

Managing Enterprise in the 21st Century

LITTLE MUNCHKINS CHILD CARE

BUSINESS PLAN

TERM 2 GROUP 8

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Group 8 Term 2

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Module Code: BMSW4006

Cover Letter:

Name of Applicant Little Munchkins Child Care Ltd

Address No 15 Brackley road Beckenham

Post Code BR3 1RX

12/04/2021

Malani Gunaratnam

Bank Manager

Bank address: Barclays House, 3 Beckenham Rd, Beckenham

Post code: BR3 4ES

Dear Ms. Gunaratnam,

Attached to this letter is our business plan, which I am submitting to you with the aim of receiving a start-up loan of 100,000 Pounds. I have included in it all the requirements of our business, which I hope you will find suitable enough to grant us a loan. The business will offer Early Childhood Education and Care (ECEC) and after-school services to children aged between three and five years. Based on the research we have carried out; many customers are in search of a childcare center that can offer after-class services and evolve their children in preparation for kindergarten. There is increased demand for ECEC services since people have learnt of their importance to child development.

The business is bringing something new to the market. The after-school service we plan to offer is not offered by any other institution. Moreover, we are planning to set up an organization with advanced service provision and specialized staff customized for children. This will put the firm at an advantage over the rest of the organizations. Little Munchkins Child Care aims not only to prepare children to become sociable but also prepares to face the days ahead.

We have already brought together 40,000 Pounds each as the founding shareholders, which we have put into the firm as an investment. The project intends to start pulling in profits after the first year and make the profits sustainable and continuous by the fourth year.

Thank you for your consideration and for your time. I hope you get a chance to review our business plan. In any case, you want to contact me to discuss the plan; I am ever available for an appointment.

Sincerely,

Signatures:

Mr. HAKAN OZTURK	Miss. ELIZABETHA ALEXANDRA	Mr. IOAN LAURENTUI
	BADEA	ENACHE

Mr. FLORIN RUDOLF GIBHEA	Mr. BEN AHMED NOURINE ISSLAM
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Executive Summary

Little Munchkins is a new business venture currently headed by five people. It is a small business expected to be set up within Beckenham Community, where it will serve a 10-mile radius. Its main product will be the educational and childcare services it will offer to children between three and five. The organization will be a pre-nursery school that offers ECEC to children along with after-school tuition. They are increasing demand in childcare services due to their significance in child development (Grit, 2019). Furthermore, the institution is designed to target the households with both parents employed full-time and part-time. This is along with the parents who have personal ambitions of ensuring the children evolve through the best school. Moreover, the organization will have a well-trained and specialized staff offering care, catering, and education and security to the Children. The firm is projected to reach a sustainable profit of 449,760 Pounds yearly by the fourth financial annum. This is drawn from the forecast of a monthly profit of 9,370 Pounds as from next year and is projected to increase gradually due to the additional services the institution will continue to input.

The investments and plans already put into the business show a promise of increasing the market share of the Nursery (Masciocchi, 2019). The organization plans to market the school through direct mail campaigns, referral marketing, Facebook Communities and in-person interactions during community activities (Ekanem, 2017). The prices of the services offered will be slightly higher than the average since we will ensure all qualities lacked by other competitors are input. This will include a relatively low teacher-to-student ratio that will ensure students acquire sufficient supervision and attention to guide their development. Conclusively, the business is seeking an additional loan of 100.000 Pounds to start up successfully and meet the objectives set in the plan.

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Business Description and History

This business plan is based on the Little Munchkins organization's formation, which is a new business venture founded by five partners. The business is aimed to offer educational and childcare services to children aged between three and five years. Additionally, the school seeks to offer after-class tutoring to equip children with arts and crafts skills and develop their grammar. It is also set out to offer both full-time and part-time care for children. The business is meant to target the market segment of dual-income families in which both parents have full-time employment. Moreover, it is targeting the parents who are enthusiasts of their children's development in the best establishments. What will the entity offer? It promises to introduce and offer an after-class tutorage for students. This, along with the normal childcare and education schedule, will be the school's central role. Again, the organization promises to introduce new learning systems and a well-trained, specialized staff dedicated to the children. In addition, the business promises to ensure every facility and service within the institution is advanced to face any modern-day challenges.

Little Munchkins is a new business venture freshly formulated to occupy the gaps noticed within the Child Care and education market of the Beckenham Community. It falls within the Children's education and Care sector of the industry, specifically under the subsector of Early Childhood Education and Care (ECEC). The distinction between this business and the other preexisting competitors lies in the after-class tutoring that will be offered for children both learning within and outside the school. It boasts of the advanced and more improved facilities and all-around services that will be availed within the institution. These are such as the advanced security in the form of digital security cameras and staff specialized in their stations and dedicated to the children. Additionally, this business's main target is to create an operation custom designed to exceed customer expectations (Laakkonen, 2017). It also aims to start up as a sustainable and profitable business. The organization has been designed as a partnership legal business structure with limited liabilities. It was founded under the name of Little Munchkins and it is located within Beckenham community.

The potential customers for this business will be parents with pre-kindergarten children. Based on our market research, there are households in which both parents take on full-time jobs while there are those in which they only work part-time. There are also parents who are looking to advance their kids' knowledge in preparation for kindergarten. We are targeting these

potential customers. Furthermore, we found some parents showed interest in the after-school program being introduced by the school. The firm will reach the customers through in-person contact during community activity days, direct-mail campaigns, and referral marketing (Guryčová, 2017). The competition faced in this business is from the other ECEC schools and Childcare schools. This competition has the advantage of an earlier developed reputation in the community. They are well-known by the customers, and some of them have specialized in either childcare or early education, adding them the advantage of lower prices. Nonetheless, these competitors lack the flexibility of offering all the services of childcare, education, and after-school tuition simultaneously. Our pricing will involve parents receiving a one euro per hour discount for each customer they refer to us.

The hierarchy of the business management is as follows. There are the five present shareholders who will supervise the school functioning and indulge mostly in business management (O'Donnell, and Dahl-Popolizio, 2018). We are directly followed by the Nursery manager, who we will appoint personally to run the facility. Next, there are the teachers and caretakers; then, the non-teaching staff will include one chef, two kitchen assistants, and a kitchen porter in charge of cooking. There is also a nutrition expert along with a certified security offer. Each of the current shareholders has a degree in business management; thus, we are all acquainted with the business world. Moreover, I have four years of experience as a store manager. Two other shareholders each hold six years of management, while another has five years' experience in running a daycare center. We have already appointed a Nursery manager who will report to us on the school's progress. He has a history of managing an ECEC center and has a degree in ECED. She will oversee appointing the required number of teachers for the students and ensuring they are well qualified.

Furthermore, the organization will serve two major functions. The first is the normal education, and childcare services which will run for ten hours every school day. Meanwhile, the service of after-school tuition will take place for two hours every schooldays. The business will be in full operation throughout every year except for the holiday of December. Additionally, the business location has been selected to be a one-story building sitting near an elderly home, where we have already agreed on a lease with the owner. This environment is serene and far from vile influences and conditions. It will serve all the children within a ten-mile radius very comfortably. In addition, the five shareholders will take charge of the management of accounts while the school manager will control inventory, quality, and track customers (Malinda, 2019). As for the Information Technology (I.T.) requirements, we have decided with an I.T. firm and

become one of their clients, so we have one of their consultants committed to handling any technological issues.

Our prices will be slightly higher than the rest to compensate for the specialized staff's skills, the additional tasks of extra tuition, and the advancement in facilities. We planning to charge £ 6.47 pence per hour for the childcare, £ 7.50 per hour for the after-school classes and the drop and shop services. From our current projections, the organization will go without profit for the first year but will run into profit from the second year (The Key Elements of a Business Plan, 2021). We will incur overhead costs such as electrical installation and installing a clean water supply amounting to about 5,000 Pounds (Small Business Enterprise, 2021). Also, the costs of acquiring the relevant licenses and leasing will be incurred over the first year, after which they will not affect much of the profit. We expect to make 9370 Pounds per month which we have forecasted to settle at a sustainable 449 760 Pounds by the fourth year. In the first twelve months, we will allocate 10,000 Pounds to marketing the firm. We will assign 15 000 to legal costs and 4 000 to the setting up of the CCTV cameras. We will also purchase the kitchen equipment for 20,000 along with an A.C. for 5 000. We also plan to acquire a 17seater vehicle for 10,000, computers for 8,500, beddings and a resting room for 20,000, books for 1,500, musical instruments for 1,500, decorations for 3,000. Cleaning supplies at 2,000, playing ground utilities for 10,000 and start-up staff hire cost of 20,900. This in total adds up to 157,400 Pounds.

We are seeking capital funding of 100,000 Pounds in total from our potential lenders. This will help cover the start-up and marketing along with the hiring costs for the employees. The land meant as the school playground is owned by us, so it will be offered as security to our lenders while we will also be guaranteed by another business called Trust Holdings Incorporated (Fauzi, 2021). All the debts will be settled from the monthly profit the school is projected to make from the second year of business. The source of revenue for this business is the bank loans and personal investment put in by the founders (Grit, 2019). We have developed contingency plans from our forecasts of the business and set aside an extra a thousand Pounds to cover any such scenarios. From our research, the most likely and threatening risk destruction of leased property, which we will replenish, using the emergency funds. There is also the risk of employee pilferage and loss of income due to disease breakouts. We have taken out insurance claims to cover any such risks.

Service Description:

We aim to provide a happy, safe, and caring environment for children to develop, through play and education. We are encouraging children to be confident learners; the basis of a steppingstone to progressive towards mainstream schooling, we also aim to teach a rich, meaningful, and balanced program of skills and information through age-appropriate activities (person-centered care) that encourage kids to want to learn more.

Our qualified and experienced staff will help children to develop self-motivation and self-discipline, developing personal independence and freedom to initiate activities and make choices, promotion of appropriate behavior in different situations and how to control their feelings. The children will enjoy learning through play and structured activities, development of imagination, expressive art such as acting, dancing, singing, art and craft. Opportunities for exploring literature and developing reading skills, mathematics. All this in a friendly environment, supported by our team members who have experience in this sector, and all qualifies approved by Ofsted.

Our nursery is ideal to all types of customer and consumer by promoting diversity of schedule, services and also few other facilities such as CCTV easy to be accessed by the parents on mobile phones or other devices, monthly events such as afternoon teas, tombola and other social and interactive games that parents can join the children (see more in the monthly schedule for extra-curricular activities), the activities will be organized by the manager in direct collaboration with the room team leader. This type of activity will help the parents to spend quality time with their children but also to observe the progress of the children within our community. There will be no fees for the event entry. Parents are welcomed to make donations towards the nursery, to help and support us to organize further events. We offer our customer a diversity of admission for their children to attend the nursery, hoping this will help any interested parent in our service to find the most suitable type of admission for their child/children. Full time and part-time program. We also have an extraordinary service to attract our clients, which I will present further below in our offer.

- full time program- 8AM-6PM – 6.47 phr
- Part-time program -8AM-1PM- 6.47 phr
- After school and drop&shop - 7.50 phr

Drop off and shopping- 7.50 pounds/hr. This service is only available between 1:30 PM-5:30 pm, please note, a limited place available. This service works only with 7 days booking advance before the appointment. Parents will have to provide the nursery with the medical records of the service user. Height and weight, any allergies, and a brief description of the child routine. This documentation will be provided to the nursery before the appointment take place to perform an initial assessment, to ensure the safety and quality care of the children. If personal care is needed the parents will provide the -nursery with the toiletries, napkins or other stuff required to minimize the risk of skin allergies or any other inconvenience. Emergency contact to be provided other than parents contact details. The payment will be made when the service is done, and parents pick up their children.

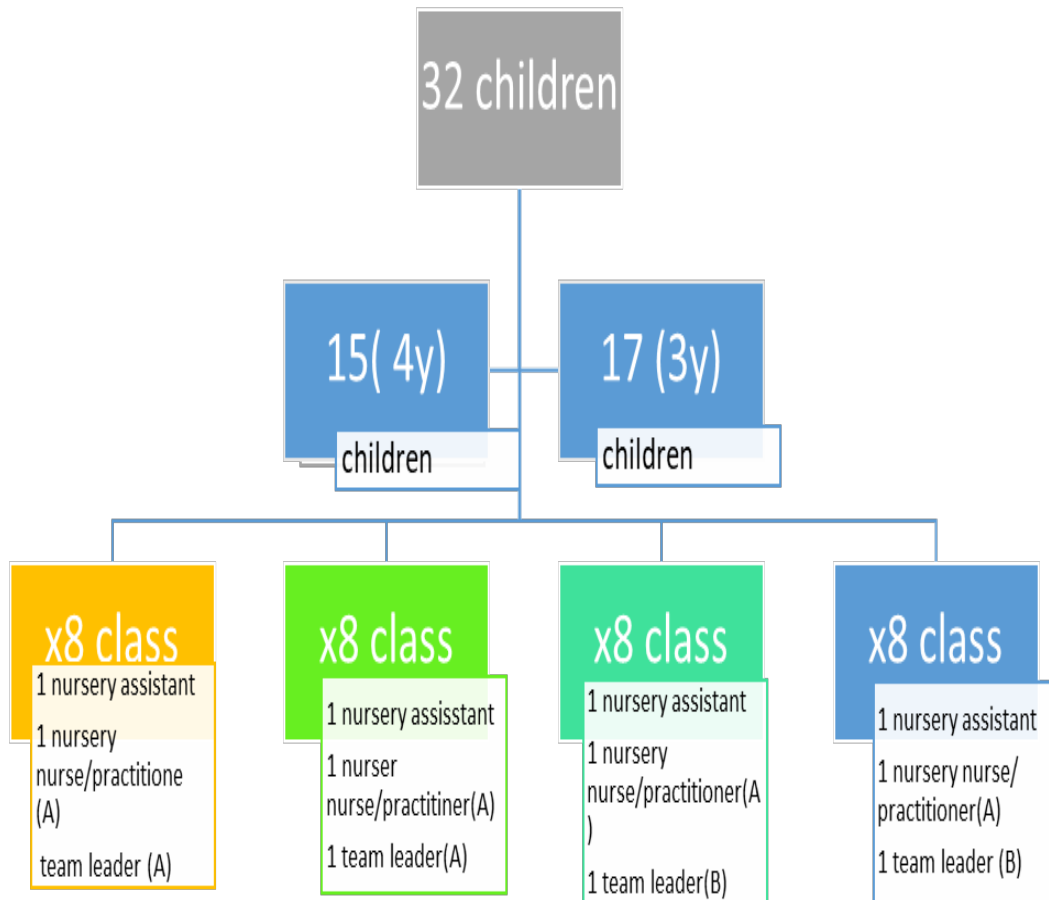
- Summer/ holidays time- 8 pounds/hr. This service is great for parents who have no support for caring or looking after children. The service is open as the name suggest, over the holidays, including summers and bank holidays. This service is open part-time and full time as well. This type of service is based mainly on extra-curriculum activities as children are supposed to have a holiday at this time. We are going to concentrate on creating an interactive experience for the children such as cooking, cleaning, singing, and dancing, perform by our volunteer, an experienced lady in entertaining and looking after children, but also, refreshing their knowledge on regular basis.

Our nursery is a limited company, with 5 shareholders each with equal %20 shares. Our capital is £200.000 at present and applied for a Business loan of 100.000.

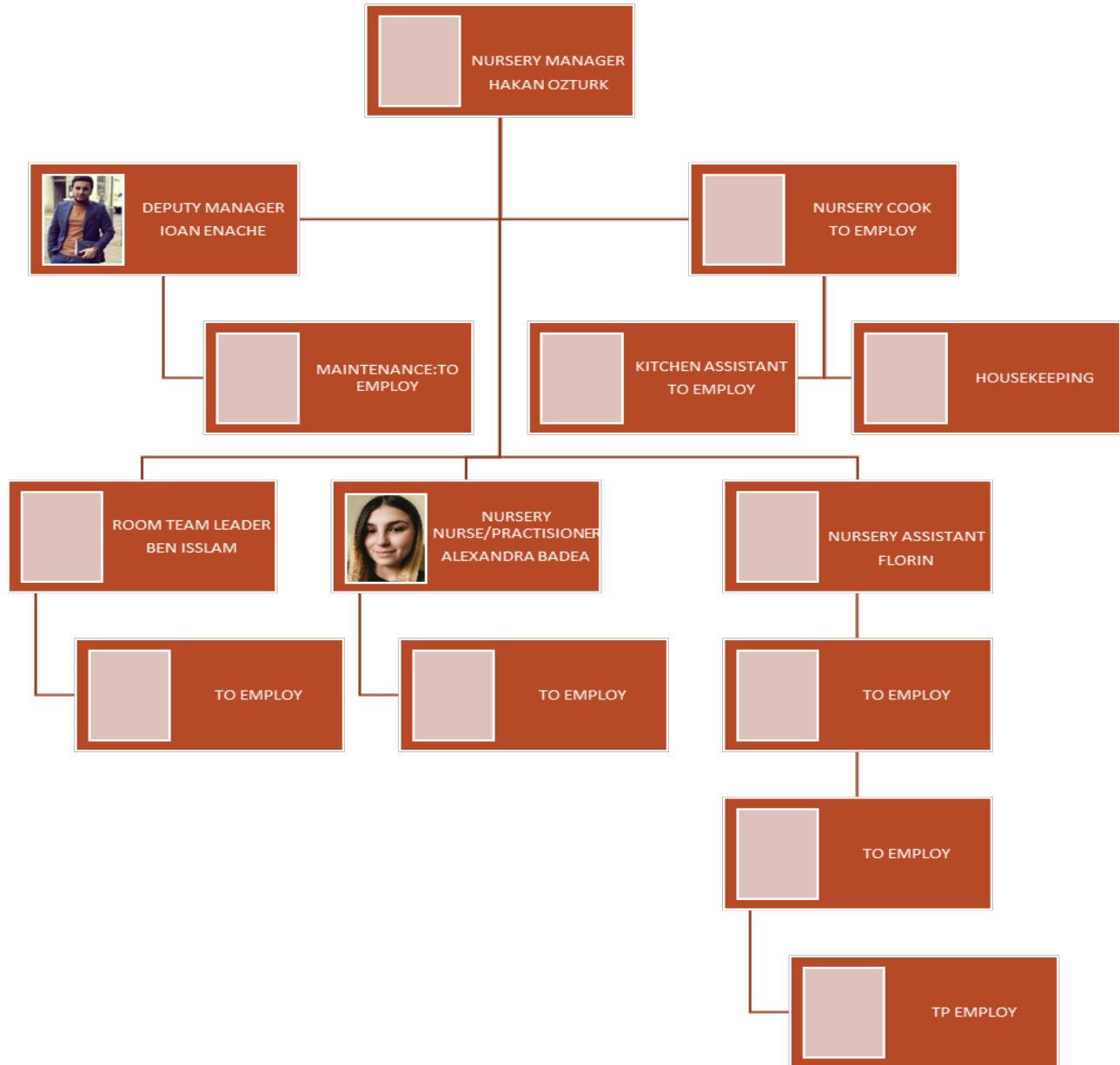
We have a capacity of 32 children aged between 3-7.

We are in Beckenham / London We have rented property of a total 265 m sq.

The building has 7 rooms, structured on 3 floors, on the ground floor we have 2 rooms a big kitchen, 2 bathrooms and hallway, on 1 st floor + toilet+ bathroom + 3 rooms. On the third floor, we have big mansard which is empty, storage room, staff bathroom, changing room and staff sitting area. We are willing to use the mansard as a space for festivities and extra schools' activities such as parties, afternoon teas, dance, painting, or meetings. 4 rooms to be used as classes and 1 is used as a staff room. Outside we have a big spacious garden that children will benefit from as a playground, away from the traffic or other disturbing noise. 3 car parks owned by the house, and we are willing to apply for more from the council.



Business Structure:



We have 14 positions within our nursery some positions are vacancies and some other are occupied by qualified staff.

Nursery manager:

Deputy manager:

Nursery nurse x2:

Room team leader x2.

Nursery assistant x4:

Nursery cook:

Kitchen assistant:

Housekeepers x2:

Maintenance:

For a better organization we would like to introduce Belbin's team roles theory within the organization.

Belbin theory for team roles includes 9 roles.

Belbin claims that a team based on people with similarities such as behavior or team roles can be unbalanced. If the team members have similar strengths they might have to compete on the project, also people with similar weakness can exhibit that weakness.

TOUGHT ORIENTATED

1. The monitor evaluator:

Needed for their analytical thinking and their ability to make impartial decisions. Very good at weighing up the best option for the team in a dispassionate way. They are sober and strategic people and judge accurately. Unfortunately, sometimes they lack the ability to inspire others and can come slow into decision making. Nursery manager- Hakan Ozturk ; Deputy manager: Ioan Enache

2 The specialist:

Needed for their specific area. They help the team with their specialist knowledge and skills. Those team members can only help on a narrow front. Usually single minded and self-starting, dedicated team members. Nursery nurse/practitioner- Alexandra Badea; nursery cook (to employ)

3 The plant:

They are highly creative and good at solving problems in unconventional ways. They are creative and imaginative, generates ideas. Preoccupied on communicating effectively. Room Team Leader- Ben Islam

ACTION ORIENTATED TEAM ROLES

1. The shaper:

Thrives on pressure and provide necessary drive for the team to move and do not lose focus. They are challenging and dynamic people, very good on overcoming obstacles. Nursery manager: Hakan Ozturk; Deputy Manager-loan Enache; Room team leader- Ben Islam

2. The implementer: Deputy manager-loan Enache;

Needed to plan a workable strategy and carry it out as sufficient as possible. They are practical and reliable team members. They turn ideas into actions. Good organizer. However, these members can be inflexible and slow when it comes to new possibilities. Sometimes slow to relinquish their plans in favor of positive change.

3. The finisher/ completer: nursery nurse/practitioner

They are required for their ability to polish and adjust. They make the last touch making sure good quality service is provided. Sometimes the team members can be anxious, painstaking. Perfectionist people.

- Alexandra Badea; Rom team leader- Ben Islam

PEOPLE ORIENTATED TEAM ROLES

1. The coordinator:

Needed to focus on the team aim and delegate work appropriately, they are mature, confident, clarifies goals and identifies talent. They can be seen as manipulative and might offload their own share of their work. Their weakness is that they can over-delegate jobs and keep less work for them to do. Ben Islam room team leader.

2. The team worker: Florin- nursery assistant, kitchen assistant, housekeepers

They use their ability of identify work required and complete it. They are co-operative perceptive and diplomatic. Tends to avoid confrontation. They may be hesitant to make unpopular decisions. Florin- nursery assistant, kitchen assistant, housekeepers

3. The resource investigator: HR team

They find ideas and bring them into the team, exploring opportunities and develop contacts. They are over-optimistic and can lose interest easily. They might forget to follow up on a lead.

Management and organization:

1. Nursery assistant - to work alongside whit qualified staff member to assist with daily activities such as playing (by creating a program of interactive and stimulating activities as well as learning and having a new experience), monitoring, ensuring high quality of care, and not last to maintain and promote children's safety.- no qualification or skills required on the employment but will always be guided and supervised by a qualified supervisor and team leader which will do regular reviews and feedback and also appraisals and supervision, twice a year, starting with the end of the probation period.
2. Nursery nurse/ practitioner - taking care of children's learning, playing and social activities and development. Assessing children needs and help them to understand their needs.

Completing relevant paper works, keeps records and give feedback regularly to nursery assistant and also to room team leader and parents of the children progress. Building and maintaining strong and effective communication with the customers (parents) and also with the consumer (children). Attend the meetings organized by the management, present records of relevant papers to show how the activity is performed as well as looking for improvements.

QUALIFICATION REQUIRED: A MINIMUN LEVE 2 RELEVANT QUALIFICATION AND EXEPERIENCE WRKING WITH CHILDREN

3. Room team leader - this is the first leadership position within the organization. The role of the team leader like in any other job is to monitor, support and guide the team. The team leader has full responsibility to guide the team to implement the daily routine of the room and to ensure a high standard of physical, emotional, social, and intellectual care

is delivered for children under direct supervision, is always updated on the sector requirements and regulation, working alongside the management department. The Room team leader must work as a person in charge in absence of the deputy manager or the general manager.

QUALIFICATION REQUIRED: NNEB/NVQ LEVEL3 IN CHILDREN'S CARE LEARNING & DEVELOPMENT, OR EQUIVALENT; EYPS OR FOUNDATION DEGREE.

4. **Deputy manager** – working under the directive of the nursery manager. It involves problem-solving practice issues and demonstrating what good practice looks like.

QUALIFICATION REQUIRED: provide expert knowledge and skills in developing children and follow the guidelines set down by Ofsted and the EYFS to enable all children to be developed in a safe and secure environment.

5. **Nursery manager**- provides leadership for the whole setting and promotes the aims and objectives of the company. Has full responsibility for the effective running the business and delivering high-quality standards of the service, being the key contact for the parent issue and complaints, recruitment, budget management, managing special events and activities with children and families, ensuring the nursery complies with all relevant legislation, meeting the nursery target occupancy levels, managing, supervising and supporting the nursery staff and ensuring all records are properly maintained following the policies and procedures of the company.

QUALIFICATION REQUIRED: LEVEL 3 QUALIFICATION IN CHILDCARE, PLUS AROUND TWO YEARS POST-QUALIFYING EXPERIENCE OF WORKING WITH CHILDREN.

6. Nursery cook- to organize, prepare and cook a healthy balanced diet for the children, taking into consideration children with special dietary requirements such as allergy or intolerance and provide a suitable alternative for those children. Ensuring high standards of hygiene and health and safety is always maintained in the kitchen.

QUALIFICATION REQUIRED: CIEH L2 or above

7. Administration roles including Finance, HR and Marketing- Carrying out administration tasks to support the organisation in finance, HR and marketing in line with the company's vision.
8. Housekeeper- the housekeeper team has full responsibility to provide a clean environment and ensure the hygiene standards are at a high level.

QUALIFICATION REQUIRED: relevant training such as health and safety, COOSH training etc...

9. Maintenance: ensuring equipment and property are safe.

QUALIFICATION REQUIRED: relevant experience in the sector required.

10. Volunteers for entertaining: to participate actively in our events and during the children normal program whenever possible.

QUALIFICATION REQUIRED: DBS checked, relevant experience in childcare.

Marketing strategy:

Marketing strategy in business are essential to be used on basis of which it is easy to carry out the product and service development. When main aim is to develop and expand the business, a proper marketing strategy is needed at all aspect. Without use of marketing strategy, it is difficult to access the competitive benefits. It is critically important for businesses to adopt the marketing strategies in such a way that all goals are accomplished (Fox, 2020).

A strategy is to be defined as set of actions or tactics that is used to achieve competitive advantages in market. In Nursing sector, strategies are being applied based on which business development plan is created. Main benefit of using this strategy is that it helps in accessing to achieving of higher competency level. So, four types of marketing strategies in context of Growing Stars Nursery are given as follows-

- **Product-** A product refers to item or thing which is used for sale. Product is needed to be examined and identified so that it is easy to access to market and customers. In relation of selected entity, they provide Child Care services which is known as their product. Without a product it is not possible to execute business operations. By providing of services, they can develop new way childcare (Khan, 2017).
- **Price-** A basic rates of £ 6,47 per hour and £ 7,50 after class and Drop and Shop this is not much difference just to do a balance A price refers to set of value which is applied on product or a service. Price play crucial role in marketing strategy as because it helps in analysing of value of a product or item. In business, price is flexible and changes on basis of market situations. In relation of chosen nursing firm, they too need to use pricing strategy such as premium pricing, skimming, penetration etc. The price of Child Care service depends on market and competitors.
- **Place-** In relation of selected firm, they are in Beckenham and it is easy for customers to use the services close to their Homes. Place is important to be considered so that services are distributed easily. They need to enhance their branches so that Child Care services is provided at wider scale. To enhance the business, future branches are to be developed so that it is easy to be developed so that services are delivered (McGuinness, 2017).
- **Promotion-** This is another type of marketing strategy which is required to be focused so that benefits are obtained. A promotion is defined as way of promoting and advertising a brand name or a product. In business, promotion helps in increase of goodwill of brand and makes people aware about the product or service in market which are to be distributed within a

new business to customers. So, in case of Little munchkins to develop a business they are going to be used digital channels for promotion of their Child Care services.

So, above discussed matter states that it is essential to use marketing strategy in correct way so that benefits are obtained. With use of these marketing strategies, it is easy for new business to access and achieve their set objectives within period.

- **Future plans-**

We are planning to stay open all year (holiday including) for the parents who want to keep their kids with us because they are busy and all this with the same rates but some extra cost for example some tickets to buy for shows, theatre and cinema to show the kids what they can see in the TV on the reality and they might like it and maybe we have some future actor or actress, what we will do most of the time if parents won't pay any extra is to go out from the nursery to visit some natural history museum, exposition etc... all those place are free to visit and for the kids to see other things and to learn the history.

And near by the nursery there is a park to go with them we can go for a picnic and some exercise to do for example teach them the nature and names of trees and roses, lavender etc... summertime could be advantageous for the parents who are very busy.

and who might prefer to go out as a couple without kids and all this stress.

And if parents can pay some extra coast, we going to be able to visit some other city, seaside, or countryside and to learn other culture the cost will cover the transports, food activity and sleeping in a chalet for countryside or mountain or hostel or lodge in town or seaside.

We will be 3 assistants to travel with them because one must stay at the nursery to take care of the place and for all the holidays period, we will take internship students and people who love kids and can be volunteer.

Also, we are planning in the near future to be able to do a pickup and drop of service to every kid for an extra coast of £ 100 per month, this will help parents if they are too busy or if they don't have car to pick their kids up.

All we want is to do someting different with a good services compare to the others nursery buisness and make parents happy and comfortable with us.

Operations:

This is an important part of business plan as because it reflects about what is to be achieved and accessed. Business operations are properly needed to be executed so that positive benefits are achieved. In relation of chosen firm, they make assure that proper operations activities are appropriate executed. Appropriate type of techniques and technologies are needed to be used in correct manner. Operation is a wider concept which comprises of several elements which are described below-

Mission

Mission of Little munchkins Nursery is to assist firms and hire the right talent properly to discover and develop careers they love.

Vision

Vision is to create a world with new learnings and development.

Objectives

- Main objective of Little munchkins Nursery is to increase their Child Care services.
- To access the new business opportunities to achieve business goals.
- To deliver best quality of services to customers and clients in every situation.

Goals

The goal of company is to achieve a brand image through providing of a good quality of services. and to bring all our knowledge together.

Procedures

A procedure refers to way or a path through which business is going to be carried out. The procedure consists of a different kind of a systems, techniques which are to be used to develop a new business. With consideration of these procedures, it is easy to carry out the new business in appropriate manner (Miller, 2018).

Timeline

When launching a new business, it is essential to set a timeline for every activity so that goals and objectives are achieved in most efficient manner. With consideration of timeline, it is easier to make decisions in systematic way. Moreover, it is analysed that supervisor of chosen business have set a proper timeline for business and other activities which will be completed on time (Moşteanu, 2020).

Technology plan

A technological is defined as process or a procedure which is used to understand and examine what is actual good for staff and organisation. With development of this plan, it is easier to

achieve technological activities and enhance the productivity level of business at higher scale. It is a critical process which is to be carried out in most efficient way. When developing a new business, technology is needed on all levels, so it is crucial to prepare a technological plan so that benefits are obtained in easy way (Pagani, 2017).

Vision: of a technological plan is to develop and achieve effective system for business expansion.

We want to open an internet site with a direct video were all parents of the nursery can log in when they want to see the work of them kids and is a good things because sometimes kids lie to the parents and they say they don't have any homework to do at least then can follow everything they learn and see them in the same time with a mute option for the parents cannot disturb the class we know how parents can be picky sometimes but we going to leave an open chat for the parents who need to write an important note or have an emergency in case. And, for the kids who have some homework to do to get help from the other students in the same class and with us team leaders and nursery assistants. Parents can also write in advance for the chef kitchen if they want a special food for example vegan or veggie and if kids have some allergies or food intolerance.

Mission

Mission is to improve the efficiency level of new focused business in market.

Objective

- Main objective of technological plan is to achieve a higher benefits and productivity.
- To examine the faults in current system of business.

Specification of system requirements

Before using a technology in new business, speciation of system requirement is needed

to be identified and examined so that technology is used in positive way. Specification of systems requirements helps in making of decisions appropriately. Moreover, it is too seen that correct type of system is to be used so that proper kind of system requirements are to be adopted.

So, different types of specifications of system requirements are mentioned as follows-

- Advanced software and tools
- Efficient resources such as Wi-Fi
- Technical team
- Health and safety

Financial estimates

It is estimated that the financial estimate of technology plan is around £3000. The process of technology plan is time consuming and expansive. So, financial budget is required to be prepared in correct way (PETROVA, 2017).

Therefore, from above discussed paragraph, it is analysed that it is important for business organisation to focus on creating a new business in proper manner so that goals are achieved in appropriate way. Moreover, it is also analysed that a wide level of research analysis is needed so that it is easy to make decisions within a business or a new enterprise (Tarafdar, 2019).

Marketing Analysis and Trends

Our business is targeting costumer young adults and adults between 20-35 years old (B2C) to provide care and interactive educational teaching for consumers aged 3-7 years old. There are over ten nurseries within 50 miles. Most of them are focused on 3-4, and others are on 5-9, which are pre-prep schools. Our nursery has the advantage of gathering children between 3-7, which gives the parents the comfort of dropping and picking children from the same nursery (if they have more than one child) and dealing with the same institution when it comes to policies and procedures, teachers and managers, financial costs o festivities and other events. Also, the parents around the nursery a wide range of ages that might fit their kid age. Based on the research done on the relevant sector, our nursery comes with a fresh perception of the

greenhouse as developing an environment and motivating the kids to come over and join our community.

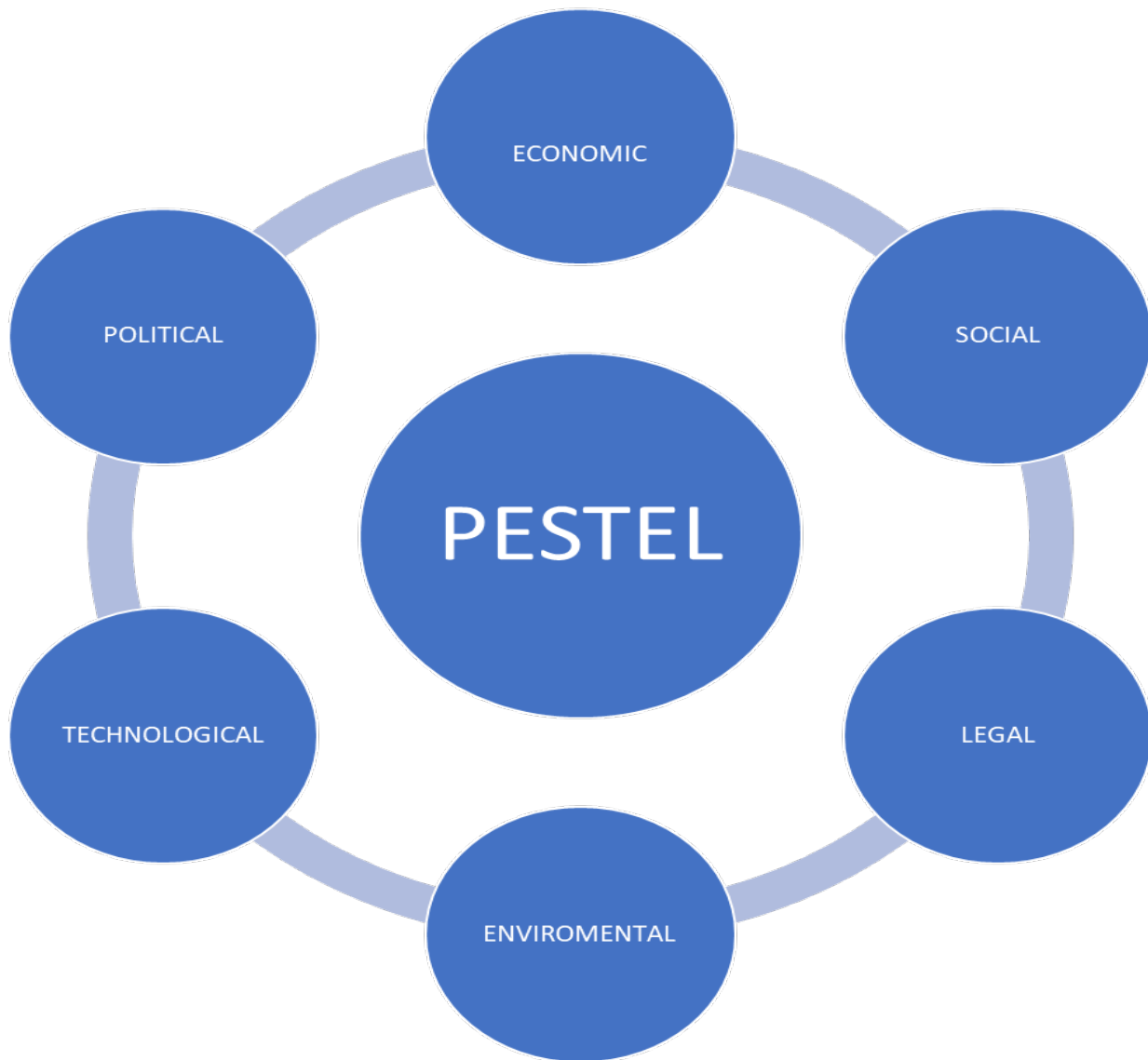
While other nurseries do not have much-qualified staff, only legally required, we set up significant quality standards. We only have Ousted qualified team members in Childcare when it comes to teaching and looking after children. For other departments such as maintenance, housekeeping, cooking, and volunteering we have experienced team members in this sector which will also have provided relevant training within the organization.

We come with a new vision for a nursery, accessible and convenable for all types of parents and any pocket.

This also creates our unique selling point offering for parents the opportunity to choose from a wide service option:

- Full time program- 8AM-6PM – 6.47 pounds/hour
- Part-time program -8AM-1PM- 6.47 pounds/hour
- Drop off and shopping- 7.50 pounds/hour- the service is ideal for parents that only need additional support at some period without being signed with the nursery as a full time or part-time program. Easy and safe, parents will have the chance to go shopping or have meetings whenever is needed without having to struggle looking for a babysitter or a friend to look after the children, not only this, parents can also bring the children for the experience of being part of the community, this is great for parents that want to sign up kids for a nursery but not sure yet if the kids are ready, therefore the service is great for the entry-level children as well. Our staff will assess and provide professional feedback to parents helping them to make the right decision. The service covers monitoring and playing, personal care, feeding, learning new skills as requested by the parents on the booking of the appointment.
- Summer/ holiday's time- 8 pounds/hour- available part-time and full time. This type of service is based mainly on extra-curriculum activities as children are supposed to have a holiday at this time. We will create an interactive experience for the children such as cooking, cleaning, singing and dancing, performed by our volunteer, an experienced lady in entertaining and looking after children and refreshing their knowledge regularly.

Little Munchkins Childcare offers a live stream video connection with audio to the classes where you can log in to the website portal and watch your child's activities live.



ECONOMIC FACTORS= our capital is 200.000 pound of 5 shareholders, all in equal parts. This capital provides the business with enough economic resources to be opened at national standards. No grants or other external financial sources are present, but additional money will

be needed (100.000) for running the business as in paying the bills and salaries and cover any unexpected disaster that might arise for the next three months.

As on the market, the price for our services is slightly high, but research has shown that most of the relevant business has no significant differences in prices but not delivering high standards or diversity necessarily. Therefore, the comfort our company comes with is directly proportional to the high service standards and the wide range of options we provide.

SOCIAL and environmental FACTORS= The business is based on technology devices reducing the use of papers and cardboard. All the waste/garbage will be appropriately recycled, signed with local authorities. Reduction of plastic, aiming for reusable materials, no air conditioner in place, but fans will be available as needed. Currently against the law due to the fast-spreading of covid-19.

- **Avoid usage of crackers.** Crackers during festive events are sadly one of the most significant contributors to air pollution, leading to a layer of smog which is highly harmful to health. So, the practice of no crackers should be implemented. Avoid using products with chemicals. Products that use the chemicals in their usage or smell strongly, like paints or perfumes, should be used less or outside the house. There can also be an alternative to use products with low chemical content and organic properties. **Implement Afforestation**
- Last but not least, plant and grow as many trees as possible. The practice of planting trees provides many benefits to the environment and helps with the release of oxygen.

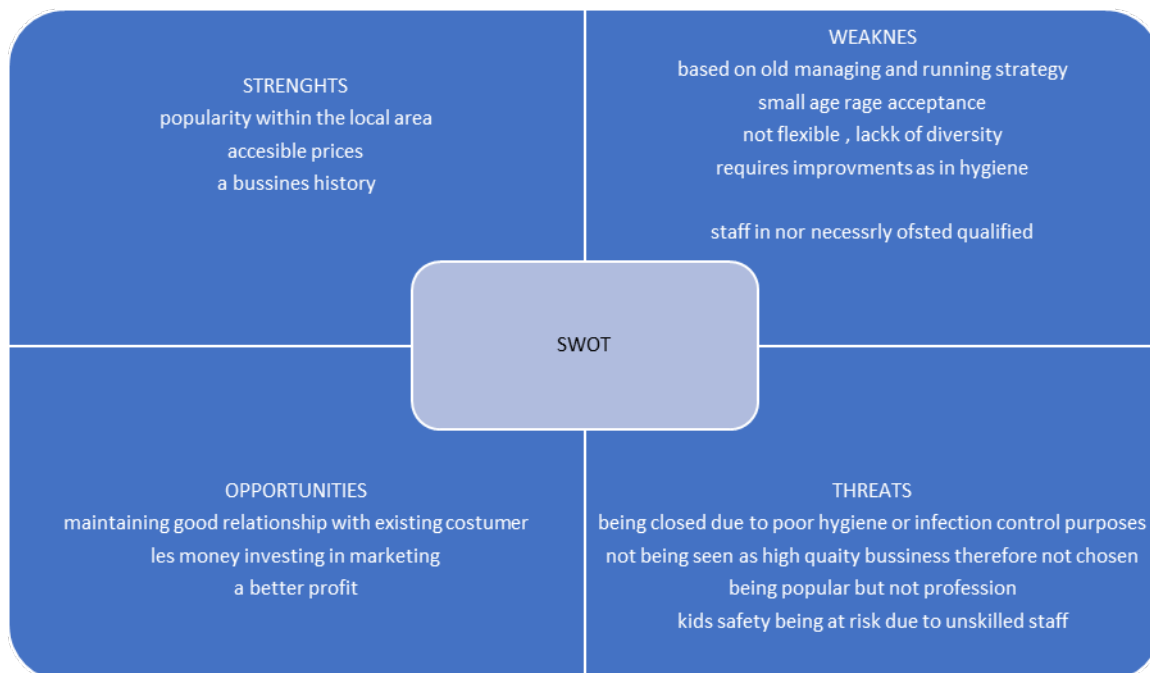
LEGAL FACTORS= Our company has policies and procedures in place that covers: Consumer law; Discrimination law; Copyright law; Health and Safety law; Employment law; Fraud law; Pyramid scheme legality.

TECHNICAL FACTORS= new strategic ways of developing, producing, communicating, and distributing the service (see the business strategy)

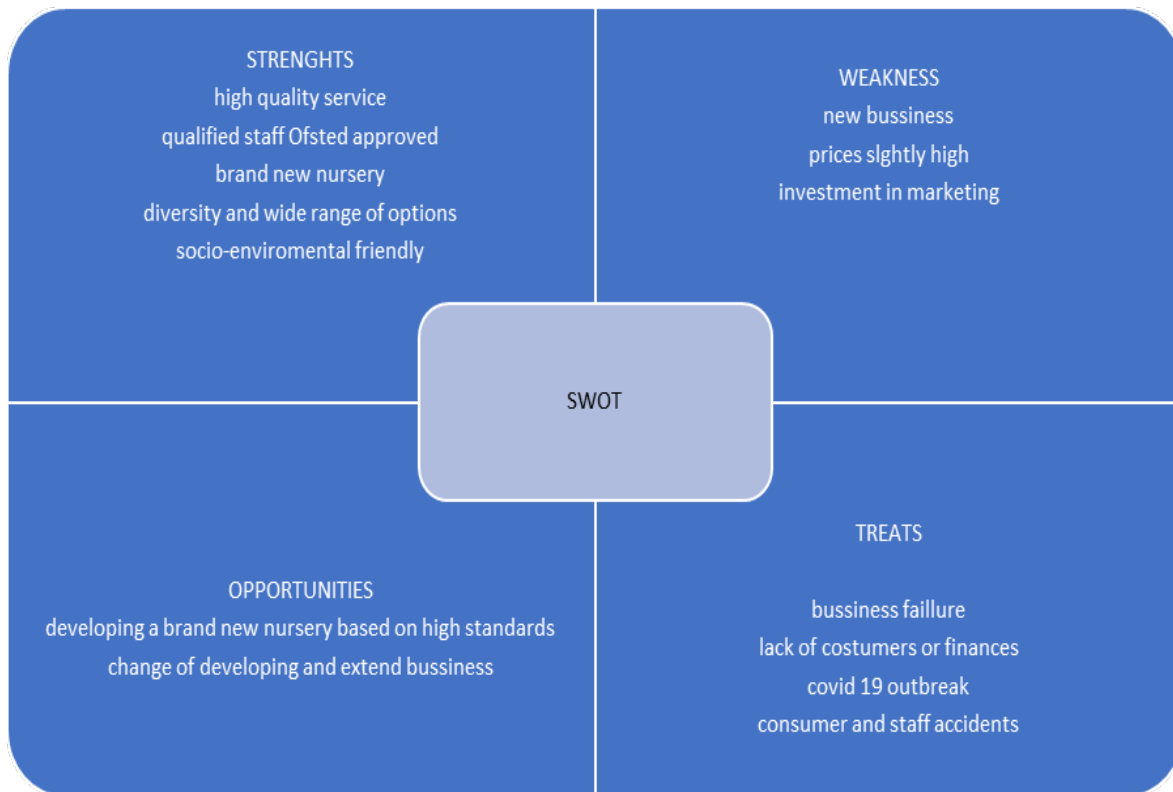
POLITICAL FACTORS= keep up to date regulations and advice on the relevant sectors, respecting legal responsibilities and national legal standard required. Settings are responsible for:

Safeguarding - local agencies, services and settings should work together to actively look for signs of harm given the greater risk of injury that some children may have been exposed to through coronavirus (COVID-19) supporting the learning and development of, and caring for, children who attend, as set out in the early years foundation stage (EYFS) statutory framework in the case of vulnerable children, particularly those with social workers, early years providers should continue to encourage these children to attend regularly and notify their social worker if they stop listening planning and implementing the system of controls, building on the hierarchy of protective measures that have been in use throughout coronavirus (COVID-19) Where early years settings are also caring for children over the age of 5, they should ensure they are also following guidance on protective measures for holiday and after-school clubs, and other out-of-school settings during the coronavirus (COVID-19) outbreak.

SWOT analysis based on research of other business in the relevant sector:



LITTLE MUNCHICKINS SWOT ANALYSYS



SOCIAL SUSTAINABILITY AND RESPONSIBILITY:

The biggest goal we set for our business is not only to obtain profit and expand the business. We want to help the new generation spread their wings full of courage and skills, confidence, and pride. Our staff will work hard to help children develop their emotional cognition, endorsing themselves without looking for validation of others but allow others to feel themselves as being validated and accepted. All children are welcomed; we do appreciate everybody's values and beliefs. Equality and diversity are some of the values we understand, and we have 0 tolerance against them. Everybody will have equal opportunities within our nursery. To minimize the risk of bullying, which is suddenly very present nowadays. We want our children to feel free to question everything and express themselves in the most appropriate way without following old-fashioned education rules. We are not looking to make generosity out of those children (due to their age); we want our children to be free and happy, find their way, and follow it with courage. We want to build up well-adjusted teenagers that the community and this world can comfortably base on.

Investing in children's education is the most effective way to provide a sustainable environment for the future.

We are also creating jobs for the area we are operating our business. 14 positions

We also help the environment by recycling and reduce the use of plastic, aiming for reusable materials.

The business will have an economic impact on the community as well. Not only by providing vacancies jobs but also by having a high-quality standard which might attract the customers from other areas to be interested in our business.

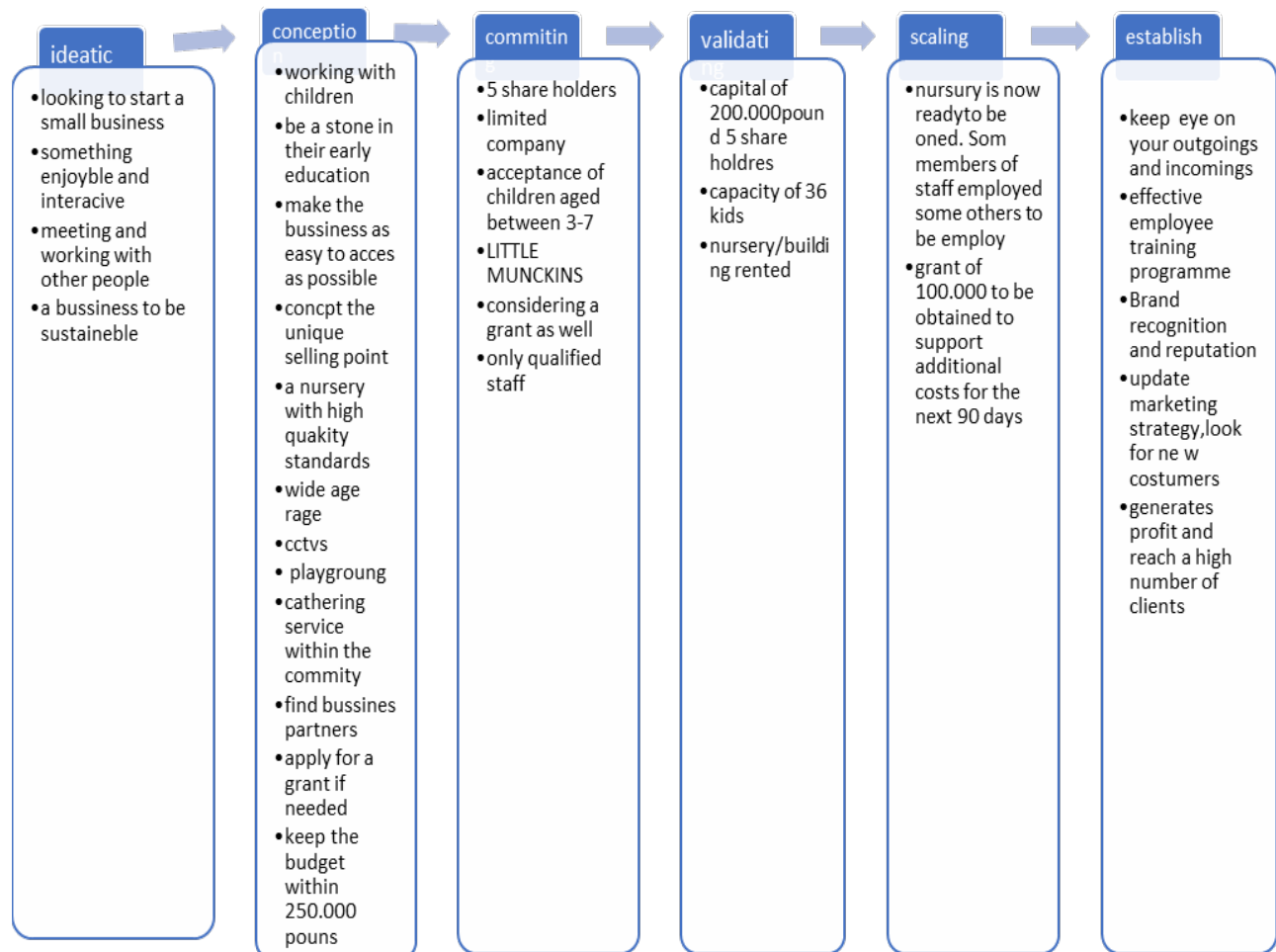
Development, Milestone and Exit plan:

Development:

For the short run of the business, Little Munchkins is focused on keeping the company going, delivering high quality of overall service. We are reducing costs effectively and advertising. Once the business is "good to go", we regularly review the comprehensive service and see any improvements to be made. The head of departments heads this process will, each one having a specific area to cover. Appraisals and supervisions will be made with the staff to ensure that policies and procedures are followed in job descriptions. The contract is agreed by both parties and meets our team to have the opportunity to thank you receive suggestions and feedback from staff members. Nursery manager to carry on budgets and provide a plan to increase budget of the nursery without affecting the quality of service. For the long-term plan, there are two projects ready to be started.

1. To expand the nursery, having another building in a different area to create a brand OUT of the "LITTLE MUNCKINS."
2. To implement transportation for the kids (charging).

Milestone:



Business Exit Plan

Our business is growing day by day, and our goal is to offer the best services for our children.

Our strategy will be to keep our shareholders employed, minimizing the salaries costs and in case of a financial collapse next steps being divided in stages:

1. Reinvesting the remaining amount and eventual profit from the past into an expansion of the company can boost and get back on track.
2. Being open for more shareholders - In an eventual financial collapse, we will be more than happy to welcome more investors that can grow us, making a profit on both sides.
3. If what is written above will not work, our third strategy will be liquidation over time that will help us to extract most profits over time, reinvesting and keeping the business alive.
4. Our fourth strategy is to sell all the business or a part of it to any interested employees.
5. Our fifth strategy is based on our beginning goal to become a huge company that can offer the best services. In case of failing this strategy, we will provide our nursery to sell to a more prominent company that will be happy with our progress in time; competing business may be highly motivated to purchase our business, making for a quick sale and maximum profit.
6. If none of the strategies written above will work, our last strategy will be the liquidation that will help us cash back a part of the investment selling all the goods under our company name.

The most common favorable **exit strategies** are selling the business, selling the business's assets, merging it with another **company**, or selling shares in the **business** to the public.

One of our group member Florin Rudolf Gibhea that was in charge of finance couldn't submit his work before the deadline It was the 2000 word business report and also the power point presentation Could you please take this in to consideration .I already informed London Assessment and they advice me to make a note to the Lecturers .

Also there is a possibility for the similarity to come high because another group member (Ben Ahmed Isslam) put his report in to Turnitin without realizing that it was not individual report ,he deleted it after but it may be still in the system .

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<https://www.esg.adec-innovations.com/about-us/faqs/what-is-social-sustainability/>

In class exercises with the lecturer.

<https://www.thebalancesmb.com/small-business-exit-strategies-2947988>

Appendices

Appendix A

Refer to the figure 1 below to see the functions of a business as expresses above.

Governance: The direction and control of a firm. Manages the performances of management.

Strategy: The development of strategy and implementation of change.

Finance: Funding, managing budgets, accounting, financial controls and audits.



Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives

Functions of Business Cont...

Marketing: Marketing processes such as promotion, pricing, distribution and sales

Research and Development: The process of innovating including market research, business experimentation and product development.

Information Technology: The development and operation of systems and applications

Customer Service: Managing relationships with customers and handling requests such as inquires and returns.



Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives

Functions of Business Cont...

Human Resources: Functions related to employees such as recruiting, performance management, benefits and organizational culture.

Production: Production such as manufacturing of products or delivery of services.

Quality Control: Quality control that test outputs for conformance to specifications and quality assurance that manages quality from a more strategic viewpoints such as addressing the root cause of quality problems.

Distribution: The process of reaching the customer with your products and services.

Figure 1: It includes information on managing small businesses from the second, third and fourth slides of the PowerPoint named Small Business Enterprise. Managing enterprise in the 21st Century.

Appendix B

To learn more about the benefits of this business plan, refer to figure 2

A GUIDE TO WRITING A BUSINESS PLAN

No. 4

April 2007

Introduction

Formulating a business plan is one of the most important tasks when starting up a new business. It will help you set targets, collate all your ideas, plan for the future of your enterprise, and verify that your idea for a business is realistic and workable. The business plan is an essential tool in attracting funding to get started. It is a dynamic document that should be reviewed regularly in order to monitor and measure the performance of your business.

This factsheet describes what a business plan should include, how you should go about writing one and what you will achieve by doing so. It includes hints and tips as well as sources of further information. It is aimed particularly at start up businesses that need to raise funding, but the principles stated are equally valid for established businesses looking to grow.

The benefits of writing a business plan

The business plan is principally for you and your business partners and it can help you to:

- Bring together your ideas and research into a structured format.
- Decide whether or when your business will be commercially viable.
- Clarify your business purpose to yourself and communicate it to any partners or staff.
- Predict future scenarios and pitfalls and address them before they threaten the success of your business.
- Set out the strategy for your business, and particularly your marketing strategy.
- Set targets and objectives, including sales and financial targets, so you can monitor your business' performance on an ongoing basis.

How to approach the plan

If you are also hoping to use your business plan to convince an investor to support your business, it is crucial to understand their agenda and address it in the plan so you can be certain of meeting their particular objectives.

You will need to read carefully any literature that the funding body you are approaching has published so you can identify their objectives and demonstrate in the business plan how you can meet them.

For example, an arts organisation that provides grant funding might have an express wish to increase the accessibility of the arts to the general public. If you can show that this target could be met by them funding a conversion of your garage into a studio, enabling you to put on exhibitions and workshops in a suburban area rather than in an imposing city centre art gallery, you could be successful in your application.

You need to make your plan stand out from the rest, so make it easy to read, comprehensive yet concise and ensure there is no contradiction. For instance, check that the figures you include in the plan for expenditure on equipment are the same amounts as you put in your financial forecasts - all too often these just don't tie up and so the business plan loses credibility.

Identify as early as possible what your external audience wants to know about you and your business. If you state the assumptions you

have made in reaching your conclusions (the market research results that led you to your calculated sales forecasts, or why you have chosen to locate your business in a particular place, for example), the investor will not be left guessing as to your intentions or think that you haven't addressed certain key issues. Be honest, clear and believable.

Remember that the plan needs to be realistic and yet convince investors that the business can be successful. This means they will want to see evidence to back up any claims you make, and the plan will need to show that (at least in the medium-term) the business will be able to support you and any borrowing requirements you may have.

What should be included in the plan?

Every business and situation will be different, but the headings below are useful 'stepping stones' to include in any business plan and will ensure you address the most important issues that a funding body may have.

Executive summary

This should be a brief summary of the rest of your plan and should be no more than two pages long. It is the first thing that an investor will read and so it must be well written, should excite the reader and must stand out from the many other business plans an investor or lender will receive.

There are four key ingredients that investors will be looking for in your executive summary:

- What it is that makes your business idea, product, service or approach to your market unique or original, and gives you an edge over similar businesses and products.
- What experience you and your team have in your target market, or in this line of business, that will give a funder the confidence that you are capable of making it succeed.
- How you have demonstrated, or at least illustrated, that your business is going to stack up financially, and will be viable and profitable.
- How and when the funder will get their money back, or the investor will achieve an exit with an attractive return when you eventually sell the business or buy back their shares.

You should also include in the executive summary:

- Details of the business name, its owners and address.
- Details of the products and services you are going to sell.
- A summary of your target market and competition.
- The amount of finance needed, for what purpose and over what term.
- The amount of money you are investing.

Table of contents

Include a table of contents listing the main sections and page numbers in the plan. If it is difficult to find key information among a mass of text that has no logical index the person assessing the business plan will be frustrated, and so less likely to consider the plan positively.

Aims, objectives and vision

For most people, the aim of starting up in business is to provide a degree of independence and the opportunity to generate a reasonable income. However, investors will want to know what really motivates you, so it will be important to consider the following types of question:

Figure 2: Contains information the first page of the pdf document named A guide to Writing a Business Plan.

Appendix C

Figure 3 provides the information on how to assess the strength and weaknesses in a business

plan.

Starting your own enterprise -Strength and Weakness Audit

The table of general business skills below, will help you identify your strengths and weaknesses that will give you a better idea of whether you're ready to start you own business and become a small business owner.

✓ Examine each of the skills areas listed in the table.

✓ Ask yourself whether you possess some or all of the skills listed in the parentheses.

✓ Then rate your skills in each area by ticking the appropriate number, using a scale of 1-5, with 1 as low, 2 as between low and medium, 3 as medium, 4 as between medium and high, and 5 as high.

	Rating Low to High					Average Rating
Skills	1	2	3	4	5	
Selling & Marketing						
Market research						
Knowing you competitors						
Market planning						
Negotiating						
Tracking competitors						
Customer service						
Pricing						
Financial planning & Accounting						
Cash flow planning						
Monthly financial monitoring						
Bank relationships						
Monthly profit and loss statements/balance sheets						
Bookkeeping						

Bus10101

Page 3 of 3

Figure 3: This is the first page of a document called Business Skills- Strengths and Weaknesses Audit, which contains the ways of assessing strengths, and weaknesses.

Appendix D

Refer to figure 4 to get more information on the key elements of a business plan.

The Key Elements of a Business Plan

- Executive Summary
- Company Profile
- Market Analysis
- Customer Profiles
- Business analysis using Porters Five forces, PESTLE analysis, SWOT, etc.
- Competitor Profile and Competitor intelligence Mapping.
- Marketing and Sales Strategies
- Organizational Structure and Management
- Products and Services.
- Financial plan and funding requirements.
- Legal and compliance issues
- Questions?

Elements of the plan should address the following.

- What the future financial performance may look like.
- What is the economic situation of the owners of the business and present investors?
- What are the various risks that can affect the business and how will the owners overcome them?
- What are the market trends, competitor behaviour and customer requirements and how will your business prioritise and provide the customer requirements?

Figure 4: This has been sourced from the PowerPoint document titled The Key Elements of a plan from the third and fourth slides

Appendix E

From figure 5, you can learn more about the strategies one must take while trying to convince investors and partners through a business plan.



How to speak to them.

- You must speak to your audience in a language and manner in which they can easily understand what you are trying to communicate.
- **Institutional Investors** – they may not understand more technical languages about the business.
- **Strategic Partners** – they may just need to know how a relationship may be beneficial to both parties – Mixture of both technical and business ideas will be helpful.
- **Angel Investors** – You must understand their specific interest.

You must!

- Give members of your audience the specific information they are looking for.
- Do not assume that they need to know or want to see the dept of your technical knowhow, scientific knowledge, and details of your business plan.
- If possible, try to find out their specific interest and don't focus on your own interest.

You Must!

- Figure out the key messages you are trying to get across.
- Distribute if possible this message to them before the presentation especially to those who have expressed an interest.

Figure 5: Contains a section of the PowerPoint document on How to Communicate a Business

Idea during a presentation from eighth to the tenth slides

Appendix F

To learn more about the structure of a business plan refer to the template of the Business Plan

Presentation Slide from the third to fourteenth slide

Refer to The Key Elements of a Business Plan PowerPoint on the 13th slide to get the milestones of Financial planning in a business plan.

LITTLE MUNCHKINS CHILD CARE BUSINESS PLAN

Managing Enterprise in the 21st Century

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BEN AHMED NOURINE ISSLAM	2012167
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ELISABETA ALEXANDRA BADEA	2011897
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HAKAN OZTURK	2010496
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FLORIN RUDOLF GIBHEA	2008579
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GROUP 8 TERM 2

BMSW:4006

Lecturers Name : MALANI GUNARATNAM

COVER LETTER

- ❖ The cover letter was addressed to Ms. Gunaratnam from Barclays Bank Beckenham , to request for a start-up loan of £ 100.000
- ❖ The letter highlighted the services that the business will offer educational services and childcare services
- ❖ The letter also shows the market niche to present a strong case to get the loan
- ❖ Finally, the letter indicates the impact the business will have on children's future

EXECUTIVE SUMMARY

- ❖ The business aims to offer educational and childcare services to children aged between three and five years.
- ❖ Little Munchkins venture targets to occupy the gaps noticed within the Child Care and education market of the Beckenham Community.
- ❖ The business incorporates advanced facilities and all-around services to be availed in the institution
- ❖ However, the business faces competition from other ECEC schools and Child Care schools.

TABLE OF CONTENTS

• Cover Letter (Hakan)	2	▪ Operations (Ben)	13-14
• Executive Summary (Hakan)	3	▪ Technology Plan (Ben)	15
• Table of Contents (Hakan)	4	▪ Market Analysis ,Trends (loan)	16-17
• Business Description and History (Hakan)	5-6	▪ Social Responsibility and Sustainability	18
• Service Description (Alexandra)	7-8	▪ (loan)	
• Business Structure (Alexandra)	9	▪ Development, Milestones, and Exit Plans	19-20
• Management and Organization Alexandra	10	▪ (loan)	
• Marketing Strategy (Ben)	11-12	▪ Financial Data (Florin)	
		▪ Appendices	

BUSINESS DESCRIPTION AND HISTORY: HIERARCHY OF THE BUSINESS MANAGEMENT AND POTENTIAL CLIENTS

- ❖ Five shareholders
- ❖ The school manager
- ❖ Teachers and caretakers
- ❖ The non-teaching staff will include one chef, two kitchen assistants, kitchen porter , Nutritionist in charge of the food preparation Maintenance staff with Driving license and security .
- ❖ Parents of pre-kindergarten children with full-time or part-time jobs
- ❖ Parents looking to advance their children's knowledge in preparation for kindergarten
- ❖ Parents who showed interest in the after-school program being introduced by the school

BUSINESS DESCRIPTION AND HISTORY

FUNCTIONS AND CONVENIENCE

- ❖ The business will serve two functions:
 - 1.Traditional education and childcare services
 - 2.After-school tuition and activities
 - 3.Drop and shop
- ❖ It will be centrally located for easy management
- ❖ The business will run throughout the year for convenience.

SERVICE DESCRIPTION

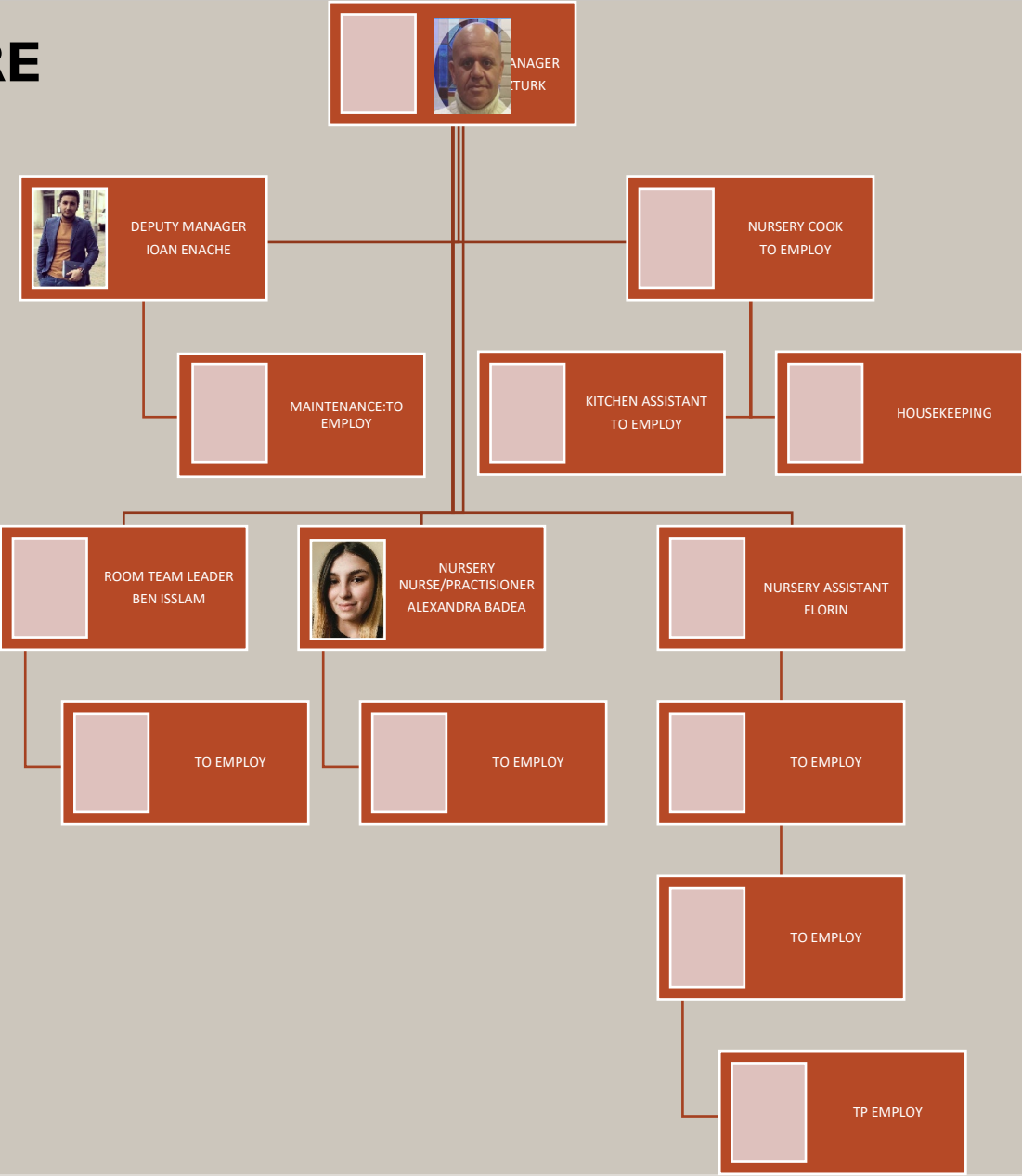
- Our nursery is ideal to all types of customer and consumer by promoting diversity of schedule, services and also few other facilities such as Cctv easy to be accessed by the parents on mobile phones or other devices, monthly events such as afternoon teas, tombola and other social and interactive games that parents can join the children (see more in the monthly schedule for extra-curricular activities), the activities will be organized by the manager in direct collaboration with the room team leader. We have a wide range of options .(see the offer)
- We are located in Beckenham
- We have a capacity of 32 children aged between 3-7



NURSERY OPENING HOURS AND OFFERS

- full time program- 8AM-6PM – 6.47 pounds/hr
- Part-time program -8AM-1PM- 6.47 pounds/hr
- Drop off and shopping- 7.50 pounds/hr. This service is only available between 1:30 PM- 5:30 pm,
- Summer/ holidays time- 8 pounds/hr.

BUSINESS STRUCTURE



MANAGEMENT AND ORGANISATION

- Nursery assistant x4
- Nursery nurse/ practitioner x2
- Room team leader x2
- Deputy manager x1
- Nursery manager x1
- Nursery cook x1
- Administration roles including Finance, HR and Marketing
- Housekeeper-x2
- Maintenance x1
- Volunteers for entertaining x1



MARKETING STRATEGY

Marketing strategy in business are essential to be used on basis of which it is easy to carry out the product and service development. When main aim is to develop and expand the business, a proper marketing strategy is needed at all aspect. Without use of marketing strategy, it is difficult to access the competitive benefits. It is critically important for businesses to adopt the marketing strategies in such a way that all goals are accomplished.

- **Product-** A product refers to item or thing which is used for sale. Product is needed to be examined and identified so that it is easy to access to market and customers. In relation of selected entity, they provide Child Care services which is known as their product. Without a product it is not possible to execute business operations. By providing of services, they are able to develop new way childcare.



- **Price-** A price refers to set of value which is applied on product or a service. Price play crucial role in marketing strategy as because it helps in analyzing of value of a product or item. In business, price is flexible and changes on basis of market situations. In relation of chosen nursing firm, they too need to use pricing strategy such as premium pricing, skimming, penetration etc. The price of Child Care service depends on market and competitors
- **Place-** A place refers to location or a distribution from where the products or services are distributed. In relation of selected firm, they are located in Beckenham ,place is important to be considered so that services are distributed easily.
- **Promotion-** This is another type of marketing strategy which is required to be focused so that benefits are obtained. A promotion is defined as way of promoting and advertising a brand name or a product. In business, promotion helps in increase of goodwill of brand and makes people aware about the product or service in market which are to be distributed within a new business to customers. So, in case of Growing Stars Nursery to develop a business they are going to be used digital channels for promotion of their Child Care services.



Operations

This is an important part of business plan as because it reflects about what is to be achieved and accessed. Business operations are properly needed to be executed so that positive benefits are achieved. In relation of chosen firm, they make assure that proper operations activities are appropriate executed. Appropriate type of techniques and technologies are needed to be used in correct manner. Operation is a wider concept which comprises of several elements which are described next



- **Mission**

Mission of Growing Stars Nursery is to assist firms and hire the right talent properly to discover and develop careers they love.

- **Vision**

Vision is to create a world with new learnings and development.

- **Objectives**

- Main objective of Little Munchkins Child Care is to increase their Child Care services.
- To access the new business opportunities in order to achieve business goals.
- To deliver best quality of services to customers and clients in every situation.

- **Goals**

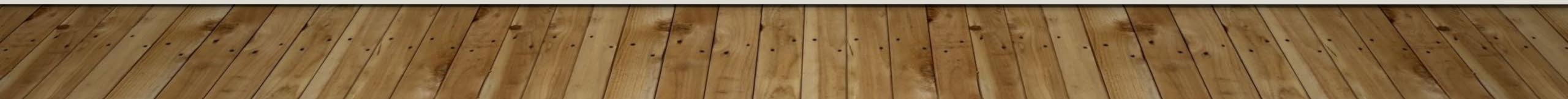
The goal of company is to achieve a brand image through providing of a good quality of services.

- **Procedures**

A procedure refers to way or a path through which business is going to be carried out. The procedure consists of a different kinds of a systems, techniques which are to be used to develop a new business. With consideration of these procedures, it is easy to carry out the new business in appropriate manner.

- **Timeline**

When launching a new business, it is essential to set a timeline for every activity so that goals and objectives are achieved in most efficient manner. With consideration of timeline, it is easier to make decisions in systematic way. Moreover, it is analyzed that supervisor of chosen business have set a proper timeline for business and other activities which will be completed on time.



Technology Plan

- A technological is defined as process or a procedure which is used to understand and examine what is actual good for staff and organization. With development of this plan, it is easier to
- achieve technological activities and enhance the productivity level of business at higher scale. It is a critical process which is to be carried out in most efficient way. When developing a new business, technology is needed a all level, so it is crucial to prepare a technological plan so that benefits are obtained in easy way.

- **Vision**

Vision of a technological plan is to develop and achieve effective system for business expansion.

- **Objective**

- ◆ Main objective of technological plan is to achieve a higher benefits and productivity.
- ◆ To examine the faults in current system of business.

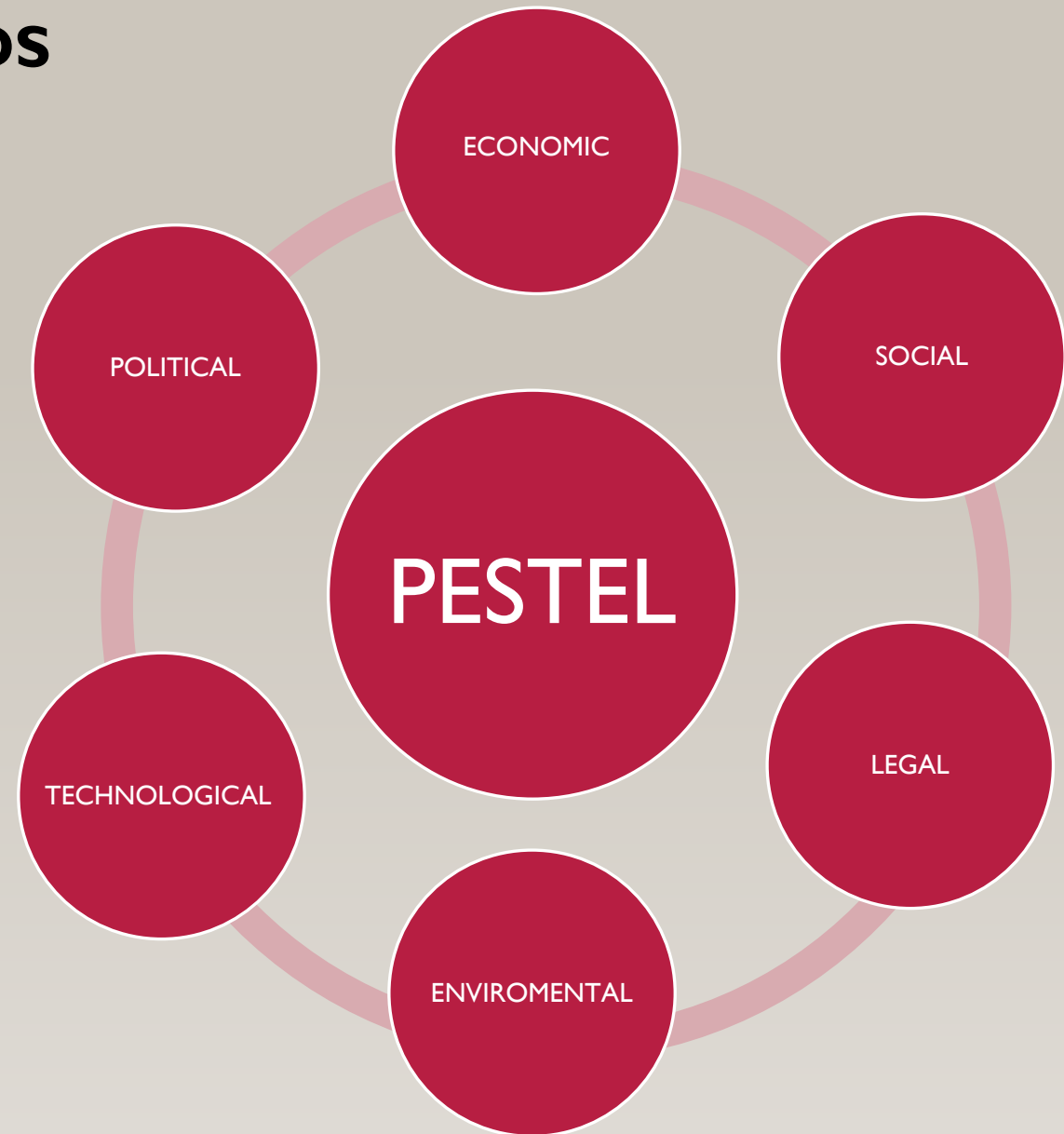
Specification of system requirements

Before using a technology in new business, speciation of system requirement are needed to be identified and examined so that technology is used in positive way. Specification of systems requirements helps in making of decisions appropriately. Moreover, it is too seen that correct type of system is to be used so that proper kind of system requirements are to be adopted.



MARKET ANALYSIS AND TRENDS

- Our business is targeting costumer young adults and adults between 20-35 years old,(B2C) to provide care and educational interactive teaching for consumers aged 3-7 years old.
- Our nursery has the advantage of gathering children between 3-7 which gives the parents the comfort of dropping and picking children from the same nursery(if they have more than 1 child) and dealing with the same institution when it comes to polices and procedures, teachers and managers.



WIDE SERVICE OPTION

- Full time program- 8AM-6PM – 6.47 pounds/hour;
- Part-time program -8AM-1PM- 6.47 pounds/ hour;
- Drop off and shopping- 7.50 pounds/ hour- the service is ideal for parents that only need additional support at some period without being signed with nursery as full time or part time program;
- After class education ,homework and activities 7.50 pounds/hour
- Summer/ holidays time- 8 pounds/hour- available part time and full time. This type of service is based mainly on extra-curriculum activities as children are supposed to have a holiday at this time;
- Live stream video connection with audio to the classes where you can just log in to the website portal and watch your child's activities live.



SOCIAL SUSTAINABILITY AND RESPONSIBILITY

- We want to help the new generation to spread their wings full of courage and skills, confident and proud of themselves.
- . Equality and diversity.. is one of the value we appreciate, and we have zero tolerance against it. Everybody will have equal opportunities within our nursery.
- We also creating 14 job positions for the area we are operating our business.
- Helping the environment by recycling and reduce the use of plastic, aiming for reusable materials.

DEVELOPMENT

- For the short run of the bossiness, Little Munchkins Is focused to keep the business going, delivering high quality of the over all service.
- Nursery manager to carry on budgets and provide a plan to increase budget of the nursery without affecting the quality of service. For the long-term plan, there are 2 projects ready to be started:
 1. To expand the nursery, having another building in a different area to create a brand OUT of the “LITTLE MUNCKINS”
 2. To implement transportation for the kids(charging)



MILESTONE

Idea tic:

- looking to start a small business
- something enjoyable and interactive

Conception:

- working with children
- be a stone in their early education

Committing:

- 5 share holders
- limited company

Validating:

- capital of 200.000pound 5 share holders
- capacity of 32 kids

Scaling:

- nursery is now ready to be opened. Some
- members of staff employed some others to be employ

Establish:

- keep eye on your outgoings and incomings
- effective employee training program

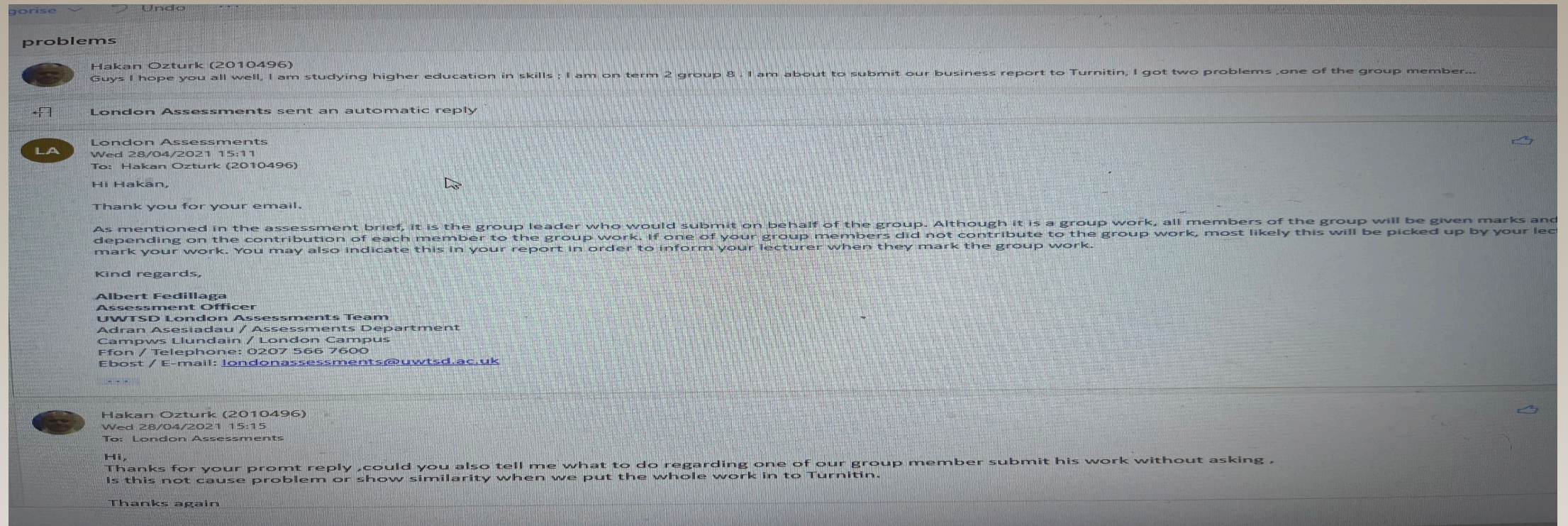


EXIT PLAN

- Reinvesting the remaining amount and eventual profit from the past into an expansion of the company ;
- Being open for more shareholders ;
- liquidation over time ;
- to sell all the business or a part of it to any interested employees;
- Selling to a more prominent company ;
- Liquidation;



OUR LAST COMPONENT WAS FINACE AND THIS WAS FLORIN RUDOLF GIBHEAS
COMPONENT WHICH HE DIDN'T SUBMIT ON TIME I INFORMED EVERYONE IN WEEKS ADVANCE
I WOULD LIKE THE MARKERS TO TAKE THIS IN TO CONSIDARATION
I ALSO INFORMED THE LONDON ASSESMENT ABOUT THIS PROBLEM



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