

Business Plan

The **business plan** is to assist in the development of the overall course and direction of opening an early childhood education (ECE) program. The purpose of this process is to ensure that the course and direction is well thought-out, sound, and appropriate for the local Adventist church and/or school site. The business plan should answer questions such as:

- ✓ **Who** is our target audience?
- ✓ **What** ministries can we provide?
- ✓ **Where** do we have the *appropriate* facilities?
- ✓ **When** and how often will the program operate?
- ✓ **How** can we best meet the needs of the families in our community and constituency?

All ECE organizations need strategic long-range planning.

1. Leadership requires a sense of direction and effective marketing strategies.
2. The organization needs a strategy to deal with the critical issues it faces.
3. Financial resources are limited. Planning can help to conserve and generate revenues.
4. Decisions require lead-time in order to avoid quick-fix approaches.
5. Population shifts and community changes require modification in how services are provided and funded.

Business Plan

Effective Business Planning Steps

Analysis and Feasibility Study

- Community, e.g. potential clientele, existing ECE programs, economic conditions, governmental regulations, etc.
- Host site, e.g. resources, talents, structure, constituent support, limitations, etc.

Organization

- Governing board selection

Role and Mission

- Document vision, course and direction of organization
- Create mission statement
- Create goals and objectives, e.g. detail the “big picture”

Strategic Direction/Issues Development

- Decide how to accomplish goals
- Deal efficiently with rapidly changing developments
- Make flexible plans regarding unexpected delays

Strategic plans

- Seed money sources
- Annual budget
- Reserve monies, 3-6 months of annual budget
- Facing critical issues
- Flexibility in service options

Implementation of Goals

- Board appointed key individuals and duties of each, e.g. appointees focus on resources and critical issues
- Timing and procedures for goal attainment