

**Give a description of yourself and your business & childcare experience** show that you have the experience and qualifications to manage the business.

**Description of your childcare services**

What is your childcare focus? What level of training and qualifications do your staff have? What are the aims and ethos of your childcare service?

**Who uses your services?** Where are they from? Have the numbers increased over past years? Do you have a waiting list? Have there been any factors to increase demand of your services in the area, e.g. new housing estate, factory, training scheme, people returning to work, discussions with the public health nurse, etc? Show that your services provide an opportunity for the parents to work or to undertake training.

**Other facilities in area** Are there other childcare facilities? Do they have a waiting list too? Is demand greater than supply? Do you have contact with the other facilities? If there are other facilities in the area, show that the demand is high enough for each facility. Also highlight any co-operation between you and the other facilities.



**Employment** How many people do you employ? How many will you employ and what will they do? What will be their qualifications? Show the present and future employment opportunities within your business.

**Management Structure** Who runs the business? Do you have a bookkeeping / financial system? Show your ability to manage and sustain the business.

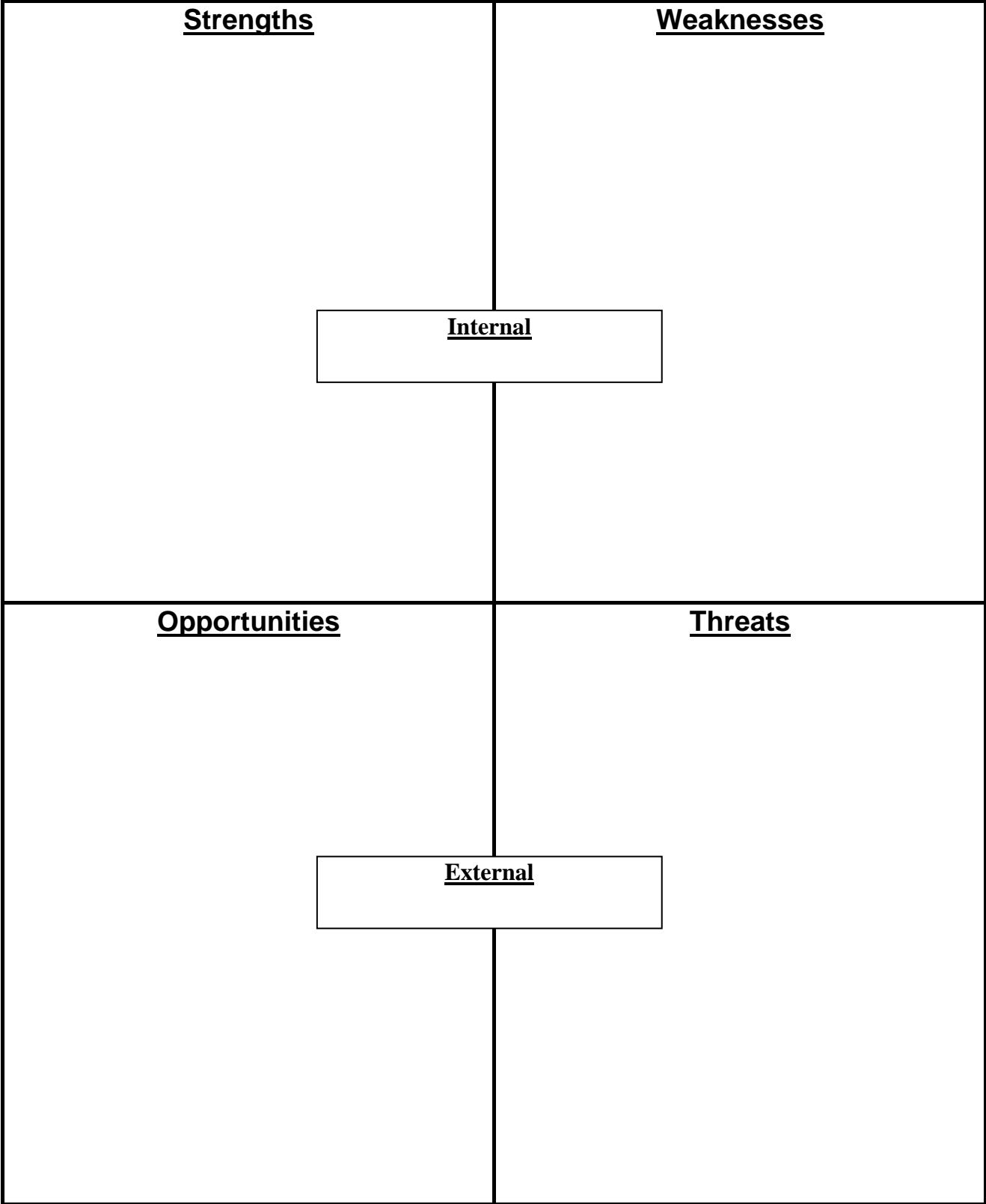
**Marketing & Promotion** How will you promote your business?

**Development of Business** What do you need to do & buy to start or develop your business? How will this benefit your business and your customers? How many extra places or posts will it generate? Where will the demand for the extra places come from, e.g. waiting list, growing population of area, etc.?

**Development Costs** How much will it cost to develop or establish your business? How much will be spent on premises, equipment, fixtures & fitting? Do not put in day-to-day running costs here because they will be covered in the projections.

**Sources of Funds** Where will you get the money for the development costs of the business? How much will come from grants, your own funds or bank loan?

**SWOT Summary**



## **Appendices**

Give additional information which will be of use in the Appendices. This will include:

- Financial Projections. Three year projections for your Income and Expenditure in the day-to-day running of the business.
- CV's of Promoters.
- Description of aims & objectives and ethos of childcare facility.
- Copy of planning permission and fire safety certificate if appropriate.
- Copy of insurance certificate and tax clearance certificate if appropriate.
- Business Details. Solicitor, accountant, tax number, etc.