



Little Stars Preschool

Business Plan

[YEAR]


Learners Today, Leaders Tomorrow.

Information provided in this business plan is unique to this business and confidential; therefore, anyone reading this plan agrees not to disclose any of the information in this business plan without prior written permission of the Company




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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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TIP

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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Mission statement



TIP

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 and resources toward ensuring top-rated care giving services coupled with a high-quality activity-based l

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Vision statement



TIP

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 of operations.

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Keys to Success



TIP

The keys to success in our business are:

- **Marketing:** differentiating the Pre-School caregiving and educational services from traditional daycare offerings and interest activity programs.

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Business Target



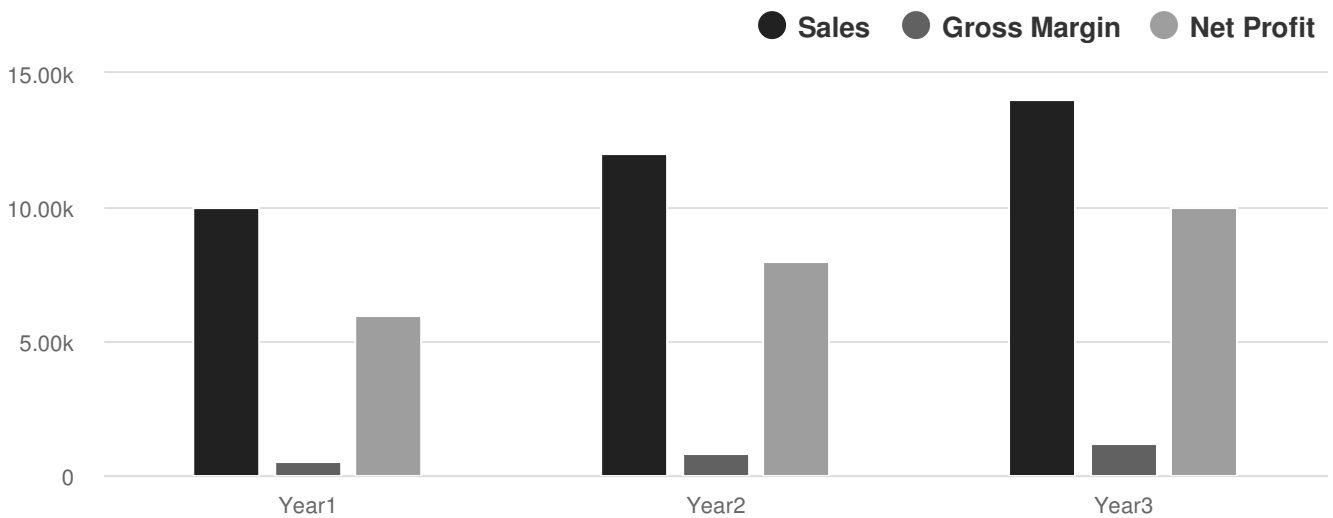
TIP

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	10000	500	6000
Year2	12000	800	8000
Year3	14000	1200	10000

2.

Company Summary

Start-up Summary

Team

Funding Required



TIP

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 industry in the United States of America. She will be bringing in her wealth of experience to help build

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Start-up Summary



TIP

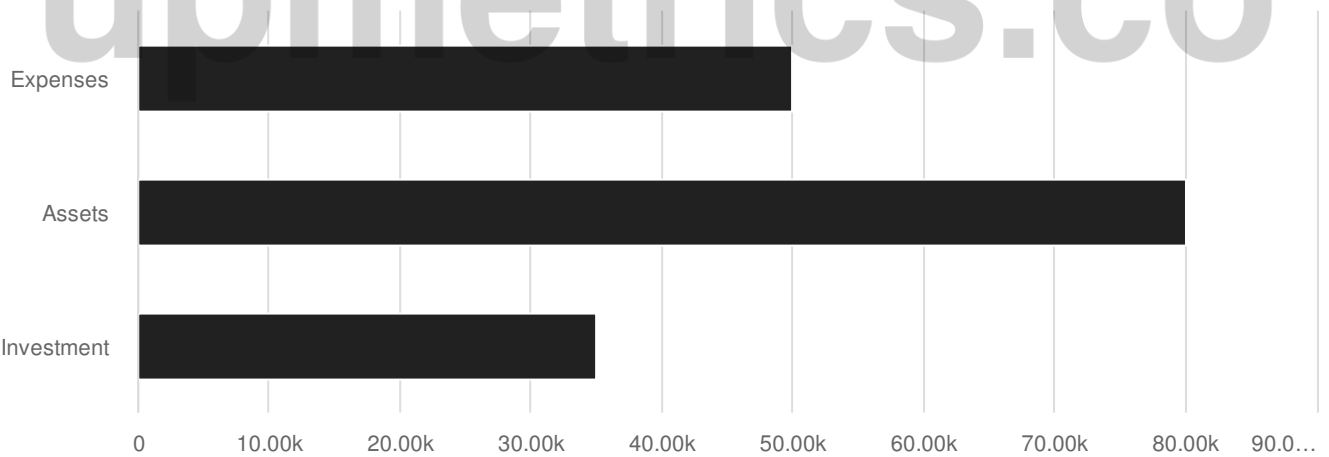
The company will obtain use of a new structure. Start-up costs will cover a number of details to convert the structure to suit the owner's concept both visually and functionally. Included in start-up costs are all the necessary expenditures to cover the pre-opening, hiring, staff training, addition and revision of equipment needs, supplying toys, soft pl

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Start Writing here...

Startup cost

● Amount



Cost distribution

Amount

Expenses

50000

Assets

80000

Investment

35000

Team



TIP

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, Angelina helped grow the business from \$98,000 in yearly revenue to over \$4.6 million.

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Management Team

Start writing here...



TIP

	Year1	Year2	Year3
Expert Consultants (2.92)	\$89,400	\$45,000	\$45,000

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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
Cash Required	\$322,500
Start-up Inventory	\$52,625

Start-up Expenses	Amount
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
Other	\$0
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$695,000

Start-up Expenses	Amount
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 services is extremely important since it helps you plan other components of your business so make sure to consider it before you think about how to start a Preschool business. To unlock help try Upmetrics!



TIP

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 and of course to make profits from the education industry and we will do all that is permitted by the law in the US. To unlock help try Upmetrics!

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

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 this Preschool business plan sample or other Preschool business plans available online.

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Market Overview



TIP

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 miles of the parish. Baton Rouge is an ideal location for families to raise their children, as the da

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Market Trends



TIP

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.

The trend in the daycare center industry is such tha

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Target Market



TIP

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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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, sales strategy is also an important component of a preschool business startup and must be properly planned before you think about starting your own pre

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TIP

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 our pre-school from the existing pre-schools. Our marketing strategy is based upon the marketing

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Product/Service



TIP

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 the customer is kept happy; long-term profits are ensured

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Price



TIP

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 we charge. We will be price competitive in the market we serve; however, we will not subscribe

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Promotion



TIP

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...



TIP

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. We will also carry out door-to-door campaigns in our community. We will also take our

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Word of Mouth

Start writing here...



TIP

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 residents.

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Community Involvement

Start writing here...



TIP

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 offer monthly calendars for parents and the surrounding community.

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Fliers

Start writing here...



TIP

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 as it is a family newspaper. It also has wide coverage in the United States and it is read by many

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Newspapers

Start writing here...



TIP

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



TIP

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 projects posted by the students, and the campus newsletter. The pre-school website will be s

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Start Writing here...

Sales Strategy



TIP

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 prospective parents will be given tours of the facilities. The tour of the facility will serve two purpo

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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. So, make sure to duly consider it before thinking about how to start a preschool business. The management plan of Preschool is as follows.

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TIP

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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Personnel Plan



TIP

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 care workers.

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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 earned profits. It is recommended that you use [our financial planning tool](#) for guiding you through all financial aspects needed to be considered for startup. To unlock help try Upmetrics!



TIP

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 financial experts, John has developed the following financial plan for his preschool start-up business, which outlines the financial. To unlock help try Upmetrics!

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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

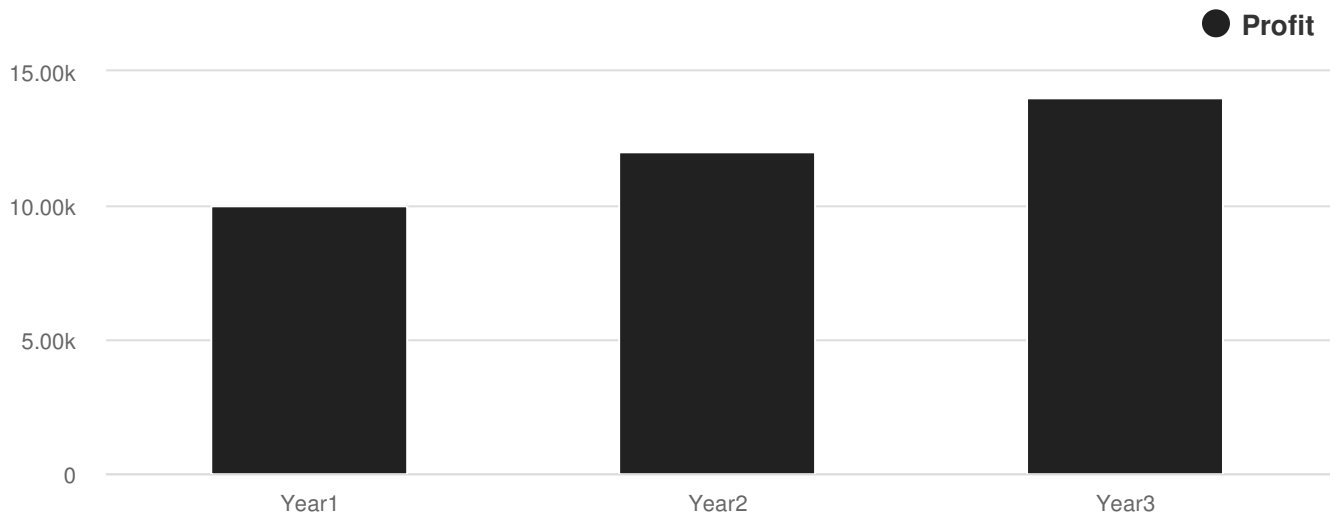
Brake-even Analysis

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

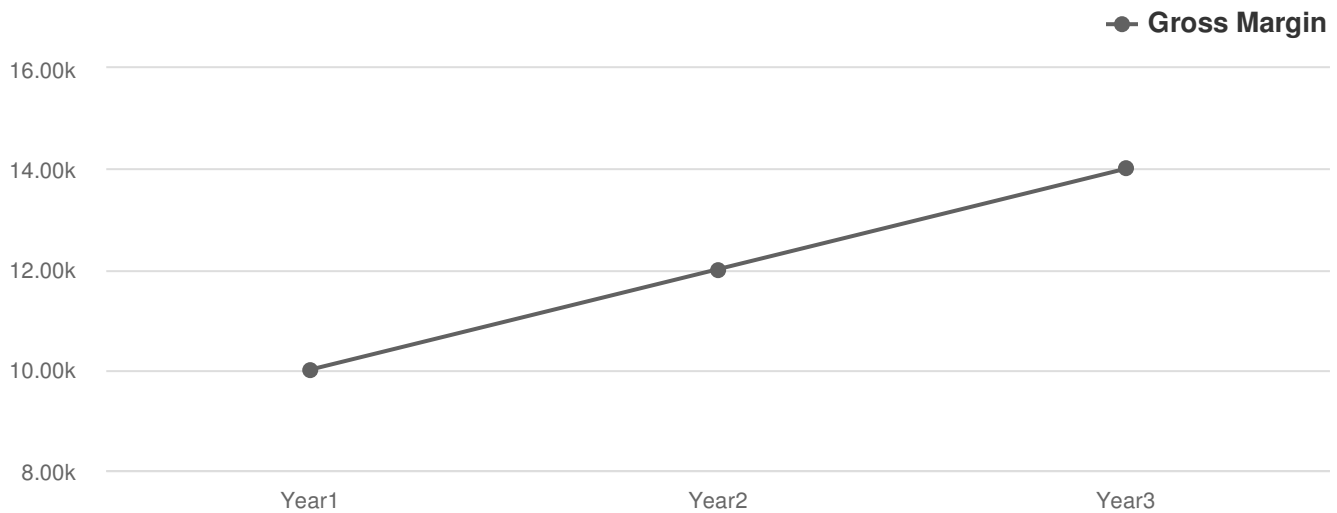
	Year 1	Year 2	Year 3
Sales	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
TOTAL COST OF SALES	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
Expenses			
Payroll	\$138 036	\$162 898	\$187 760
Sales and Marketing and Other Expenses	\$1 850	\$2 000	\$2 150
Depreciation	\$2 070	\$2 070	\$2 070
Leased Equipment	\$0	\$0	\$0
Utilities	\$4 000	\$4 250	\$4 500
Insurance	\$1 800	\$1 800	\$1 800
Rent	\$6 500	\$7 000	\$7 500
Payroll Taxes	\$34 510	\$40 726	\$46 942
Other	\$0	\$0	\$0
Total Operating Expenses	\$188 766	\$220 744	\$252 722
Profit Before Interest and Taxes	\$105 205	\$146 040	\$186 875
EBITDA	\$107 275	\$148 110	\$188 945
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$26 838	\$37 315	\$47 792
Net Profit	\$78 367	\$108 725	\$139 083
Net Profit/Sales	30,00%	39,32%	48,64%

Profit Yearly



Financial Year	Profit
Year1	10000
Year2	12000
Year3	14000

Gross Margin Yearly



Financial Year	Gross Margin
Year1	10000
Year2	12000
Year3	14000

Projected Cash Flow

Cash Received	Year 1	Year 2	Year 3
Cash from Operations			
Cash Sales	\$40 124	\$45 046	\$50 068
Cash from Receivables	\$7 023	\$8 610	\$9 297
SUBTOTAL CASH FROM OPERATIONS	\$47 143	\$53 651	\$59 359
Additional Cash Received			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0
SUBTOTAL CASH RECEIVED	\$47 143	\$53 651	\$55 359
Expenditures from Operations			
Cash Spending	\$21 647	\$24 204	\$26 951
Bill Payments	\$13 539	\$15 385	\$170 631
SUBTOTAL SPENT ON OPERATIONS	\$35 296	\$39 549	\$43 582
Additional Cash Spent			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
SUBTOTAL CASH SPENT	\$35 296	\$35 489	\$43 882
Net Cash Flow	\$11 551	\$13 167	\$15 683

Cash Received	Year 1	Year 2	Year 3
Cash Balance	\$21 823	\$22 381	\$28 239

Projected Balance Sheet

Assets	Year 1	Year 2	Year 3
Current Assets			
Cash	\$184 666	\$218 525	\$252 384
Accounts Receivable	\$12 613	\$14 493	\$16 373
Inventory	\$2 980	\$3 450	\$3 920
Other Current Assets	\$1 000	\$1 000	\$1 000
TOTAL CURRENT ASSETS	\$201 259	\$237 468	\$273 677
Long-term Assets			
Long-term Assets	\$10 000	\$10 000	\$10 000
Accumulated Depreciation	\$12 420	\$14 490	\$16 560
TOTAL LONG-TERM ASSETS	\$980	\$610	\$240
TOTAL ASSETS	\$198 839	\$232 978	\$267 117
Current Liabilities			
Accounts Payable	\$9 482	\$10 792	\$12 102
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
SUBTOTAL CURRENT LIABILITIES	\$9 482	\$10 792	\$12 102
Long-term Liabilities	\$0	\$0	\$0
TOTAL LIABILITIES	\$9 482	\$10 792	\$12 102
Paid-in Capital	\$30 000	\$30 000	\$30 000
Retained Earnings	\$48 651	\$72 636	\$96 621
Earnings	\$100 709	\$119 555	\$138 401
TOTAL CAPITAL	\$189 360	\$222 190	\$255 020
TOTAL LIABILITIES AND CAPITAL	\$198 839	\$232 978	\$267 117
Net Worth	\$182 060	\$226 240	\$270 420

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
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.

	Year 1	Year 2	Year 3	Industry Profile
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.

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