

Business Plan for Family First Early Childcare LLC

1. Vision/Mission of Family First Early Childcare, LLC

Our mission at Family First Early Childcare, LLC is to provide high-quality, developmentally appropriate childcare within a nurturing, safe, and supportive environment. Recognizing that Social Competence is the key to all learning, we are committed to fostering positive relationships and interpersonal skills that shape a child's understanding of the world. Rooted in respect for the individual, our program aims to empower children with the skills essential for engaging in meaningful relationships and activities with peers, teachers, parents, and other significant adults. We proudly implement the Fun Shine Express Educational Curriculum to ensure a well-rounded and enjoyable learning experience for each child.

- We are an in-home daycare provider. We pride ourselves on working with kids within our community.
- Family First Early Childcare is located at 3067 Arcadia Ave Omaha NE 68111
- We serve families in North Omaha, some of which are low income, but still deserve quality daycare service.
- Our focus is getting infants/toddlers ready for Preschool or Kindergarten. We work with them on learning the alphabet, sounds, site words, numbers, colors, and spelling names.
- We are family based, so we get to know each individual child and their specific needs. We send home weekly updates on what we're working on with each child, their strengths, and weaknesses. Also, this gives parents an idea on what they can work on at home.

2. Offer and Value Proposition

By focusing on early education, it is our vision to have kids on or at grade reading levels. We believe that this would reduce the amount of low reading levels in our school system. Also, we know that behaviors have a direct correlation with kids not doing well in school. We want to try and change that issue.]

3. Audience and Ideal Customer

Our ideal customer is any family that needs and wants quality childcare. No matter the zip code they live in. We want to help all children.

4. Revenue Streams, Sales Channels and Marketing

- Advertising income: Reserve website space for advertising.
- Social media channels: Facebook, Instagram, Pinterest shoppable posts/pins.

Marketing and Advertising:

Online Marketing Methods:

- Social media via Facebook, Instagram, LinkedIn, TikTok, Pinterest, Twitter, other
- Video content on YouTube, Facebook or other

Traditional Advertising and Public Relations Outlets

- Doorhanger flyer distribution
- Event and team sponsorships

5. Structure, Suppliers and Operations

- Business structure: Limited-liability Company
- Permits: State and city license
- Education or certifications: Prepare to Care, CPR, Children's Services Licensing Pre-Service Family Childcare Home Orientation Training, Safe with You: Power to Protect, Sleep with you: Save sleep with infants and abusive head trauma.
- Roles and responsibilities: Owner; oversee day-to-day operations. Staff: follow schedules, interactive learning sessions with kids, perform breakfast and lunch duties

6. Financial Forecast

Day Care Expenses

Director Salary \$44,620
Assistant \$39,534
Head Teacher \$30,000
Aid Salary \$21,000
Insurance \$1,024
Training Free until May 2024
Transportation Insurance \$1300
Educational Supplies \$2,195
Enrichment Activities \$5,000
Cleaning Supplies \$7000
Repairs/Maintenance \$10,000
License Fees/Permits \$400
Utilities \$8400
Rent \$1000