

Business plan cypop essay



**ASSIGN
BUSTER**

The company and what it offers My name is Faicka Khairdin and I have worked with children and families for the last 15 years in several environments. I am planning to start a childminding business from home in November 2013 from Hayes, Middlesex. I live in a spacious three bedroom house, with a large, private and secure garden. In addition to this I am within walking distance from Hayes and Harlington station and local schools. I have a children's table and chairs set, painting/drawing easels, toys, books, puzzles, play dough, and various garden toys.

The following activities will be incorporated into my working day where appropriate: - gardening - visits to local children centres - visits to parks - painting, drawing, singing, imaginative play and dancing etc - day to day home activities such as baking, shopping, laying the table etc I hold a food and Hygiene certificate and am passionate about fresh food and will be providing home cooked meals for the children. Contracts, policies and procedures will be put in place to ensure the safety of both the employees and the clients.

Experience and background I have 15 Years experience within the childcare field and have worked in the home and in the community as an Outreach worker. I have also worked as a play worker and play leader for children with disabilities and a carer for a disabled children. More recently I have been working as a Family Support Worker for vulnerable homeless families and am NNEB trained. I have qualifications in Health and Social Care, BA Honours in Criminology and Sociology, Counselling skills, counselling level 2 and 3.

I have been on recent training on child protection and domestic violence. In addition to this I am currently enrolled on a level 3 childminding (cypop5) course which is due to finish in June 2013 and I am planning to enrol onto paediatric first aid course. I feel that I have the necessary skills and knowledge to look after children in my home environment. I will be planning and implementing daily age appropriate activities for the children in my care.

I will also be observing and reporting all information to parents and other agencies. I will ensure that the children in my care have a safe, secure and warm environment to develop and thrive in. In the future I plan to include pick up and drop off to school in the service that I provide for children. In addition to this I would also like to have an assistant. Competitors My other competitors will be other childminders who provide additional services such as pick up and drop offs to the local schools and clubs.

Childminders who's hourly rate is cheaper than mine and childminders who do not require a month's 2 deposit will also be competition. Marketing My target audience are those who need professional childcare services. I will attract my target audience via advertising on the internet through Facebook, Net mums etc. I will also register with the local authority and Ofstead. In addition to this I will attend local childminder drop in groups in the Hayes area, which will allow other childminders to recommend my services.

I am also open to working with families in need through the local authority and children with disabilities, this will expand my target market and essentially my business. In addition to the above I will also be contacting and referring to Early Years and schools improvement, Business Link , Health &

Safety Executive, Newly Self Employed Helpline, New Employers Helpline, Environmental health, Pacey and the buddy program via Hillingdon local authority. 3 Financial planning 4