

Business Info Transcript

Hello, and welcome to the Small Business Development Training for Families in Home-Based Daycare Centers. Whether you are still in the planning stages or have opened your doors, you'll find the information invaluable for laying a solid foundation for your business and building successful relationships with your parents as well as your assistants.

In our session today you will learn how to start your business; which legal structures to choose; how and where to obtain the license that you will require; how to protect your business; how to market your business; how to manage your finances; and we'll also share information on where you can begin your search for grants. You will learn how to take your idea from concept to fulfillment.

Now, we understand that the primary purpose of your home-based center is the care and support of the children that you serve, but as we begin, it's important to make a clear distinction. The families that you serve will form an image of your center as a home away from home for their child, and depending on your center's mission, the environment may be completely nonacademic, a very warm family atmosphere; or your center may be different. It may be structured with a very strong focus on academic preparation. Whatever your mission, all of your communication, being your interaction with your parents, will focus on the services that you provide for the children. That is your role as a care provider.

However, we need to begin our journey focusing on another role, and that's your role and responsibilities as a home-based business. So let's start at the beginning of the building process and lay a solid business foundation.

Your first decision will be one of the most important that you will make for your business, and that is choosing your legal structure. Now, most home-based are started when the owners begin purchasing basic supplies and necessities, making decisions about the daily activities, distributing flyers and opening their doors to offer services. They begin with a small number of children and they continue to increase enrollment until they've reached their allowed limit. When you begin in this manner, you are focusing on your role as a care provider, and also those decisions mean that you have chosen to operate your business as a sole proprietor. That's your legal structure.