

[illegible]

BUSINESS OWNERS:

TASLIMA

STEPH

GOSIA



WORKING ALONG SIDE

HALIMA

WHO IS IN CHARGE OF HR

AND

KAMIL

WHO IS PART OF THE FINANCIAL RESOURCES.

MISSION STATEMENT :

“WE PROVIDE CARE AND HAPPINESS FOR CHILDREN AGES 6 MONTH TO 6 YEARS
AND PROVIDE THE BEST QUALITY SERVICE”



AIMS AND OBJECTIVES:

OUR AIM OF THE BUSINESS IS TO FIND A PERFECT LOCATION TO MAKE PROFIT !

ME AND MY BUSINESS PARTNERS HAVE CHOSEN A CHILD CARE SETTING FOR OUR BUSINESS.

PRODUCT SERVICE:



JOB DESCRIPTION

AS HR MANAGER I AM RESPONSIBLE FOR RECRUITING, SCREENING AND INTERVIEWING EMPLOYEES.

ALSO I AM RESPONSIBLE FOR EMPLOYEE RELATIONS, TRAINING AND DEVELOPMENT.

AS A CHILDCARE WORKER I AM RESPONSIBLE FOR THE OVERSEEING AND THE WELL BEING OF THE CHILDREN WHEN IN MY CARE.

OBTAINED RECOGNISED QUALIFICATIONS

NVQ LEVEL 4

FULL DBS CHECK

SAFE GUARDING

APPROVED DATA PROTECTION

FIRST AID

H+S

RATIOS

0- 2 YEARS 1:3 ONE ADULT: 3 CHILDREN

2-3 YEARS 1:4 ONE ADULT: 4 CHILDREN

4- 8 YEARS 1:6 ONE ADULT: 6 CHILDREN

TO CUT COSTS WE HAVE DECIDED TO HAVE STUDENTS WHO ARE STUDYING NVQ 2/3 TO HELP SUPERVISE THE CHILDREN IN OUR NURSERY.

AS WE GROW WE WILL EMPLOY QUALIFIED NURSERY ASSISTANT OR THE STUDENTS ONCE THEY HAVE QUALIFIED.

ANNUALLY A NURSERY ASSISTANTS WAGE IS £12,500 AS WE WOULD NEED 3 BODIES THIS WOULD COST £37,500.

THEREFORE WE WOULD BE SAVING THE COMPANY £37,500 BY USING STUDENTS.

EACH AGE GROUP WILL HAVE ONE ADULT STAFF AND ONE STUDENT STAFF TO SUPERVISE THE CHILDREN.

WORK PLACEMENT LEARNER AGREEMENT



RESPONSIBILITIES

TO ASK FOR SUPPORT WHEN NEEDED

ATTEND PUNCTUALLY

PARTICIPATE IN ACTIVITIES

MAINTAIN CONFIDENTIALITY

DISCUSS PLANS AND AIMS FOR CHILDREN IN THE SETTING

BEWARE OF HAZARDS

FAMILIARIZE H+S POLICY

INFORM COLLEGE/UNIVERSITY IF CANNOT ATTEND

WORK PLACE CHECK LIST

TOUR OF AREA

STAFF FACILITIES

DRESS CODE

WORK HOURS

MENTOR/MANAGERS

EMERGENCY PROCEDURES

FIRE EXITS

ACCIDENT REPORT PROCEDURES

FIRST AID

H+S POLICY

DATA PROTECTION

STUDENT NAME - MANAGER -

MANAGERS/ STUDENTS/ FUTURE STAFF

ALL ADULTS WORKING IN THE NURSERY
WILL HAVE TO HAVE A FULL DBS CHECK
THIS IS BEFORE THEY WORK IN THE NURSERY.

ALSO THEY WILL NEED TO BE
LEVEL 4/3 NVQ
FULL SAFE GUARDING TRAINED
FIRST AID TRAINED
DATA PROTECTION TRAINED
H+S TRAINED
FOOD HYGIENE TRAINED

LOCATION

- SWANSEA
- PARKING
- TRAIN STATION
- BUS STATION



TINY TOTS

5 BEDROOMS

FULL KITCHEN FACILITIES

BATHROOM FACILITIES

OUTSIDE PARKING

REAR ENCLOSED GARDEN

COST 1,625 PER MONTH



ROOM 1 MESSY PLAY

THIS IS THE CHILDREN'S PLAY AREA.



ROOM 2

THIS IS OUR 6 MONTHS/2 YEARS ROOM



ROOM 3

4 YEARS/6 YEARS



BATHROOM FACILITY'S AND BABIES

THIS IS OUR BABIES AND TODDLER BATHROOM.
THIS PROVIDE ALL USE OF WHAT CHILDREN'S NEEDS.



THIS IS OUR EATING AREA FOR THE CHILDREN



SECURITY AND SAFETY



UNIFORM FOR STAFF



MARKETING PLAN



- AN INTRODUCTION AND BROAD OBJECTIVES
- MARKETING OVERVIEW
- THE MARKET LANDSCAPE
- SWOT ANALYSIS
- SPECIFIC OBJECTIVES
- BRAND STRATEGY
- PROMOTIONAL STRATEGY
- ACTIONS, DEADLINES AND BUDGETS

LOGO DESIGN

LOGO DESIGN



COLOUR PALETTE



ALTERNATE LOGO



SUBMARKS



FONTS

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOP
opqrstuvwxyz OPQRSTUVWXYZ

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BROCHURE DESIGN



The most safe place for your child

*The Grove,
Uplands Swansea SA2*

*facebook @tinytots
instagram @tinytots
e-mail tinytots@gmail.com*



FACEBOOK @TINYTOTS
INSTAGRAM @TINYTOTS



CONTENT MARKETING - BLOG, VLOG

300

HOURS OF VIDEO ARE UPLOADED EVERY MINUTE

59%

OF EXECUTIVES PREFER WATCHING VIDEO TO READING TEXT

tiny tots



nursery

ALTERNATIVE WAYS TO PROMOTE BUSINESS

LOOK NO FURTHER:

YOUTUBE IS ONE OF THE BIGGEST, MOST POPULAR WEBSITES IN THE WORLD,
WHICH IS WHAT MAKES IT AN INCREDIBLY POWERFUL MARKETING TOOL.

FINANCE



- FIXED COSTS OR OVERHEADS
- DIRECT OR VARIABLE COSTS
- CAPITAL COSTS
- OTHER COSTS
- FIXED COSTS OR OVERHEADS
- DIRECT OR VARIABLE COSTS
- CAPITAL COSTS
- OTHER COSTS

FIXED COSTS OR OVERHEADS

PROPERTY RENTAL COST - £1 500

GAS - £100

ELECTRICITY - £86

PHONE (LANDLINE AND MOBILE) - £50

COUNCIL TAX - £176

WATER - £44

INTERNET - £20

MARKETING (WEBSITE FEES, LEAFLET & BROCHURE) - £36

OFSTED APPLICATION FEE - £9

PUBLIC LIABILITY INSURANCE - £7

ALL TOGETHER = £2 028PM

DIRECT OR VARIABLE COSTS

NAPPIES - £200

BABY'S PACIFIER - £30

PENCILS AND DIARIES - £50

CATERING - £200

STUDENT'S LABOUR - FREE OF CHARGE

ALL TOGETHER = £480PM

CAPITAL COSTS

TOYS - £1 500

BOOKS - £500

FIRST AID KITS - £50

BED PANS - £60

SECURITY CAMERAS - £250

TABLES - £480

CHAIRS - £250

BEDS - £1 150

EXTRA LOCKS ON DOORS AND WINDOWS - £200

PROPERTY DEPOSIT = £450

MICROWAVE - £50

ALL TOGETHER - £4 940

OTHER COSTS

NVQ LEVEL 4 TRAINING (3 PEOPLE) = £7 719

ADVANCED DIPLOMA IN ACCOUNTING LEVEL 3 - £1 300

DBS CHECK (5 PEOPLE) - £128

FIRST AID AT WORK COURSE (3 PEOPLE) - £750

ALL TOGETHER - £9 873



POSSIBLE EARNINGS

AVERAGE COST OF NURSERY:

FULL TIME (50H) - £232PW

PART TIME (25H) - £122PW

MAXIMUM CUSTOMERS PER DAY:

13

MINIMUM CUSTOMERS PER DAY:

0

OPTYMISTIC

$$13 \times £232 = £3\,016\text{PW}$$

$$4 \times £3016 = £12\,064\text{PM}$$

$$£12\,064 - (\text{FIXED COSTS} + \text{VARIABLE COSTS}) = £9\,556$$

$$£9\,556 \div 5 = £2\,398\text{PP PM}$$

INVESTMENT

TOTAL COST OF INVESTMENT: £19 829

SOURCE OF INVESTMENT:

WHOLE AMOUNT WILL BE FULLY FOUNDED
BY PARTNERSHIP MEMBERS - £3 966 PER PERSON.

REALISTIC

$$7 \times £232 + 2 \times £122 = £1\,868\text{PW}$$

$$4 \times £1\,868 = £7\,472\text{PM}$$

$$£7\,472 - (\text{FIXED COSTS} + \text{VARIABLE COSTS}) = £4\,964$$

$$£4\,964 \div 5 = £992\text{PP PM}$$

PESSIMISTIC

$$5 \times £232 = £1\,160\text{PW}$$

$$4 \times £1\,160 = £4\,640\text{PM}$$

$$£4\,640 - (\text{FIXED COSTS} + \text{VARIABLE COSTS}) = £2\,132$$

$$£2\,132 \div 5 = £427\text{PP PM}$$