

# THE CHILDCARE BUSINESS MANAGEMENT COURSE

**A Distance – Learning Childcare Program**

**For**

Anyone interested in setting up a  
Childcare Business, Existing Daycare  
Operators, Childcare Providers, Crèche  
Managers, Nursery Owners.

**Powered by:**

Kiddies Lounge Childcare Academy



# MODULE 8

## MODULE 8: OPEN UP YOUR CHILDCARE CENTRE FOR BUSINESS

Lesson 1: Marketing your Childcare Business

Lesson 2: Develop a Management Plan

Lesson 3: Enrollment Process

### RESOURCES:

1. Downloadable Course Videos
2. Downloadable Course Manual

**LESSON 1:**

**MARKETING YOUR CHILDCARE BUSINESS**

Your marketing strategy should be centered on establishing your business for visibility and promoting your brand through a variety of marketing channels. An overview of your marketing strategy should include:

1. Logo and Identity Development:
2. Partnership programs:
3. Brochures
4. Flyers
5. Radio/TV and social Media Advertising
6. Website
7. Event
8. Signage

Please note that whatever advertising media you use, be sure to include the following information on your ad:

1. Name, address, telephone numbers of the centre.
2. Age of children who will be accepted to the facility.
3. Hours the centre will open
4. A description of your services
5. Whom to contact for more information.

**LESSON 2:**

**DEVELOP A MANAGEMENT PLAN**

There are many factors that you must consider such as:

1. finding and hiring qualified staff
2. determining staff size
3. setting working hours
4. deciding on staff responsibilities
5. establishing salaries and fringe benefits
6. developing personnel policies.

# LESSON 3:

## ENROLLMENT PROCESS

Things to do:

- Find out the family's needs and expectations.
- If the client is visiting the centre, take them on a tour of the facility.
- Enrollment forms must be duly completed before a child begins their first day at the centre.
- All required documentations, medical information must be received, reviewed and filed before a child resumes.
- All immunization policies must be adhered to by the parent.
- The handbook must be read and signed by the parent.