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Day-Care Centres Near Big Cities

Business idea: Opening a Day-care centre in big cities proximity

Nowadays we are living in an era where we work from 9-6 in many cases without the possibility of having a flexible schedule; parents living outside the cities find themselves in the impossibility of finding a day-care for their toddlers.

Starting a day-care centre can be both personally fulfilling and financially rewarding.

	Attractiveness	
	High Potential	Low Potential
Market	X	
Harvest	X	
Competitive		X
Management		X
Fatal Flows		X

This can be: **emotionally rewarding**, working with kids teaches you to be patient and enjoy the simple things in life. You'll also have the flexibility of having your own business versus being confined to a traditional day job. **Financial freedom**, by opening a day-care, you're in control of your income rather than reliant on a typical pay check. You can maximize your earning potential and make investments back into your own business. **Personal childcare**, if you have your own child, you can care for them while you're running your day-care. This will save you money and give your offspring opportunities to make friends with other kids.

Of course, there are some steps to be followed in order to make sure the business will be successful, such as:

1. Create a Daycare Business Plan

In starting any type of small business, it helps to have a business plan. Having a business plan helps you set tangible goals for your business, organize your business structure, outline your services and so much more. In your daycare business plan, you'll define your daycare's mission statement, operations and procedures, staffing and budget. This business plan works to keep you on track and striving toward success.

2. Getting a license from local authorities

This would involve a lot of bureaucracy, however once getting it, we will be ready to move forward.

3. Find a Location for Your Daycare

As mentioned, this should be done around the cities, small towns where there is not market developed yet and the request is high.

4. Get Insurance

Most day-care centres need several types of insurance in order to keep children (and their businesses) protected. These policies typically include liability coverage, property, workers' compensation and business insurance.

5. Also: Promote Your Daycare on Social Media

An effective marketing tool for daycare centers is social media. Platforms like Facebook, Instagram and LinkedIn can be used to promote the business and draw in potential clients. We shall create a business Facebook page to post more information about your day-care, collect client testimonials and keep families up-to-date with events at your day-care. We can also post on Instagram and LinkedIn, with targeted hashtags, to attract families in the area.

6. Manage Your Business Finances

Many small businesses fail due to poor money management. If we want our business to succeed, we'll need at least a basic understanding of business accounting and how to manage our expenses. Staying on top of our business finances is more than just tracking revenue in and expenses out. Professional day-care accounting software can help us with invoices, tracking revenue, managing expenses and more. It can even send reminders to parents for late payment and accept credit card payments with ease.

Starting a day-care business can be challenging but also incredibly rewarding. The process is made easier by having a general roadmap for how to get started.