

# ONE PAGE NURSERY BUSINESS PLAN ●

|  |  |
|--|--|
| <b>Company Name:</b>   |  |
| <b>Company Address and Contact Details:</b>  |  |
| <b>Company Overview:</b><br><br>③ <i>Who will own and operate the business, and how many staff members you already have on board/are looking to recruit.</i>   |  |
| <b>Business Services:</b><br><br>③ <i>Who your customers are, and the features of your business that will make it successful, such as demand in your area, demographics of the area, having flexible opening hours, broad age provision, extra activities, lack of competition, etc.</i> |  |
| <b>Financial Strategy:</b><br><br>③ <i>Start-up costs, overhead costs, what you will charge for each place, your own salary and what you will pay other employees, your projected profits/ losses, and how you will fund the project from the start - loans, savings, etc.</i>           |  |
| <b>Marketing Strategy:</b><br><br>③ <i>Planned advertising, promotions etc.</i>  |  |
| <b>Monitoring Success:</b><br><br>③ <i>What will your milestones be? How will you know when the business is doing well? E.g. number of customers, total sales, net profit.</i>   |  |
| <b>Potential Problems and Solutions:</b><br><br>③ <i>What are the risks and how will you overcome them? What are the rules and regulations that you must follow, and how are you going to meet them?</i>   |  |