

STARTING A CHILD CARE CENTER

The Indispensable Guidebook for Starting A Day Care or Child Care Business



ISBN: 0943267-17-X

Starting a Child Care Center is a practical, comprehensive, and motivational entrepreneurial guide that provides particulars and critical insight related to starting a business directed towards caring for youth. *Starting a Child Care Center* utilizes a uniquely designed step-by-step, hands-on approach to business formulation. Crucial business development and management information is provided in an easy-to-understand format followed by questions for the entrepreneur to address.

The summarization of the answers to these questions will enable the entrepreneurially minded in pulling together the major components of their business. Worksheets are included for the purpose of providing assistance in preparing a business plan. Upon completion of the book, the entrepreneur will have a detailed business plan and will be inspired to take the entrepreneurial challenge.

What Readers Say...

"This is an outstanding publication packed with keen business insight and critical information for operating a successful child care center. It's a must read for anyone desirous of starting a business in the child care arena."

John Garnett
Executive Director
Tennessee Child Care Facilities Corporation
Nashville, Tennessee

"I found this publication to be an invaluable resource as I was starting my business. Although I have a business background, this publication walked me through an inner journey and then took me, step by step, through the process of developing a workable business plan. The book also provided a wealth of information to assist me with management and business development issues."

Ruth Warrington Lee
Entrepreneur
Atlanta, Georgia

Table of Contents

		Page Number
CHAPTER I	INTRODUCTION	10
	Industry Overview	14
	Parental Concerns	16
	Questions Parents Ask	18
	Equipment and Facilities	18
	Meals/Daily Routine/Training/Insurance	20
	Transportation	21
	Inspection	21
	An Ideal Child Care Center	21
	The Student Selection Process	24
	Financial Records	25
	The Accounting Process	26
	Financial Statements	27
	Businesses and Child Care	28
	Information Worth Knowing	30
CHAPTER II	CONSIDERING THE CHALLENGE	32
	Qualities Necessary for Success in Small Business	35
	Successful Leadership Traits	42
	Characteristics of Successful Small Business Managers	44
	Professional Requirements for Success in Small Business	44
	Motivation of Entrepreneurs	46
	Evaluating Yourself	48
	Selecting The Type of Business To Enter	61
	Assessing Your Monetary Requirements	68
CHAPTER III	THE BUSINESS PLAN	74
	The Business	77
	Financial Data	78
	Supporting Documents	78
	Business Plan Worksheets	79
CHAPTER IV	MARKETING	92
	Surveying the Market	96
	Sample Questionnaire	97
	Advertising Guidelines	103
	Measuring the Results of Advertising	104
	Marketing Research	106
	Examining the Economic Environment for Your Business	110

CHAPTER V	FORMS OF BUSINESS OWNERSHIP	112
	Proprietorship	114
	Partnership	115
	Corporation	117
	S Corporation	118
	Limited Liability Company	119
	Franchising	121
CHAPTER VI	TAKING OVER AN ESTABLISHED BUSINESS	128
	New Business versus An Established Business	130
	Acquiring An Established Business	130
	How To Enter An Existing Business	132
CHAPTER VII	LOCATION	136
	Reaching Potential Customers	138
	Location Considerations	140
CHAPTER VIII	STAFFING	142
	Application for Employment	146
	Employee Relations	148
	Employee Handbook	149
	Resume for Principals	151
CHAPTER IX	ORGANIZING YOUR BUSINESS	154
	Ways of Organizing Your Business	157
CHAPTER X	FINANCING YOUR BUSINESS	160
	Pointers for Successful Debt Financing	170
CHAPTER XI	BUSINESS RECORDS	172
	Income Statement	176
	Capital Statement	177
	Balance Sheet	178
CHAPTER XII	SOURCES OF SUPPLY AND INVENTORY	182
CHAPTER XIII	SALES FORECASTING	186
CHAPTER XIV	THE INVESTMENT PROSPECTUS	190
CHAPTER XV	IS IT FEASIBLE?	194
CHAPTER XVI	CONCLUSION	200
CHAPTER XVII	BUSINESS GLOSSARY	210
CHAPTER XVIII	BUSINESS RESOURCES	222
APPENDIX	SAMPLE BUSINESS FORMS	242