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| **CONFIDENTIAL** |
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| *Date Night Day Care* |
| **Business Plan** |
| Prepared October 2016 |
| **Contact Information**  Jazmine Moore  thedatenightclubs@gmail.com  678-429-5988  www.thedatenightclubs.com  123 Retail Blvd  Atlanta, GA 30357, USA |

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# Executive Summary

## Who We Are

The Babysitters Club is a club that educates, engages, and cares for children from 2 months to 12 years old. The Babysitters club realizes that there are times when parents want to go out with friends, family, or just want to go out on date nights! It can be hard when you have children that need to be watched or just simply need your constant attention. The Babysitters Club wants to help! From Friday-Saturday, 7pm-3am, we are open for business! We will care for, feed, and put to bed your children so that parents and guardians may enjoy time alone and their adult relationships! Along with date night care, we will also host children’s birthday parties Thursday-Saturday 11am-6pm, and Sunday 12noon-7pm! Following these services in the near future, we will provide tutoring sessions for children and teenagers, Monday-Wednesday 2pm-7pm and Thursday 2pm-6pm.

During Date Night services, we offer dinner and snacks for the children in our care. The parent/guardian will know beforehand what we will serve. Children are allowed to bring their own snacks and dinner options as well. Dinner time will be between 7:30pm-8:30pm and snack time will vary throughout the night. Infants and children that still drink milk have to bring their own food. We will be sure to be aware of any allergies and medical needs the children may need during our care. For every 4-5 children, there will be one helper or “caregiver”. Bed times for each age group are as follows:

2months - 1year old: Play by ear

1years old - 6years old: 10:15pm-10:45pm

7years old - 12years old: 11:15pm-11:45pm

For birthday parties, The Babysitters Club will have tables available for communion. We will offer catering or the parent/guardian may bring their own food. We will have inside moon walks, a movie theatre, and other various games that may be added in due time available for use.

The Babysitters club also offers date night packages. Each package offers a certain amount of hours per month available for the parent/guardian to use during date night hours! There will be special offers and discounts for frequent clients!

## What We Do

The Babysitters Club provides services to the public for parents/guardians and their children. We serve the community by providing night time care for children and by giving them a venue to celebrate the special events that take place in their lives such as birthday parties! In the near future, we will be providing tutoring services to the families in the community, and possibly providing a 24 hour daycare service.

## Who We Serve

The Babysitters Club caters to moms, dads, families, and anyone with children! We sell our services to communities of families who need night care for their children, and who need a venue to take their kids to enjoy special events! In the near future, we will be providing tutoring sessions as an additional service to the families in the community, as well as a 24 hour daycare service.

## 

## Financial Summary

### Financial Highlights

The Babysitters Club will fund its expansion largely though its own cash fundraising and a loan/investment for the building lease, equipment, and start-up inventory.

The funds needed include:

* $24,000 for 6 months lease
* $12,000 for equipment
  + - Sleeping bags
    - Pack N’ Play
    - Screen Projector
    - Screen for screen projector/ Installation
    - Washer/ Dryer
    - Entertainment Play yard
    - High Chairs
    - Bounce Houses
    - Games for the children
    - Theatre Seats
* $5,000 for start-up inventory
  + - Food for children
    - Juice/water for children
    - Cups/trays
    - Food for staff
* $2,000 for marketing
  + - Flyers
    - Business Cards

Sources for the funds include:

* $5000 owner contribution
* ($50,000 in convertible debt from investors for 7% interest paid over three years. Likely investors include current business partners and angel investors interested in lower risk than in a start-up firm, along with some guaranteed returns)
* $5000 from family and friends

(The business will return to stronger profits and gross margins after the acquisition.)

 (A portion of the amount may be secured through SBA financing.)

Sales are expected to start conservatively the second month and increase steadily through the first and second years of operations. Operating income will pay back the start-up loan over a two year amortization.

Cash will be retained in the business to cover cash operating needs as well as future expansion of other “Babysitters Club” locations.

It is expected that dividends will be paid to any investors annually. The amount of the dividends is estimated to be 10% of profits.

After the first year of operations, it is expected that The Babysitters Club will be able to trim expenses in the business as efficiency, experience, and knowledge work together and help the business operate better. Estimates are extremely conservative in the budgeting process.

# Company

## Company Overview

After having a new baby girl, the founder of The Babysitters Club was excited to have this new joy in her life, and ready to get back out into the world and be social again! Her sisters birthday was approaching, and as she got excited to go out and have some fun, she realized that her baby girl would not enjoy being out so late in the night like she would. And that’s how The Babysitters Club was formed! The Babysitters Club realizes that as a parent, you have a lot of responsibilities and your whole life is centered around your children! The Babysitters Club would like to provide an option for child care that will allow parents time to themselves on date nights!

The Babysitters Club is completely engineered for children! Not only will we care for your children over nights, but we will provide a venue for the special events that take place in your children’s life! We want the children to be in a safe environment where they can enjoy themselves and parents don’t have to worry! Tutoring for children will also be available during the week! The Babysitters Club caters to the fun side and the educational side of service for your children!

Finally! A place to bring your children so that you may enjoy your weekend! Not only will parents have “me time”, but the children will be enjoying themselves as well! Babysitters Club, where have you been!

The Babysitters Club, your daycare, date night, birthday party destination!

## 

## Management Team

The Babysitters Club, LLC is directed by Jazmine Moore, CEO. Second-in-command is Darien Sam who will serve as Operations Lead.

Ms. Moore heads sales and strategy for the business, in close consultation with the Operations Team. Ms. Moore also oversees human resources (hiring and training) and finances. The Operations Lead manages the operations of the sales counters and purchasing. Both the CEO and the Operations Lead will work the business 100% day to day.

Marketing is directed and executed by Paradymz Consulting, LLC with parts outsourced to Maad Cre8tiv, LLC. Both Paradymz Consulting and Maad Cre8tiv report directly to the CEO.

# Products and Services

The Babysitters Club is a unique twist on today’s childcare. We serve the community by providing night time care for parents and guardians. Very often daycare hours don’t accommodate the work schedule of many people! The availability of a 24 hour daycare will allow people to have jobs that they couldn’t before as well have some time to themselves! The Babysitters Club serves the community by opening our doors for 24 hours, and providing care for the children of parents that need odd hour care! Not only for odd hours, but all hours!

The Babysitters Club loves kids! So we want to be your birthday party destination! We will have a movie room set up complete with 20 theatre chairs for children to enjoy their favorite movies! We will also have inside moonwalks and tables for communion and fun! These services set us apart from our competitors because it is a 3-in-1!

## Competitors

When measuring head-to-head, direct competitors, we have found that there are none in the metropolitan area. The Babysitters Club will be the first 3-in-1 daycare service in the Atlanta Metropolitan area.

**Local/ National chains:** There are numerous daycares in the Atlanta metro area, but they all operate under the same premise and that is no night time hours. Typically their hours are 7am-5pm. In the state of Georgia people typically pay $6,500-$7500 per year. The Babysitters Club is innovative and provides child care for date nights.

The Babysitters Club believes it has a significant competitive advantage over these chains because of the following benefits:

* Birthday Party Host
* Monthly membership OR Daily Rates
* Available date night hours
* Extensive integrity and honesty training

# Target Market

## Market Overview

The Babysitters Club potential customers are divided into the following groups as shown in the market analysis:

**Parents, grandparents, and families:** Families struggle with finding care during “date night” hours, or the late hours of the weekend. I have evaluated this need, by not only being a parent myself, but by the friends and coworkers around me who find it hard to have a night out, because they have no one to watch their children.

## Market Needs

Our target clients are children! Well let me rephrase that, families with children! Anyone who is the parent of, guardian of, or responsible of children! We want to lessen the burden of childcare responsibilities when adults need to work or just need a night out!

# Strategy and Implementation

## Marketing Plan

### Overview

The marketing strategy of The Babysitters Club is to establish anticipation of the store's opening in the community so that it can hit the ground running with retail sales immediately upon launch. To that end, the following tactics will be used:

* Direct mail of flyers to a select list of 5,000+ households with children and teenagers.
* Advertisements in local newspapers and magazines.
* Flyers/advertisements handed out at malls and schools.
* Launch of the website in anticipation of opening/pre-sales.
* Radio advertisement.
* The Babysitters Club will join the local Chamber of Commerce and attend networking events

After opening, the following tactics will be used going forward:

* Providing discounts to mall employees and people who attend the colleges nearby
* Direct mail to additional households with higher incomes.
* Search engine marketing via local Google ads.
* Email newsletters, text messages, and social media mail offering contests, giveaways, and event dates and details, as well as incentives for referrals.

### Pricing

|  |  |  |  |
| --- | --- | --- | --- |
| **3 Hours** | **4 Hours** | **5 Hours** | **6-9 Hours** |
| 1 kid $10/ Hour | 1 kid $9/hour | 1 kid $8/hour | 1 kid $7/hour |
| 1 additional child $5/hour | 1 additional child $5/hour | 1 additional child $5/hour | 1 additional child $5/hour |
| 2nd additional child $4/hour | 2nd additional child $4/hour | 2nd additional child $4/hour | 2nd additional child $4/hour |
| 3rd and 4th additional children $3/hour each | 3rd and 4th additional children $3/hour each | 3rd and 4th additional children $3/hour each | 3rd and 4th additional children $3/hour each |

\*4 kids max per client \* statistically people go out and stay out for 5 hours. Packages are based on that.

### Monthly packages by the hour

|  |  |  |
| --- | --- | --- |
| **Packages by the Hourly** | **What it’s worth for 1 child, 5 hours per visit** | **Pricing (The Deal)** |
| **20 Hours for the month** | **$160** | **$99 - 60% Savings** |
| **30 Hours for the month** | **$240** | **$149- 60% Savings** |
| **40 Hours for the month** | **$320** | **$249- 75% Savings** |
| **50 Hours for the month** | **$400** | **$299- 75% Savings** |

**\***These hours may be utilized by more than one child. Each child utilizes their own hours.

### Promotion

GRAND OPENING – Mall employees, people attending the colleges nearby, and other large retailers nearby will receive 15% off date night care services for the first 6 months of opening. (This promotion may be available during special holidays.) This is more than just babysitting! This is a venue for parents to bring their children , so that while they’re out enjoying time with friends, spouses, or just for “me time”, their children are taken care of and having fun at the same time!

### Distribution

The customers will buy memberships both in the store and online. All debits and credits, order transactions, charge backs, and price discounts will be accounted for on the accounting system located in the retail office.

## Milestones

|  |  |  |  |
| --- | --- | --- | --- |
| **Milestone** | **Due Date** | **Who's Responsible** | **Details** |
| Focus Group | March 10, 2016 | ALL | Used to determine the necessity of a date night child care service |
| Final Logo and color scheme | October 19, 2016 | Jazmine |  |
| Get pricing for all equipment | October, 2016 | Jazmine |  |