

Business Plan: Little Buddies Daycare Ltd.

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Location: [New Property – TBD], Fredericton, New Brunswick

1. Company Profile

Executive Summary

Little Buddies Daycare is a proposed licensed childcare center in Fredericton, NB , specializing in extended-hour care for up to 40 children , with a unique focus on early brain development, Spanish immersion, and a nurturing, high-quality environment. This innovative model directly addresses the urgent and growing regional need for flexible, high-quality childcare solutions.

Vision

The vision for Little Buddies Daycare came from my own upbringing and familial experience. After immigrating from Cuba, I witnessed my mother, an educated doctor, overcome a language barrier to support our family by caring for children at home. Her ability to foster their development, even without shared language, ignited my passion for childcare. This conviction was further solidified during my career in healthcare, where I directly observed the immense challenges faced by shift-working parents in securing reliable care. Little Buddies Daycare is therefore more than a business venture; it is the fulfillment of a personal legacy and a direct solution to a pervasive problem for hardworking families in our community.

Business Description

Little Buddies Daycare will operate in a residential-style property to be purchased and renovated in accordance with New Brunswick's daycare licensing regulations. The facility will be able to accommodate up to 60 children across designated infant, toddler, and preschool spaces. Services will include both day and night programs, with night care primarily supporting shift-working healthcare families. The center will not offer a meal program; families will send food with their children. This approach helps manage costs and accommodates diverse dietary needs. However, food-safe storage and heating options will be available.

2. Sales and Marketing

Market Analysis

The childcare sector in Fredericton faces a persistent shortage of licensed spaces, especially for infants and during non-traditional hours. Waitlists at most centers stretch for months and working parents—particularly those in healthcare—report major challenges accessing care that aligns with shift work schedules.

Little Buddies Daycare will be able to service traditional work hours while also catering to those in need of night care. This night care option will help distinguish us from the competition and address this clear and growing market niche. Little Buddies Daycare directly fills this critical gap, providing essential support to a vital segment of the community.

Target Market

- Parents of children aged 0–5 in Fredericton and surrounding areas
- Healthcare professionals working irregular shifts
- Families seeking licensed childcare, with a stronger emphasis on early brain development

Marketing Plan

- Launch a comprehensive website and targeted social media campaigns prior to opening.
- Network directly with hospital HR departments and community health centers to reach target families.
- Host a community open house and offer enrollment incentives, such as a discounted first month of care, to attract early registrants.
- Encourage word-of-mouth referrals through existing healthcare networks, leveraging the strong demand for specialized care.

3. Operations

Operations Plan

- Hours: 7:30 AM – 6:00 PM (Day); 6:00 PM – 11:30 PM (Night Pilot)
- Capacity: Up to 60 children (Day); 10–15 children (Night)
- Curriculum: Play-based, aligned with the NB Curriculum Framework, enhanced by a brain development program designed in collaboration with a medical professional

Property and Renovations

- Property Purchase: TBD (Currently seeking suitable location)
- Estimated Price: \$379,000
- Down Payment Estimate: \$74,750
- Renovation Budget: \$100,000, including a 10% contingency fund
- Renovations: Will include essential fire and health compliance upgrades, comprehensive childproofing, installation of a safe and engaging outdoor play area, and interior redesign to optimize learning spaces.

Staffing Plan

- Staffing: 8 ECEs for daytime; 2–3 trained staff for night care.
- Hiring certified Early Childhood Educators with current CPR/First Aid certification.
- Night care staff will be specially trained in safety protocols and early learning basics relevant to evening care.
- Staff ratios will strictly adhere to (and aim to exceed) NB licensing requirements:
 - Infants: 1:3
 - Toddlers: 1:5
 - Preschoolers: 1:8–10
- We are committed to ongoing professional development and wellness support for all staff.

Licensing and Compliance

- Renovations to ensure 34 sq ft indoor space and 37 sq ft outdoor space per child.
- Application to Department of Education and Early Childhood Development.
- Full fire, health, zoning, and municipal compliance will be secured before opening.
- A detailed licensing checklist is provided in Appendix A.

Risk & Contingency Plan

- Low Enrollment:

- We will initiate with a pilot launch for 20–25 children, allowing us to scale staffing efficiently and manage initial operational costs.
- Aggressive marketing within the healthcare sector will be prioritized to quickly build enrollment.
- Staffing Shortages:
 - Maintain an active list of qualified casual staff/substitutes.
 - Offer competitive wages and flexible shifts to attract and retain high-quality staff.
- Regulatory Delays:
 - A renovation buffer timeline of 3 months has been built in before the anticipated license application deadline to account for unforeseen delays.
- Budget Overruns:
 - A 10% contingency fund is included in the renovation budget.
 - We will adjust furnishings and non-essential upgrades if necessary to stay within budget

4. Financial Information

****See Appendix B for full projections along with financial notes**

General Notes

Little Buddies Daycare is expecting to open in November of this year (2025). Overall, a small loss of \$363.78 is projected for this year. This is primarily due to the high start up costs and getting staff trained before opening. In 2026, the night care pilot program will be introduced, capacity will increase, and projected net income is \$256,131.38.

Funding Strategy

Funding for the business will come in the form of multiple sources. The funding received will determine and impact the projections and financial information.

Option 1 – Full funding received, and mortgage approved for purchase of building

This is the option that the current projections are based on. The assumptions is that all funding will be received. \$50,000 from Ignite, \$75,000 from [Futurpreneur](#), \$40,000 from CBDC, and a \$400,000 mortgage with TD. A cash injection of \$10,000 will also occur from the owner. This will allow Little Buddies Daycare to own and operate out of it own

building, holding an asset on its balance sheet which will more than likely increase in fair market value each year.

Option 2 – Partial funding received, mortgage declined

While not the ideal scenario, the projections will change, and Little Buddies will pivot. A suitable rental building will be leased/rented. This will drastically decrease the amount of funding needed with only minimal leasehold improvements having to be made. There has also been a wide interest in individual investors injecting cash for a percentage for the company.

Appendix A:

- ☐ As per section 4 of the Licensing Regulation and the application requirements, the following documents must be submitted when applying for a licence.
- ☐ Application for licence completed and signed
- ☐ Letter of proof of preliminary approval for a designated facility from the Space Allocation Evaluation Committee
- ☐ Copy of the partnership agreement if the facility is owned by more than one person
- ☐ Copy of the articles of incorporation and a list of all directors if applicant is a corporation
- ☐ Proof of Early Childhood Education training or equivalent
- ☐ Criminal record check and Vulnerable sector check, dated within the past 3 months, for the applicant
- ☐ Criminal record check, dated within the past 3 months, for all individuals 18 years and older residing in the applicant's home where the facility will be located, if applicable
- ☐ Social Development Record Check Consent Form for the applicant and all individuals 18 years and older residing in the applicant's home where the facility will be located, if applicable
- ☐ Proof of compliance with the applicable municipal by-laws
- ☐ Copy of the Certificate of general liability insurance or statement from insurer of an intention to provide a Certificate of Insurance

- ☐ Copy of the Certificate of motor vehicle insurance if transportation is provided
- ☐ Licence application fee of \$200 payable to the Minister of Finance. Fees are non-refundable.
- ☐ GNB Supplier Registration / Direct Deposit Form
- ☐ Comprehensive business plan
- ☐ Operational plan:

- Service plan

- Parent and guardian handbook

- Weekly menus of meals and/or snacks

- ☐ Staffing plan:

- List of staff member positions and responsibilities

- Staff handbook

- ☐ Inclusion Policy
- ☐ Three copies of the official plan of the premises: scaled or fully dimensioned plans of each level of the building
- ☐ Three copies of the outdoor play area
- ☐ Two different colour photographs of the building exterior
- ☐ Completed Early Learning and Childcare Centres Plan Review form – Office of the Fire Marshal
- ☐ Completed Early Learning and Childcare Centres Plan Review form - Health Protection Services, including required documents

