assets	\$40,000	\$40,000	\$40,000
Accumulated Depreciation	(\$8,748)	(\$17,496)	(\$26,244)
Liabilities & Equity	(\$59,720.23)	\$231,197.72	\$1,375,133.41
Liabilities	\$68,315.35	\$35,009.66	\$0
Current Liabilities	\$33,305.69	\$35,009.66	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$33,305.69	\$35,009.66	\$0
Long Term Liabilities	\$35,009.66	\$0	\$0
Long Term Debt	\$35,009.66	\$0	\$0
Equity	(\$128,035.58)	\$196,188.06	\$1,375,133.41
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$50,000	\$50,000

	2024	2025	2026
Retained Earnings	(\$178,035.58)	\$146,188.06	\$1,325,133.41
Check	\$0	\$0	\$0

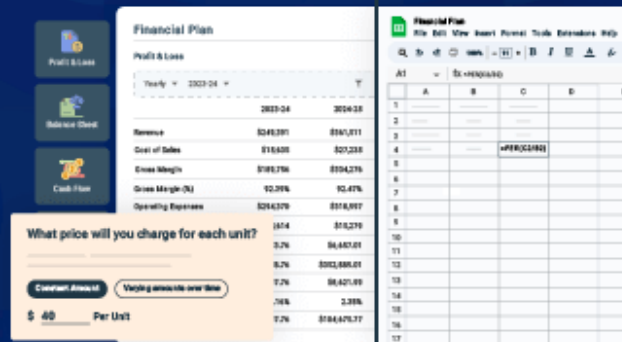
Business Ratios

	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
Percent of Total Assets				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%
NET WORTH	99,32%	101,04%	102,76%	44,90%
Percent of Sales				
Sales	100,00%	100,00%	100,00%	100,00%
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
Main Ratios				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84

	Year 1	Year 2	Year 3	Industry Profile
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
Additional Ratios				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.
Activity Ratios				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
Debt Ratios				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
Liquidity Ratios				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
Additional Ratios				
Assets to Sales	0,45	0,48	0,51	N.A.
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.

Upmetrics vs Financial Spreadsheets

Spreadsheets can be a powerful tool for preparing complex financial reports and forecasts. However, using them can be quite time-consuming, intimidating, and frustrating.



The Upmetrics Financial Plan interface shows a sidebar with 'Profit & Loss', 'Balance Sheet', and 'Cash Flow' options. The main area displays a 'Profit & Loss' report for the year 2023-04. Below the report is a form to 'What price will you charge for each unit?' with a 'Constant Amount' button and a 'Varying amounts over time' button. The 'Constant Amount' button is selected, and the 'Per Unit' field is set to '\$ 40'.

	2023-04	2024-05
Revenue	\$241,391	\$161,811
Cost of Sales	\$116,620	\$27,238
Gross Margin	\$124,770	\$134,573
Gross Margin (%)	52.09%	83.47%
Operating Expenses	\$214,379	\$118,987
	1514	\$15,279
	3.2%	\$6,657.01
	9.2%	\$302,888.01
	7.2%	\$6,621.89
	7.6%	2,386
	7.2%	\$184,675.77

What price will you charge for each unit?

\$ 40 Per Unit



Upmetrics could be your way out of boring & clumsy spreadsheets. Simply enter the numbers, and get accurate and easy-to-understand financial reports made in minutes – no more remembering complex formulas or fussing in the spreadsheet.

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Mariia Yevlash



Student, Sumy State University – Ukraine

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