

Business Plan Proforma

Business Plan heading (a)	What do you do/know currently? What is the current status? (b)	What would you like to do /know/achieve in the next 12 months? What is the strategy going forward? (c)	What do you need to do/know to achieve (c)? (d)	What Timeline will you assign to achieving (c)?/ Who is the responsible Officer? (e)	What Support or additional information would you require? (f)
<u>Services Offered</u> i.e. what do you intend offer, to whom, how often etc.					

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Market i.e. how well do you know your current and prospective service users, competition? How have you identified demand?					

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Marketing i.e. how do you intend to promote your services					

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<u>Team Skills, Qualifications and Courses</u> i.e. what skills or qualifications do you have / need					

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<u>Operational Resources</u> i.e. premises, people, money that are needed to run your Nursery					

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Occupancy i.e. how many children are you registered for, what is your average occupancy, how many children pay full fees, concessionary, do you offer free places, etc.					

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Opening hours i.e. what hours does the Nursery open, think about possibilities for the future					

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Financial Projections. What is/will be your anticipated income and expenditure					