



What to Include in a Child Care Business Plan

This reference sheet shows what BuildUp Oregon look for in a business plan. Use it to prepare your business plan and to check that it covers all the details needed for funding.

Why does BuildUp Oregon require a business plan?

A business plan makes the case for why your project is a good investment for funders. For BuildUp Oregon, it helps us understand your program, gauge its sustainability, and accurately represent your project to the funding committee for grant approvals. By providing a complete business plan, you are ensuring your project receives the full and careful consideration it deserves.

Below, we share the sections and information we look for in a business plan.

Executive Summary

An overview of your business.

- **Business Name**
- **Location**
- **Owner(s)**
- **Mission Statement:** Describe the purpose and core values of your childcare center.
- **Vision Statement:** Outline the long-term goals and aspirations of your center.
- **Overview of Services:** Summarize the age groups served, hours of operation, and primary offerings.
- **Funding Requirements:** State the amount needed and how the funds will be used.

If you are having trouble completing your business plan, let your Program Officer know, and they can assist you.

Market Analysis

Show the viability of your business and how it meets community needs.

- **Target Market:** Age groups and demographics.
- **Competition Analysis:** List competitors in the area, and highlight gaps your center will fill or advantages your center offers.
- **Market Needs:** Discuss why there is a demand for your services in the area.

Organizational Structure

Share who is involved in your business.

- **Ownership Structure:** Sole proprietorship, partnership, LLC, etc.
- **Management Team:** List key personnel and their qualifications.
- **Staffing Plan:** Teacher-to-child ratios, hiring plans, and training requirements.
- **Advisors/Consultants:** Include architects, project managers, and licensing experts if applicable.

Services Offered

An overview of what your child care business offers.

- **Programs:** Age groups served, curriculum, and educational philosophy.
- **Additional Services:** Meals, transportation, extended care options.
- **Schedule:** Hours of operation, holidays, and vacation closures.

Marketing and Enrollment Strategy

Share plans to market your business and spread the word.

- **Branding:** Logo, tagline, and values.
- **Marketing Channels:** Social media, local advertising, and partnerships.
- **Enrollment Process:** Application steps, tours, and contracts.
- **Retention Strategies:** Parent engagement, events, loyalty programs.

Financial Plan

Share your financial plan and projections.

- **Startup Costs:** Building and renovation expenses; equipment, furniture, and materials; and licensing and permits.
- **Operating Costs:** Salaries, utilities, insurance, supplies.
- **Revenue Projections:** Tuition fees and additional revenue streams (for example grants, donations).
- **Funding Sources:** Grants, loans, personal investment.
- **Two-Year Projections:** Enrollment growth and profitability timeline.



Facility Plan

Share details about your facility's location and design.

- **Location Details:** Address, size, zoning compliance.
- **Renovation and Construction Plans:** Architectural drawings, timelines, and estimated costs.
- **Safety and Licensing Requirements:** Plans for compliance with state and local regulations.
- **Playground and Outdoor Area:** Plans, drawings, and costs.

Licensing and Legal Compliance

Show how your facility complies with licensing and legal requirements.

- **Required Permits:** Required business licenses, city- and state-issued business permits, registrations, and/or certifications.
- **Health and Safety Standards:** Describe how the center will meet these standards.
- **QRIS Inspections:** Describe your participation in the QRIS rating system, such as how many times you are evaluated per year, how it effects subsidy funding, etc.

Risk Management

Show how you will manage and address potential risks.

- **Potential Risks:** Financial, operational, legal risks.
- **Mitigation Strategies:** How you will address these risks.
- **Emergency Procedures:** Fire drills, medical emergencies, natural disasters.

Appendix

Other items you can include to support your business plan.

- Financial statements or projections.
- Market research data.
- Photos or mockups of the facility.

Assembling a business plan can be overwhelming. We recommend that you work on it over multiple sessions. If you are having trouble, please reach out to your Program Officer for help.

