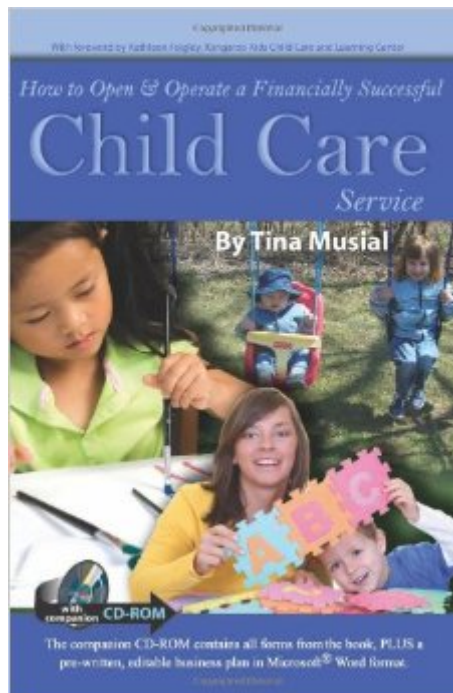


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How To Open & Operate A Financially Successful Child Care Service: With Companion CD-ROM



Synopsis

Because parents must work outside the home, there will always be a demand for childcare. According to the Bureau of Labor Statistics, in 64 percent of married-couple families, both husband and wife work outside the home. There are nearly 12 million children under the age of five in child care each week in the United States. With concerns about quality child care, the trend is to move away from large operations and turn to the small services located close by work or home. This increase in small day care operations creates a huge opportunity for someone who loves children and wants to create a business dedicated to taking care of them. A child care service makes an ideal home based or part-time business. Start-up costs are low. You do not need an office. You do not need any costly special equipment. All you need to get started is an approved facility and a desire to succeed. Here is the manual you need to be successful in this highly profitable segment of the service industry. The companion CD-ROM is included with the print version of this book; however is not available for download with the electronic version. It may be obtained separately by contacting Atlantic Publishing Group at sales@atlantic-pub.com. Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed.

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Customer Reviews

It's no wonder that the shortage of childcare facilities increases everyday. The red tape and unforeseen complications involved with opening and operating a daycare center turn away potential owners time and time again. However, there is hope for anyone determined enough to open their own daycare. Tina Musial is your beacon of hope as the author of *How to Open & Operate a Financially Successful Childcare Service*. This comprehensive how-to guide breaks down the complexities of day care ownership into simple and manageable steps, which most any one can implement. From the very first chapter, Musial presents information that every potential child care owner should know, but didn't know who to ask for it. She covers the various standards and requirements child care centers must meet, and explains the proper paperwork that must be filed in order to do so. Many of the start-up steps she details are items that most would have NO CLUE needed to be completed in order to start a child care facility. Musial's attention to detail ensures that readers will be thoroughly informed of what to expect during the opening procedures. Each aspect of obtaining ownership and opening a child care facility is covered in simplistic detail, but Tina Musial doesn't end her book after owners have opened their daycare doors. She further outlines essential knowledge needed to run a successful center well after opening day. From suggestions concerning what to charge patrons, what to feed the kiddos, and how to compete with both the fancy and low-cost daycares, Musial offers practical advice for every headache that owners could possibly encounter.

A successful child care center doesn't just happen because you have a love of children and are not afraid of a little hard work. As a working parent, I've made use of several day care centers, some of which have been excellent, and others only so-so. But the bottom line is, you get what you pay for; the center that I considered top-of-the-line, and which charged me top-of-the-line dollars, must have followed Ms. Musial's guidelines as to what constitutes a successful and well-run enterprise. I had no idea how much work went into it, and now I understand why I paid what I paid. From the simple consideration that this is something you'd like to do, through the culmination of an established, well-run, profitable child care facility, and all the factors in between that go into it, I believe that Ms. Musial has it thoroughly covered. She breaks the work load down into three main parts: Part One - having a desire, but needing direction; topics include the pros and cons of each possible type of center (home based, existing and new) inspections, re-inspections and licensing, checklists for

services and needs. Part Two - getting started, including estimating start up costs, creating a business plan, finding the property and/or designing the center to maximize space, finding funding, meeting basic needs, meeting state and local requirements, finding and retaining qualified staff including award ceremonies (i.e. Most Diapers Changed in One Day), and pricing guidelines (hourly versus weekly) and marketing your new center to increase revenue (there are some really excellent tips in here... a parade float, wow!).

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