

## Addressing Profit Shortfalls

- There are a number of steps you can take if your business is failing to make the profit you want / breakeven:
- Increasing your income by increasing the number of children, or the number of sessions you provide (without contravening Ofsted Standards regarding space per child and staff ratios)
- Reducing your costs by decreasing your spending, but ensure this does not affect your quality thus losing customers.
- Increase your income by increasing your fees in line with the cost of living and the average cost of childcare within your area.
- However for long term sustainability, concentrate on marketing, quality and pricing. Make sure you speak regularly to parents so you can deal pro-actively with future vacancies and to evolve with changing demands for childcare to fit into offering flexible childcare that meets with the needs of parents.