



الجامعة الإسلامية العالمية شيتاغونغ
International Islamic University Chittagong

**Assignment on
Business Plan**

Day Care Center “kids Smile”

Course Title: Project Management

Course Code: MGT-4705

Submitted to:

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Submitted by:

Section: A

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Program: BBA

Group Name: Fireflies

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5) Fathehuz Jahan (B-111229)





EXECUTIVE SUMMARY

The team of the business plan consists of five members. These members are going to start the business. We will share the ownership of the business equally. The share of the ownership will be based on the investment of the owners. All of the owners are going to invest TK. 50,00,000/- & loan from bank TK 50,00,000/- for the establishment of the business. These owners will take every major decision for the business and they will share the profit or loss of the business equally. We will appoint the management of the business and will closely supervise them. Initially, the five partners or entrepreneurs will hold all the managerial post. However, as we grow bigger then we can consider hiring any professional manager to take care of matters. For any decisions to be approved all of our owners must be agree. Otherwise, the decision will not be accepted. For the better management of the business as well as for the communication and decision-making process to be flexible enough, the owners will posses the power to nominate a single owner to supervise overall activities of the business. Overall, the proposed business will be a simple partnership with equal authority of the partners in every aspect of the business.

Among these members, Tasbiha Yeasmin and Fathehuz Jahan has extensive knowledge in marketing and sales. Rupa Barua is an expert of the human resource management. Jinnatun Nahar Shumi specializes in the area of finance and accounting. Samira Effat has an excellent knowledge in the field of marketing and in interior designing and the overall management.

We, the five members have used our extensive knowledge and ideas to generate the business plan that we think can be very feasible with the conditions in Bangladesh and can be very profitable for the investors. Therefore, we hope this business plan will make others feel the same as we do.

Project Summary:

KIDS SMILEDAY CARE CENTER

House No: 47, Road No: 3, Shugandha Residential Area, Chittagong.

- It is a commercial / profit making project. It can also be called a partnership business.
- Authorized capital is TK 50,00,000 & capital paid by the partners in this project is also TK 50,00,000.
- 5 partners are individually invests TK 1000000. Here debt equity ratio is 5:1.
- Basic product of the project is day care service.
- Cost of the total project is TK 1 crore & total fixed cost is TK 50 lacs.
- Total manpower required
- NPV TK 2245436 (@5%) & IRR of the project is 6%.
- Gestation period is 10 – 15 years.



Introduction:

Women in Bangladesh are still far behind men. Still, education is spreading among women and many of them are working, including in white-collar jobs. At the same time, many are opting for small families. Joint families are becoming difficult to run in cities. Values about joint families are also changing fast.

Thus has emerged a new situation: working women becoming mothers with no one else to take care of the babies if they continue with jobs outside. What to do with the infants? Where to keep them and under whose care? Family elders are not always available and maids cannot be trusted. What happens then? Working mothers are confronting all these worries.

It's good that the maternity leave for working mothers has been extended to three months. What the mothers are supposed to do after the 3-month maternity leave. In absence of alternatives, such as day care centers for babies, many others are reluctantly opting for staying home with the babies.

However, changes are coming, though slowly. Day care centers, where working mothers can leave their babies on payment, are coming up - both in government and private sectors.



CORPORATE CONNECTION:

Name of the Organization

“KIDS SMILEDAY CARE CENTER.”

Address

KIDS SMILEDAY CARE CENTER

House No: 47, Road No: 3, Shugandha Residential Area, Chittagong.

Motto of the Business:

The motto of the *KIDS SMILEDAY CARE CENTER*

is.... **“Every Child is Special”**. We will focus on our customers’ expectation mostly by providing quality service.



Vision:

“KIDS SMILEDAY CARE CENTER” will be aimed at achieving an enormous success in Bangladesh. We will start with 60 babies but in future we want to enlarge it with 100. Within ten years of its establishment, center will be the leading care center *KIDS SMILEDAY CARE CENTER* in Chittagong city in Bangladesh. It will always consider the importance of its existence to the people of Bangladesh. The customers will be provided with quality and reliability of our services and that we expect to lead to our own development and prosperity. We will grow fast and our diversity will be our identity. We hope to contribute to the welfare of our investors as well as to the welfare of our valued customers and to the welfare of the economy of Bangladesh.



Mission

KIDS SMILEDAY CARE CENTER will attain a position where it will be known for not only its business but also for its contribution to the health and education sector, the society, the environment and the country. **KIDS SMILEDAY CARE CENTER** will try its best to contribute significantly to guarantee the children access to knowledge and get quality service to ensure better physical and mental development. **KIDS SMILE DAY CARE CENTER** wants to be the choices for everyone especially for the nuclear families. Employee welfare will be important to its success. All will be treated fairly with the utmost respect.

KIDS SMILE DAY CARE CENTER will that not only met our child care needs, but also provided an opportunity to learning environment. **KIDS SMILE DAY CARE CENTER** dedicates its efforts and resources toward ensuring top-rated care giving services with a high quality based learning environment tailored for children in these age groups. **KIDS SMILE DAY CARE CENTER** will respond to the needs of its parents and children with excellent care giving and instruction, an advanced curriculum, flexible programs, and local community involvement. This day care has a strong commitment to accessibility and diversity. Its open door policy embraces all who desire to provide a better quality of care, preparedness and basic knowledge for their children. It is works to provide affordable, first-class care giving and a broad range of integrated programs and services and innovative learning approaches. **KIDS SMILE DAY CARE CENTER** will be committed to taking a leadership role in child care services.

LONG –TERM OBJECTIVES:

1. In future, we would expand our business by providing various diversified services for children including play-group and kinder-garden school facilities.
2. After meeting the demand of our area we would expand our business in other area within the city in near future and it will depend upon the success of our business.
3. Customer responses would valued with more interaction with them and their suggestion would be implemented for the benefit of our business.
4. Our pricing strategy would be change according to the income level of our customers and economic condition of our country and the demand of our customers.
5. Mass marketing strategy would be adopted by us to make our business more popular among the customers.
6. We would try to provide more diversified services for different target population of our market in the long run. Our pricing strategy would also vary among various market segments depending on their income level .
7. More improved and intellectual activities would be introduced in our day care center for the physical and psychological development of children. Even modern technologies and outdoor activities could be introduced for improving their knowledge.
8. We would try to diversify our services by providing services to children up to 10 years old. For this purpose various cultural and educational program would be introduced by

KIDS SMILE DAY CARE CENTER.

SHORT-TERM STRATEGY

1. We will give extra care for providing quality services to our clients. Both children and parents would be treated with equal importance and their preferences would be considered with proper attention for the benefit of our business.
2. Although we are very new in this industry with very few competitors, we will focus on attracting more and more parents to admit their children in day cares for their sound and healthy development.
3. Diversified services for children of various ages will be adopted by us for business expansion. Although we are showing two child groups Toddler and Pre-school, we will divide Toddler group into two categories and will provide them different services required by them.
4. Our care givers would be highly experienced and trained. We will appoint care givers according to the ratio of workers to children.
5. We will regularly interact with our clients for their kind suggestion and recommendation as well as for any complaint regarding our services. This will help us to know the market demand and customer desires and we would be able to increase our service quality.
6. We will always give importance to the children and parents and will consider the customers always right. Their demand and satisfaction would be our main focus.
7. We will start our campaign before three months of starting our operation on air and it would be continued after the opening of our business for keeping in touch with the people and developing demand of our services. Thus, we would be able to grab the market more easily.
8. We have focused four target customers depending in the economic condition of our nation. But we can change our pricing policy depending on the income level of our target market. We would provide diversified services for different segment of our market at a different ratio.

Management Segment :

Resumes of partners

Name	Educational Qualification	Address	Providing capital ratio	Designation of Partners
1.Samira Effat	BBA,from International	Road no 11,B block,Chadgaon	10,00,000	Operating Human resource

	Islamic University	Residential Area,Chittagong.		&Manager
2.Jinnatun Nahar	BBA,from International Islamic University	BadortolaBorogarage ,Chittagong.	10,00,000	Finance & Accounting Manager
3.Fathehuz Jahan	BBA,from International Islamic University	6 MM Ali road, dampara , Chittagong	10,00,000	Marketing and sales Manager
4.Tasbiha Yeasmin	BBA,from International Islamic University	130/162, shah garibullah h/s,northlalkhan bazar, ctg.	10,00,000	Marketing and sales Manager
5.Rupa Barua	BBA,from International Islamic University	Chokbazar,ctg.	10,00,000	Human resource Manager

Operational Plan

Employee Management:

The numbers of the employee require& their Designation:

Position	Numbers	Salary	Gender	Educational Qualification
Lady Governace(baby take career)	15	5,000 per person	Female	At least HSC pass
Receptionist	1	8,000 per person	Female	At least Degree pass
Cook	2	4,000per person	Female	At least SSC pass
Accountant	1	10,000 per person	Male	At least Honors completed(on accounting)

Caretaker	2	5,000 per person	Male	At least Class Five pass
Guard	2	5,000pre person	Male	At least Class eight pass
Driver	1	8,000 per person	Male	At least HSC pass
Cleaner	2	4,000 per person	Female	At least Class Five pass

Human Resource Plan:

❖ Source

- From our village the educated but yet unemployed, they be will the main source of our employe .
- We will also appoint stuff from Chittagong & from the near by area.
- We will give circular in local news paper for the stuffs.
- We will also search employe by friends & family.
- The poor women & the widows who have to support their family will get priority if they are qualified.

❖ Selection

- The employe will select by proper interview process
- Their educational qualification, skill, strength, Physical fitness for work & interest in this job must be consider.
- Here experienced person will get priority.
- Their honesty & behavior is most important.

❖ Training

- For the selected employe 4 month of training course will organize by us.

- We will hire well trained, certified & skilled people for training them
- The trainer will give them proper & practical knowledge about :
 - ✓ How to take care of the babies
 - ✓ How to play with kids
 - ✓ How to talk with them
 - ✓ How to recognize the symptom of sickness
 - ✓ Eating schedule of the babies
 - ✓ How to manage them properly
 - ✓ What types of activities baby likes
 - ✓ How to understand the problem of the baby specially the baby under 2 year who can not talk properly etc
- During the training period the selected employee will get half of their salary
- We will arrange meal & accommodation facility for them
- The cooker will get proper training how to make the baby's healthy & hygienic meal.

Target Location of the customers:

1. GEC
2. Nasirabad Residential area
3. Khulshi Residential area
4. Shogonda Residential area
- 5.2 no gate

6. Muradpur

7. Bahaddar Hat etc.

Registration & License of the business

We will follow proper lawful system for registering our business. The license will collect from the proper authority by proper way.

Campaign & Promotion

We will start campaign before 4 months of starting our business for searching our suitable customer & acknowledging them about our service. So that they can be justified about us before giving their beloved children to our service. We will arrange for leaflets, Posters, Billboards, advertise in local TV channel for acknowledging the people about our service.

Taking loan

We will take 50,00,000 tk loan from Islamic Bank. We will make a proposal application to the manager of the bank for the loan. We will provide the copy of our business plan for their decision making. Our guarantor is

Md. Abdul Hamid Khan

Manager of PHP group of ctg.

Leasing Building

We will lease a building in Shugandha Residential Area for 10 years with in 5,00,000 tk. The area of the land will be must be 4,000 Square feet & has a large ground in front of the building where we will arrange many playing equipment for the baby. The building will must have 3 floor with 2 units.

Internal Designee of the building

There will be a office room in 1st floor & the reception section will work beside it. There will be a tv room in every floor. Half part of the ground floor will use for the parking & rest half will use for kitchen purpose , dinning&Stuff quarter.

Nutritionist & health care

A well repudiated Nutritionist & child specialist will examine every children 2 time with in a year(after 6 month interval).We will make acontract with the baby specialist for any kind of problem, diseases or sickness.

Time Schedule

We will give service to our customer from 8am to 6 pm.The guardian will drop their child & will bring them home.

Extra Service

We have a micro for 24 hours service with driver.



Activities for kids:

- Free play
- Story time
- Art and crafts
- Circle time
- Music, dance, cooking
- Outdoor play
- Special days and birthday parties
- Dress up corner

We ensure:

- We have selected Shugandha residential area for Day care center.
- It stands near working place of most of the mothers.
- Sufficient accommodation and safe environment
- Safe drinking water, toilet and bathroom facilities
- Positive role of caregivers and staffs
- Flexible time schedule where children can attend the program related to their needs
- A quality school readiness program
- Developmentally appropriate curriculum and activities
- Availability of age appropriate, safe, attractive and colorful toys, learning kits and materials
- A regular checklist to monitor personal health, hygiene and development of the kids
- First aid box to care for minor injuries and provides primary medicine
- A provision for consultation with parents and inclusiveness

- MEENA bazar , 2 no gate , ctg will be our supplier. They will provide us necessary products for babies.

- A microbus is always ready for babies emergency service.

MARKET ANALYSIS AND FORECASTING

Social

The market is divided into groups on the basis of variables such as age, family size, family lifestyle, income occupation, generation and social class.

Economic trends

The daycare industry is increasing and becoming an important contributor to the gross national product (GNP) of Bangladesh. The reasons for this trend have been identified as:

1. Change in lifestyle of population
2. Economic climate
3. Increase of product variety in the market



SWOT ANALYSIS

Internal factors:

Strengths

1. Hygienic food
2. Pre schooling facilities
3. Motherly care
4. Regular physical checking by expert nutritionist
5. Pollution free environment
6. Own playground
7. Well ventilated

Weaknesses

1. Lack of skilled employee
2. Complexity in financial management

External factors:

Opportunities

1. Less competition
2. Increasing number of working women
3. Increasing nuclear family

Threats

1. Increasing price of commodity
2. Threat of new entrants
3. Supplier bargaining power

The critical risk segment

- Uncertain sickness of the children
- Insufficient capital
- Carelessness of the employee
- Low interest of the customer the in this types of service in our country and culture
- People are not aware of the day care center in our country
- Difficult to gain trust of guardians

Competitive Analysis

1. Green Field Day Care:

Strengths: Already established in market.

Weaknesses: May not appeal to customers of middle class. Unlicensed facility.

2. Kid daycare:

Strengths: Already established in area. Give tuitions with child care services.

Weaknesses: Location – outside of middle-income market.

3. Family Child Care Homes:

Strengths: Established in market. “Personal” service.



MARKET SEGMENTING:

In the family if the parents are working couple then someone other than an immediate family member cares the children during some portion of each day. Single parents who need child care center in order to work. Parents spend most of their income on their children in order to give a comfortable life. Now a day's most of the families are nuclear family. These people usually have a family size from 3 to 4. The *KIDS SMILE DAY CARE CENTER* is located at Shugandha which is a residential area containing a large number of nuclear families. The market has been segmented basing on the level of income of customers.

- 1. Middle class :** Middle class people, the largest part of our society are always in a move to change their life style. With the increase in income level, these people are demanding quality child care services in our country and **KIDS SMILE DAY CARE CENTER** would be committed to fulfill the desire of parents through proper care and share with their children in their physical and mental development.
- 2. Upper middle class:** Upper- middle class population of our nation can easily afford our daycare services for their child. Even with the growth of various industries and enrollment in higher education, it became very hard to manage maidservant at home to look after the baby.
- 3. Upper class:** Upper class section of our society is very much concerned to get quality services and to provide best guidance to their children. **KIDS SMILE DAY CARE CENTER** would be established to scientifically develop the early years of a child's life by helping in the critical in the formation of intelligence, personality and social behaviour.

Like in all other industries, segment marketing will allow the daycare center to fine tune its service offerings and price it appropriately for the target segment. And it will also allow a daycare center to have a clear picture of its competitors.

Promotional Activities:

- Poster and banners
- Radio
- Local newspaper
- FB website
- Local TV channel
- Website name-www.kidssmile.com

MARKETING OBJECTIVES

KIDS SMILE DAY CARE CENTER targets a new and growing market. However, our target market did not have a loud and strong voice in society. However, their roles in the society are gradually evolving and changing. We hope to achieve the following objectives, through our marketing plan.

1. Identify the correct market for the business
2. Determine what they look for in the daycare center
3. Communicate our value proposition to this market
4. Assess the daycare's position in the market
5. Assess the effectiveness of promotional strategy
6. Attract other closer market segments
7. Increase equity of customers

Financial segment

Kids smile baby care center

BALANCE SHEET

FOR THE 1ST YEAR

Assets	Amount	Liability	Amount
BUILDING (leasing for 10 years)	50,00,000	OWNER'S EQUITY	50,00,000
GENERATOR	1,20,000	PROFIT	19,76,400
AC (50000*8)	4,00,000	BANK LOAN (10%)	50,00,000
SAFETY ADVANCE	1,00,000	BANK INTEREST	5,00,000
FILTER (4000*4)	16,000		
BLANDER MACHINE (20000*4)	80,000		
GRISSER(15000*4)	60,000		
OVEN COST (10000*2)	20,000		
BABY TAB	60,000		
REFRIGERATOR (40000*2)	80,000		
LCD TV (100000*2)	2,00,000		
ROOM DECORATION	5,00,000		
EQUIPMENT & FACILITY COST	2,00,000		
KITCHEN EQUIPMENT	1,00,000		
TOILET ITEMS	3,00,00		
BABY TOYS & PARK ACCESSORIES	5,00,000		
EMPLOYEE TRAINING COST	2,00,000		
ADVERTISING COST	1,00,000		
LICENSE COST	20,000		
REGISTRATION FEE	20,000		
GENERAL EXPENSES	20,000		
CASH IN HAND	16,50,400		
CASH IN BANK	20,00,000		
WITHDRAW	10,00,000		

Total	1,24,76,400	Total	1,24,76,400
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Monthly Expenditure Statement

Particulars	Amount	Amount
1. Electric Bill	20,000	
2. Gas Bill	1,800	
3. Stuff:		
Cook (2*4000)	8,000	
Caretaker/ lady governance (15*3500)	52,500	
Guard (2*5000)	10,000	
Receptionist	8,000	
Child Specialist & Nutritionist	10,000	
Accountant	5,000	
Driver	8,000	
4. Foods:		
Raw materials for kitchen	50,000	
Cereals, cerelaks - Nestle	10,000	
Corn flakes	7,500	
Powder Milk	4,000	
Nutri-Bar	3,000	
Fruits	10,000	
5. Toiletries	15,000	
6. Repairing cost	10,000	
Total Expenses		1,95,300

Income Statement (per month)

Particulars	Amount
Total Income (6,000*60 babies)	3,60,000
Total Expenses	1,95,300
Profit	1,64,700
Tax (40%)	65,880
Net Income	98,820

Income Statement (Year)

Particulars	Amount	Amount
Total Income(6000*60*12)	43,20,000	
Total Expenses(195300*12)	23,43,600	
Total Profit		19,76,400

Projected cash flow statements:

Particulars	Amount
Revenue	43,20,000
Less: operating cost	23,43,600
EBITD	19,76,400
Less: Interest	Nil
EBDT	19,76,400
Less: Depreciation	10,00,000
EBT	9,76,400
Less: Tax (40%)	3,90,560
Net Income	5,85,840
Add: Depreciation	10,00,000
Total Inflows	15,85,840

Calculation of IRR & NPV :

IRR = 6%

NPV = 22,45,436 (at 5%)

Assumptions :

- Uncertain sickness of the children
- Insufficient capital
- Carelessness of the employee
- Low interest of the customer the in this types of service in our country and culture
- People are not aware of the day care center in our country
- Difficult to gain trust of guardians

Sensitivity Analysis :

With the help of sensitivity analysis , we can reach our goals or targets point when NPV is positive. In our project when NPV is 5% , it is positive. But when NPV is 10% , it is negative.

CONCLUSION

Traditionally in Bangladeshi culture childcare responsibilities fall on the extended family. Yet with new social mobility women are increasingly moving away from their families. With inflation continuing to rise each year, the family now requires dual or supplemental incomes to cope up with the situation and to have a better life. This trend has created a need for quality childcare services. **KIDS SMILE DAY CARE CENTER** center exists to provide the childcare services that would be beneficial for the working parents. **KIDS SMILE DAY CARE CENTER** value proposition is quite clear and quite easily distinguished from others in the market. We offer uniquely premium childcare services to our customers. The business provides very high profit opportunity for us and there is a scope for helping the economy and society as well. Very few industries have all these sides. That is why, we think that the **KIDS SMILE**

DAY CARE CENTER center will be a good prospect and we are looking forward for every possible support from all the people involved in the industry.

REFERENCES:

1. Kotler Philip ,”Marketing Management”(2009),11th Edition
2. Entrepreneurship development An operational Approach By Nazrul Islam And Muhammad Z Mamun

