

# My Business Plan

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## Section 1 – Marketing plan

Name of business	
Business description ( <i>Describe the services you will be providing</i> )	
Aims and objectives – First six months ( <i>What are you hoping to achieve?</i> )	
Aims and objectives – Six to 12 months	

Aims and objectives – 12 to 18 months

Market research (*Consider the following – What is the demand for childcare in your area? How do you know this? Who are your competitors and prospective clients?*)

My unique selling points (*What sets you apart from the competition?*)

How I plan to market my business *(Consider the following – Where and how will you advertise your service? Will you have your own website? Will you use social media? Will you offer any special rates/discounts?)*

Notes

Section 2 – Financial plan

<b>Expenditure</b>
Start-up costs
Annual expenditure

Monthly expenditure

Weekly expenditure

**Income**

Generating income – First six months *(How many hours of childcare do you need to sell to cover your expenditure? How many children does this mean you will need to care for? Don't forget that it may take time to fill your childcare places.)*

Generating income – Six to 12 months

Generating income – 12 to 18 months

My funded childcare offering <i>(If you plan to offer funded childcare, consider how you plan to deliver these childcare places.)</i>	
Pattern of delivery for 15 hours	
Pattern of delivery for 30 hours	
Total weekly expenditure (Approximate)	£
Total monthly expenditure (Approximate)	£
My hourly rate	£

Notes