



# BUSINESS PLAN

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# Executive Summary

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“Dreamchaser”, it’s all in the name. Our business began with a dream years before establishment, which seemed so far from reality. As an established business in the economically challenged community, there were certain goals that were set forth such as providing an affordable, quality child care center for the community. Some of our goals that were met were receiving 100% ratings in our VPK Readiness Rate, providing free transportation to families in need, and opening more classrooms due to the expanding growth. We would like to relocate our successful establishment to the Lincoln Park area, to be a part of the revitalization progress. As a woman minority business owner, I am ecstatic to have the opportunity to be a part of the Fort Pierce history, and growth.

## Highlights

Dreamchaser Preschool LLC, which is formally known as Candyland Children Center LLC was established on October 3, 2013. Our doors were opened with 13 preregistered children enrolled at our facility. Renamed in September 2015, Dreamchaser Preschool LLC enrollment has grown to an average of 110 children. Dreamchaser Preschool is a Florida Limited Liability Company.

## Objectives

As a minority business woman, I feel it is my obligation to give back to the community and to guide and set an example to our generation and our future generations. Within the next three years, we hope to acquire certification for enrollment of K-5<sup>th</sup> grade level education, to develop a private education sector, and to offer employment to our growing company. Which will help not only the unemployment rate but allow families to provide for their household.

## Mission Statement

We have adopted words from Harriet Tubman as our mission statement,

***“Every great dream begins with a dreamer. Always remember, you have within you the strength, the patience, and the passion to reach for the stars to change the world.”***

## Keys to Success

“The key to happiness is having dreams; the key to success is making them come true.” - James Allen. Some of the keys to a successful business is Maintain a safe, reliable, drug-free environment with well educated, trained staffing who will provide a loving and nurturing atmosphere.

## Description of Business

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At Dreamchaser we groom every child to reach for the stars and to make a change in their community and the world, we teach them that one person can make a change. We have over one hundred and ten pupils currently at our facility. Our pupils age range currently from newborn 6 weeks old to 12 years old. Our center offer childcare, VPK, after-school programs, summer camps, food service, and transportation. Our center accepts ELC funding. We also have a very diverse staff of African/Black American, Hispanic and Caucasian women. Our students are also of multiracial backgrounds.

## Company Ownership/Legal Entity

Dreamchaser Preschool is a Limited Liability Company. The administrator and owner of Dreamchaser Preschool is Maloma Peterkin. She has over 20 years of experience working in childcare services. Her desire and passion for teaching as allowed her to build a growing daycare service in the Fort Pierce community. Certificates and credentials include an AA degree in Secondary Education, Staff Credential, FCCPC birth-five, and Level I VPK Director Credential.

## Location:

Seeking the desired property located at 505 N. 7th Street, Fort Pierce, Florida 34950, owned by The City of Fort Pierce. The building is zoned for school or educational purpose. Dreamchaser Preschool LLC acquiring subject property will continue same use in previous sector and will not need to be re-zoned.

## Hours of Operation

Dreamchaser Preschool hours of operation are Monday to Friday 6:30 am until 6:00 pm and closed on major holidays.

## Suppliers

Dreamchaser Preschool is located in a low-income community and is a recipient of the Early Learning Coalition funding program such as School Readiness and Voluntary Prekindergarten that is available to eligible families to assist them in obtaining affordable, high quality child care service. We are also participant of the USDA food program, which enables us to provide breakfast, lunch, and snack, to all children.

## MARKETING

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### Pricing

Deamchaser offer competitive pricing within the community. We also offer sibling discount and free parent fee for all children that are in a foster home. Dreamchaser would like to offer other discounts for the community such as military discount, and Early Headstart, and will be working towards that goal within the near future.

# Appendix

## Income Projection Statement

2:36 PM	DREAMCHASER PRESCHOOL LLC		
08/21/18	Profit & Loss		
Accrual Basis	January through August 2018		
		Jan- Aug 18	
	Ordinary Income/Expense Income Fees	300000	
	Total Income	300000	
	Expenses		
	Automobile expense	5200	
	Bank Service Charges	180	
	Computer and Internet Expenses	1200	
	Continuing Education	254	
	Contract Labor	15620	
	Dues and Subscriptions	350	
	Janitorial Expenses	1985	
	Insurance Expense	4400	
	Lawn Service	650	
	Licenses and Permits	582	
	Office Supplies	2,891	
	Payroll Expenses	132000	
	Pest Control	391	
	Postage and Delivery	102	
	Printing and Reproduction	120	
	Professional Fees	1,200	
	Public Relations	2,110	
	Rent Expense	28800	
	Repairs and Maintenance	9,782	
	Telephone Expense	4,996	
	Utilities	7,041	
	Total Expense	219,854	
	Kids care		
	Field trips	4580	
	USDA	38400	
	Food and Refreshments	1250	
	Supplies	3500	
	Total Kid Care	47,730	
	Net Ordinary Income	267,584	
	Net Income	32,416.00	

# Dreamchaser Preschool

## Break-Even Analysis

### MONTHLY INCOME

<i>Item</i>	<i>Amount</i>
ELC VPK	\$19,500.00
Private Pay	\$7,500.00
Food Program	\$10,500.00

### PERCENTAGE OF INCOME SPENT

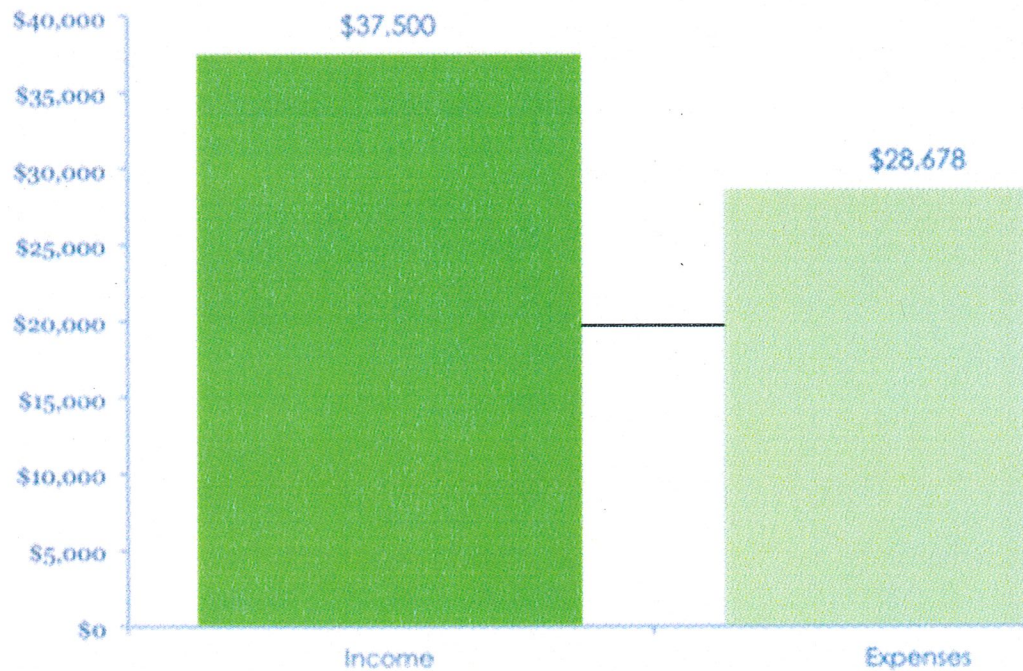


### MONTHLY EXPENSES

<i>Item</i>	<i>Amount</i>
Rent/mortgage	\$3,600.00
Comcast	\$245.00
Progressive Ins	\$410.00
Liability Ins	\$550.00
Payroll	\$16,500.00
Truck Payment	\$650.00
Auto / Gas Expenses	\$550.00
USDA	\$4,800.00
Alarm svc	\$54.00
Utilities	\$550.00
Office Supplies	\$250.00
Misc	\$350.00
Ezcare	\$169.00

### SUMMARY

<i>Total Monthly Income</i>	<i>Total Monthly Expenses</i>	<i>Balance</i>
\$37,500	\$28,678	\$8,822



# Break-Even Analysis

## DREAMCHASER PRESCHOOL LLC BUDGET

Shaded cells are calculations.

Planned Expenses	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Employee Costs	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Wages	\$17,500.00	\$16,500.00	\$16,850.00	\$15,320.00	\$15,960.00	\$17,500.00	\$15,950.00	\$8,523.00	
Subtotal	\$17,500.00	\$16,500.00	\$16,850.00	\$15,320.00	\$15,960.00	\$17,500.00	\$15,950.00	\$8,523.00	

Daycare Bills	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Rent ( Due 1st )	\$3,600.00	\$3,600.00	\$3,600.00	\$3,600.00	\$3,600.00	\$3,600.00	\$3,600.00	\$3,600.00	
FPUA ( Due 10th )	\$550.00	\$550.00	\$550.00	\$550.00	\$550.00	\$550.00	\$550.00	\$550.00	
USDA FOOD PROGRAM	\$4,890.00	\$5,600.00	\$4,982.00	\$5,230.00	\$5,125.00	\$6,520.00	\$6,489.00	\$2,500.00	
Comcast ( Due 24th )	\$245.00	\$245.00	\$245.00	\$245.00	\$245.00	\$245.00	\$245.00	\$245.00	
Progressive Ins ( Due 28th )	\$410.00	\$410.00	\$410.00	\$410.00	\$410.00	\$410.00	\$410.00	\$410.00	
Liability Ins ( Due 30th )	\$550.00	\$215.00	\$215.00	\$215.00	\$215.00	\$215.00	\$215.00	\$215.00	
Leased car payment	\$650.00	\$650.00	\$650.00	\$650.00	\$650.00	\$650.00	\$650.00	\$650.00	
Subtotal	\$10,895.00	\$11,270.00	\$10,652.00	\$10,900.00	\$10,795.00	\$12,190.00	\$12,159.00	\$8,170.00	

Misc Bills	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Gas / AAA	\$550.00	\$650.00	\$580.00	\$540.00	\$650.00	\$540.00	\$750.00	\$780.00	

Repairs / Maintenance	\$350.00		\$258.00		\$8,525.00		\$568.00
Ezcare / Mercury / Microsoft	\$169.00	\$169.00	\$169.00	\$169.00	\$169.00	\$169.00	\$169.00
Alarm svc	\$54.00	\$54.00	\$54.00	\$54.00	\$54.00	\$54.00	\$54.00
Office Supplies	\$250.00	\$189.00	\$250.00	\$155.00	\$230.00	\$155.00	\$250.00
Miscellaneous expenses	\$350.00	\$289.00	\$352.00	\$159.00	\$450.00	\$265.00	\$235.00
<b>Subtotal</b>	<b>\$1,723.00</b>	<b>\$1,351.00</b>	<b>\$1,663.00</b>	<b>\$1,077.00</b>	<b>\$10,078.00</b>	<b>\$1,183.00</b>	<b>\$1,458.00</b>

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Subtotal	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

TOTALS									
Monthly Planned Expenses	\$30,118.00	\$29,121.00	\$29,165.00	\$27,297.00	\$36,833.00	\$30,873.00	\$29,567.00	\$18,748.00	
TOTAL Planned Expenses	\$30,118.00	\$59,239.00	\$88,404.00	\$115,701.00	\$152,534.00	\$183,407.00	\$212,974.00	\$231,722.00	\$231,722.00