



# First Children's Finance

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## **Child Care Business Plan Workshop Descriptions:**

### **Writing A Child Care Business Plan – Session 1**

2 hours

Center & Family Providers

Course Level: 1

MiRegistry ID: FCC-144156; CCC-144155

Learn basic business plan principles and concepts. Complete an environmental scan. Research the market area and child care need, identify features and benefits of child care program. Analyze child care competitors. Identify strategies to build an effective message. Define target market to secure future enrollment. Learn how to use marketing principles to secure community partnerships. Participants need to complete session one to receive MiRegistry credit for session one.

### **Writing A Child Care Business Plan – Session 2**

2 hours

Center & Family Providers

Course Level: 1

Session 2 will build upon session 1 to develop basic business plan principles and concepts. Participants will develop a description of the individual child care business. Identify the objectives of their business plan and brainstorm what is needed for their operations to be included in their business plan. Participants need to complete session one and two to receive MiRegistry credit.

### **Writing A Child Care Business Plan – Session 3**

2 hours

Center & Family Providers

Course Level: 1

Session 3 will build upon session 1 and session 2 to develop basic business plan principles and concepts. Participants will complete the ground work of the business plan on financial management and leadership. Participants need to complete all three sessions to receive MiRegistry credit.