

BRIGHT FUTURES LEARNING ACADEMY LLC



BUSINESS PLAN

PREPARED BY

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United States

Disclaimer

Quite a number of the statements contained in this **Business Plan** includes information consolidated by references, future expectations and strategically schemed out plan that would result into financial success gathered by the management, which is believed to be ultimately revelatory. Those statements are bound to be prone to uncertainties, unforeseen circumstance, and other uncertainties which could be beyond the management control.

Important factors that may cause the actual results to differ from those expressed within may include, but are limited to:

- ❖ The failure of the company to keep up with effort that can make its services successful.
- ❖ The effect of changing legislation and government regulation as this plan has put all that into consideration.
- ❖ The company's ability to maintain substantial level of returned customer and a booming referral base.

However, the assumptions disclosed herein are those that management believes are significant to the growth of the company.



Confidentiality Agreement

The undersigned reader acknowledges that the information provided by **Bright Futures Learning Academy LLC** in this business plan is privy; therefore, reader agrees not to disclose it without express written permission of **Bright Futures Learning Academy LLC**. It is acknowledged by the reader that the information to be proposed in this business plan is in all respect confidential in nature, other than information that is in the public domain through other means and that any disclosure or use of same the by the reader, may cause serious harm or damage to **Bright Futures Learning Academy LLC** upon request, this document is to be immediately returned to **Bright Futures Learning Academy LLC**.

Signature

Bright Futures Learning Academy LLC

Name (typed or printed)

Date

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1 Business Overview

1.1 Executive Summary

Several families in Milwaukee need access to affordable child care and preschool to support working parents and to ensure that children start kindergarten ready to learn. During the first five years of life, children learn critical skills such as language and socio-emotional regulation, which provide a foundation for lifelong learning. High-quality preschool and child care can support healthy development and enable parents to work with more effectiveness.

Bright Futures Learning Academy LLC, will be located in 5730 W Good Hope Rd, Milwaukee, WI 53223. **Bright Futures Learning Academy LLC**, is a daycare that specializes in academic achievement, social and emotional growth, and play. We are committed to outdoor and experiential learning experiences in the natural environment.

Bright Futures Learning Academy LLC is a Daycare (Newborns) that is involve in kindergarten with learning curriculum ranging from ages 6weeks to 12year olds. We will be enrolling and educating children who will later on change their societies for the better.





We intend to cultivate a culture that values human life and property in each and every child passing through our hands, who later on will impact positively to the growth and wellbeing of our country. This benefit will accrue to the recipients, both children and parents and community at large. On the other hand the business intends to bring in profits to the directors through a number of avenues apart from tuition fees charged to the pupils.

Bright Futures Learning Academy LLC, provides quality childcare/development and education starting from 2-12 years. **Bright Futures Learning Academy LLC** offers its clients' children a safe, stimulating and secure care environment, and close personal attention. The goals of the center includes to help parents feel good about the care of their children and to make it a safe, educational, and fun experience for the children.

The school center incorporates the modern technology method into its daily curriculum. We believe children learn best when children are actively engaged with their environment. Our curriculum focuses on the whole child-cognitively, socially, emotionally and physically. We allow time each day for student led activities, as well as teacher guided learning.

Our first facility is scheduled to be approved for anywhere, ranging in ages six weeks of age to school-age and our programs capture infants, toddlers, preschoolers and school-Age.

We aim to prepare our students to excel as young leaders of tomorrow by combining an exclusive collegiate-based curriculum tailored specifically for children with enhanced, first class child care services and taught in a fun, nurturing care giving environment.

Bright Futures Learning Academy LLC is a profit oriented business but works to provide affordable care giving and education by providing a broad range of integrated programs and services and innovative learning approaches.



We are equipped professional teachers with credentials to not only enhance child's early social and motor skills, but to also teach them advanced studies in the arts and sciences. We are in the industry to deliver excellent academic services to all those who will patronize our services.

We will also ensure that in line of carrying out our duty, we comply with the laws and kindergarten regulations in United States. Our employees are well qualified to handle the wide range of child learning services.

The school will be targeting families that are interested in something more than simple baby-sitting facilities but that would like their children to be enrolled in a program that offers development of many different skills including: socialization skills, arts and crafts, large muscle group workouts, reading, numbers, etc. Parents who are professionals, who are ambitious by nature themselves, are typically eager for their children to be bright and move ahead and are willing to pay for the best development care services for their children.

Our work force is well trained to operate within the framework of our school's corporate culture and also to meet the needs of all our customers. **Bright Futures Learning Academy LLC**, will ensure that all our clients are given first class treatment whenever they enroll in our school.

Bright Futures Learning Academy LLC is founded and managed by Auburni Sanders (Owner) and Marshay Paine (Co-Owner). The owner equity will be \$20,000 and we would like to borrow \$75,000 for facility setup, equipment, initial marketing efforts and payroll for the first two months that we are waiting for our operating permit from the city.

Apart from our intended guerilla marketing approach, we expect to win the market shares by undergoing the following strategies:

- Understand the opportunity in detail, at the local and national level;
- Develop more affordable services adapted to the needs of individual markets;



- Organize for national growth, evolving from a narrow local focus to a national structure;
- Get the right talent to pursue domestic opportunities and establish national opportunities; and
- Optimize offsets and other obligations through sound and responsible strategies.

This business plan is written to outline the vision and mission of the business, the operations, and the marketing strategy to be adopted and for every strategic planning as related to the continued excellent running of the business. And will be needed for a location.

We will minimize risk factors to **Bright Futures Learning Academy LLC** success by:

- Acquiring adequate funding for the business.
- Minimizing overhead costs so as to increase the net profit.
- Building a sufficient customer base. We have determined an excellent location using demographics. We are quite confident that this, coupled with our good marketing plan will achieve our desired result.

1.2 Vision and Mission Statement

Vision

To be the leading daycare education provider anchored on moral values and hard work and to have a reliable and strong customer base all over Milwaukee.

Mission

Our mission is to provide quality education services that embody excellence as a cornerstone for development while providing clients' child with an atmosphere of love conducive to creative play and exploration of their physical, mental and psychological growing world. We want to provide a place where children know that they are accepted, loved and protected.



Our mission is also to offer a lower staff to child ratio, which is appealing to most parents. Additionally, the school will maintain school fee levels that are below the average of that of the large commercial chain school fees. We would love to render a combination of well-priced services, outstanding customer service, and a well-seasoned management team to earn a reputation as a premier kindergarten services provider.

1.3 Business Aims and Objective

The following are the aims and objectives of the **Bright Futures Learning Academy LLC**. We have chosen to split the objectives of the company into financial and non-financial objectives:

Non-Financial Objectives

- Provide outstanding customer service and unmatched kindergarten services which will enhance our customer's efficiency and secure the school's long-term relationship via contracts and referrals.
- To provide a solid foundation for the growth of the business.
- To maintain excellent relationships that enrich and enhance the lives of all those that patronize us.
- To establish and maintain our company's reputation through exceptional kindergarten services to ensure continuous activities and functioning.
- Achieve 95% customers' satisfaction to foster cordial client-brand relationship and encourage word-of-mouth advertisement.
- To become one of the foremost day-care school providers in the whole of United States.
- Build our website, build online presence and build online reviews and ratings.
- Continually learn from customers' feedback.



Financial Objectives

- Increase the number of clients by 40% over the next three years of operations.
- To maintain the monthly and yearly increase in revenue generated from the business.
- To achieve a modest initial gross profit in the first business year, increasing that by at least 20% per year.
- Achieve a double-digit growth rate for each future year at minimum of 10%.

1.4 Keys to Success

The following are what we believe to be the main keys to achieving our success.

- **Marketing:** Marketing will be our first strength to achieving our success and serve as a competitive edge. We will employ all forms of marketing, which ranges from billboard, media advertisement, mobile advertisement etc. to ensure we get a large population of people informed about the quality and uniqueness of our school services, which will be advantageous to our patronage.
- **Professionalism:** The school will include seasoned management team of professionals, who are capable of delivering their assigned tasks in a professional way. Everyone associated with our school will appear as professional as possible, to help us achieve a great edge in the business.
- **Exceptional Services:** We will be known for great, durable and quality child caring and learning services. **Bright Futures Learning Academy LLC**, will stand out from the other school centers in Milwaukee because of its service specification and pricing features.



- **Pro-activeness:** We will always be proactive and not reactive such that issues are anticipated, risks are managed, while the business is quickly solving the problem and gaining ground.
- **Client Retention:** Retaining new clients, particularly within the first year of operation, will be very important to achieve the school's projected financial objectives. To ensure the required number of clients are retained quickly, **Bright Futures Learning Academy LLC**, will allocate a substantial part of the company's budget to marketing and promotional activities.
- **Strategic Location:** Our location is selected to cover the target market. Milwaukee has a large population of low income parents who we have marked as our target market; these are our potential customers, therefore, making it a good location for the business that will attract several clients.

1.5 Guiding Principles

Bright Futures Learning Academy LLC is guided with the following principles, which will place us at the most relevant company in this business. These principles do not only apply to business; they apply to all life situations. At **Bright Futures Learning Academy LLC**, these principles apply to the general management such that we are always innovative, offering services that set the pace for other businesses in our industry.

- **Diligence:** Each individual is responsible and accountable for achieving personal goals, as well as giving 100 percent effort in helping achieve corporate or team goals.
- **Hard work:** Earn your life
- **Accountability:** Cultivate reliability
- **Perseverance:** Strive to succeed against all odds



- **Collaboration:** We will adopt a collaborative approach with colleagues and business partners and engage positively with each other to generate positive working relationships.
- **Integrity:** Integrity is essential to our business success. We will do what is right, not just whatever "works." Our success is measured not only in economic terms, but by the respect, trust and credibility we earn.

1.6 Our Corporate Social Responsibility in Action

At **Bright Futures Learning Academy LLC**, we understand that our business decisions and the methods by which we engage our key stakeholders affect not only our organization, but also in a profound way, the communities, and environment that support our businesses.

With this firm knowledge and a determination to ensure that our efforts to meet the needs of the present do not deprive future generations of their ability to meet their own needs, our Corporate Social Responsibility strategy demands that we responsibly run our business while simultaneously ensuring long-term sustainability.

1.7 Business Model Canvas

Key Partners <ul style="list-style-type: none"> ▪ Working Class parents ▪ Single Parents ▪ Low income earners 	Key Activities <ul style="list-style-type: none"> • Academic programs • Full-time childcare • Part-time care • After school program • Extended-hours care 	Value Proposition <ul style="list-style-type: none"> ▪ Employment opportunities for our workers ▪ Affordable prices to accommodate low income earners. 	Customer Relationship <ul style="list-style-type: none"> ▪ Company’s office facility ▪ Social networks: Facebook, Twitter, Instagram, Snapchat, etc. 	Customer Segments Milwaukee, United States.
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	<p>Key Resources</p> <ul style="list-style-type: none"> ▪ Human resources ▪ Building ▪ Company's Website. 		<p>Channels</p> <p>Our Childcare Centre building.</p>	
<p>Cost Structure</p> <ul style="list-style-type: none"> ▪ School building (high-level budget). ▪ Marketing (mid-level budget). ▪ Computer, Mobile phone (Mid-Level Budget) ▪ Maintenance (High budget) 		<p>Revenue Streams</p> <ul style="list-style-type: none"> ▪ Revenue generated from our tuition fees. ▪ Revenue generated from our day-care services. ▪ School Uniforms ▪ Co-curricular Activities ▪ Extracurricular activities 		



2 Company Overview

2.1 Registered Name and Corporate Structure

Bright Futures Learning Academy LLC is a registered day-care in Milwaukee, United States. **Bright Futures Learning Academy LLC, LLC** has not commenced operations as it is in the planning stage.

2.2 Company Description

Company Name: **Bright Futures Learning Academy LLC**

Founder: Auburni Sanders

Co-Founder: Marshay Paine

Legal Status: LLC

Location: Milwaukee, United State

Phone Number: 414-595-6841

Email Address: brightfuture.childcar@gmail.com

Bright Futures Learning Academy LLC offers high-quality childcare with academic, social-emotional, and play-based curriculum for ages 6 weeks-12 years. The school will be co-founded and operated by Auburni Sanders and Marshay Paine.

Bright Futures Learning Academy LLC will be located in 5730 W Good Hope Rd, Milwaukee, WI 53223 in the United State, the location was choosing due to high childcare demand, strong family population, Accessible and safe location.



Bright Futures Learning Academy LLC, our mission is to provide our customer with our unmatched day-care services with effective child training and development strategies. The mission is to establish an important brand that represents quality in all of its service offerings.

At **Bright Futures Learning Academy LLC**, our teachers will be FBI fingerprinted and state certified by the US Child Care Licensing office and all have a background check performed before employment and once a year for the safety of the children.

We are licensed by the states of US and we will follow the licensing standards set by this agency.

Bright Futures Learning Academy LLC will accomplish this using: High-Quality Research, Creative Marketing Program, Internet Presence, and Consumer Catalogue. By utilizing this multi-channel approach, the business will be able to reach the niche market for quality services in a rapid and efficient manner.

This would also allow the school to develop itself as the brand for quality childcare services within the target market. The school will also have a website which will allow the company to maximize its inventory turnover rate on a monthly basis.

Part of our goal is to grow to become one of the top 5 renowned and most childcare centers in the entire Milwaukee within our next three years of business operation. **Bright Futures Learning Academy LLC** is committed when it comes to maintaining a strong portfolio of high-quality kindergarten services and evolvment strategies. We will also focus on providing a dynamic, proactive and vibrant atmosphere for all our patrons.

There are plans for enlarging the business and as soon as the business starts growing and we will employ more professional hands to fill in available spaces.



We expect that the business will aggressively expand during the next three years of operation.

We intend to implement marketing campaigns that will effectively target local and national organizations as well as individuals within the target market.

Bright Futures Learning Academy LLC competitors advantage lies in Extended hours (7am-10pm), SEL-focused curriculum, trained staff, strong communication and family partnership.

2.3 Company Resources

The following are the resources which are used by the company:

- Human Resources
- Company Website.
- School building
- Office supplies
- Computer Systems etc...

2.4 Services Description

Families in Milwaukee struggle to find reliable, high quality, extended-hours childcare. Our academy offers a safe, academic, and emotionally supportive environment to meet this need.

Bright Futures Learning Academy LLC will be a locally-owned, nationally-accredited full-service facility, catering primarily to families with children aged six weeks to twelve years. Our services are developed to provide safety & security, developmentally appropriate curriculum and nutritious meals and snacks.

The main aim of the business is to provide quality care and education services that will resonate with the values and ethos of moral principles. This will lead to enrolling and educating children who will later on change their societies for the better. We intend to cultivate a culture that values human life and property in each and every child passing through our hands, who later on will impact positively to the growth and wellbeing of our country. This benefit will accrue to the recipients, both children and parents and community at large. On the other hands the business intends to bring in profits to the directors through a number of avenues apart from tuition fees charged to the pupils.

We would serve our clients under the following programs:

Infants

Our infant area provides the highest quality care in an environment that is designed with the parent and child in mind. While in our care, the children are stimulated through music, exercise, outdoor time, facial and verbal mimicking as well as lots of hugs.

Toddlers

At this age, children are meeting new challenges as fast as they come. Children learn best if they are in a stimulating environment. Music, stories, outdoor play, and learning simplicities envelop much of the day. Our teachers are dedicated in helping each child develop these skills through a trusting and loving relationship. A parental weekly report is given to update each family on meal times, nap times, toilet training and all activities accomplished each day.

Pre-Schoolers

In our Modern Inspired classroom, the materials and activities are clearly organized into distinct areas. Through active engagement, the classroom develops independence, coordination, organization and most importantly, curiosity. The areas in the classroom provide



an extraordinary range of materials to foster social and academic growth and include: language arts, math, sensorial, practical life, science, cultural arts, art, a book corner, and a block area.

School-Age

As children get older and more independent, they need new challenges. That’s why we offer a school-age program for before and after school care and enrichment programs that address the changing and more varied needs of growing school-age children. Reading, math, and science activities ensure that your child's mind is engaged and help create a lifelong love of learning and exploration.

2.5 Risks and Mitigation Processes

Uncertainty is a potential, unpredictable, and uncontrollable outcome; the risk is an aspect of action taken despite uncertainty. Risks come in the way of businesses too. The following table analyses the possible risks and the mitigation strategies adopted by **Bright Futures Learning Academy LLC**:

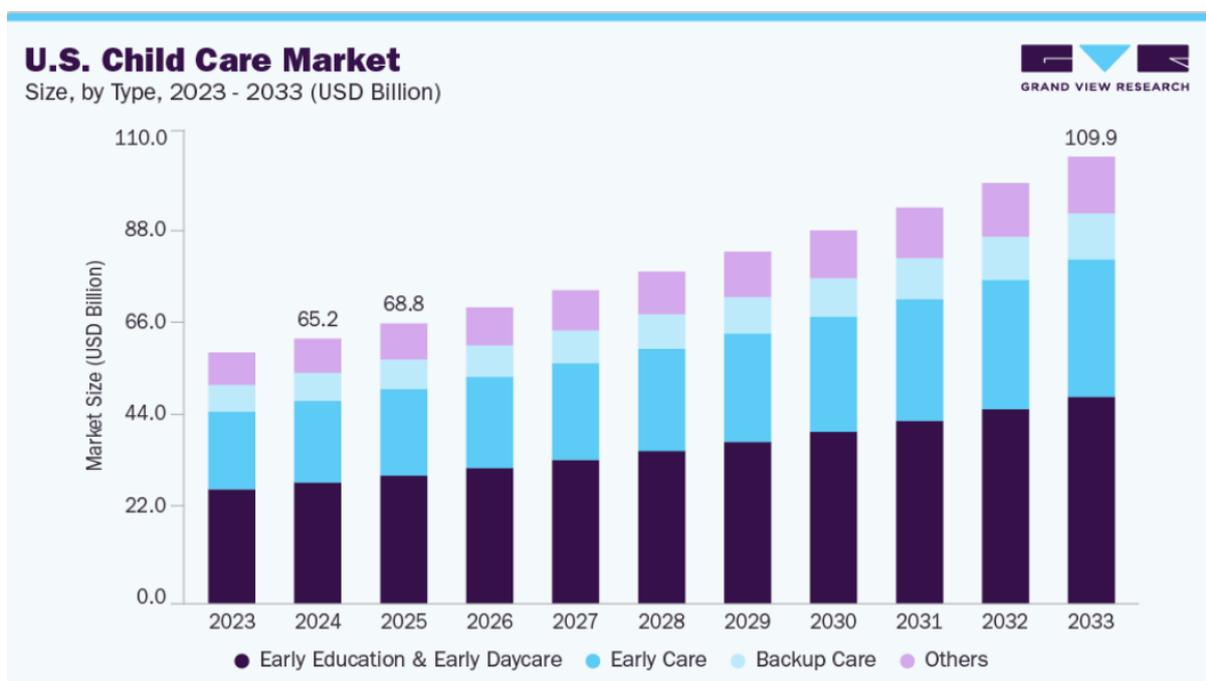
TYPE OF RISK	RISK	MITIGATING STRATEGY
COMPETITIVE RISK	Declining business revenue or margins due to the actions of competitors in and around us in Milwaukee.	<ul style="list-style-type: none"> • Invest in intelligence tools, e.g., social media monitoring • Improve competitive analysis • Offer superior and additional services that will build loyal clients • Implement effective marketing strategies to attract clients such discounts on our services. • Build networks and spur strategic partnerships with members of the community.

DIGITAL PLATFORM RISK	Technical break down of the company's platform	<ul style="list-style-type: none"> • Follow recommended servicing and maintenance schedules
COMPLIANCE RISK	Exposure to legal penalties, financial forfeiture, and material loss an organization faces when it fails to act following market laws and regulations, internal policies, or prescribed best practices.	<ul style="list-style-type: none"> • Seek legal advice on new legislation, market-specific regulations • Create a quality assurance team.
CASHFLOW	Insufficient fund to meet financial obligations.	<ul style="list-style-type: none"> • Improve cash flow management • Review costs • Careful use of long- and short-term financing

3 Market Analysis

3.1 Report Overview

The U.S. child care market size was estimated at USD 65.15 billion in 2024 and is expected to reach USD 109.88 billion by 2033, growing at a CAGR of 6.02% from 2025 to 2033. This growth is driven by the increased demand due to more parents returning to offices, advancements in learning technologies, and government fundings, specifically for single and working mothers. In addition, the shift in family structures, such as single-parent households, and the growing recognition of early childhood education’s role in cognitive and social development are further propelling market growth.



Increasing Number of Single-Parent & Dual-Income Households

The increasing number of single-parent and dual-income households is a significantly drives the market. These family structures often require reliable external care options due to work commitments. In single-parent households, the sole caregiver is typically employed full-time

or part-time, creating a steady demand for daycare centers, preschools, and after-school programs. Similarly, in dual-income households, both parents are busy with their careers, which limits their ability to provide full-time in-home care. This trend is further amplified by rising living costs that compel more parents to enter the workforce, as well as the growing recognition of the importance of early childhood education for cognitive and social development.

3.2 Type Insights

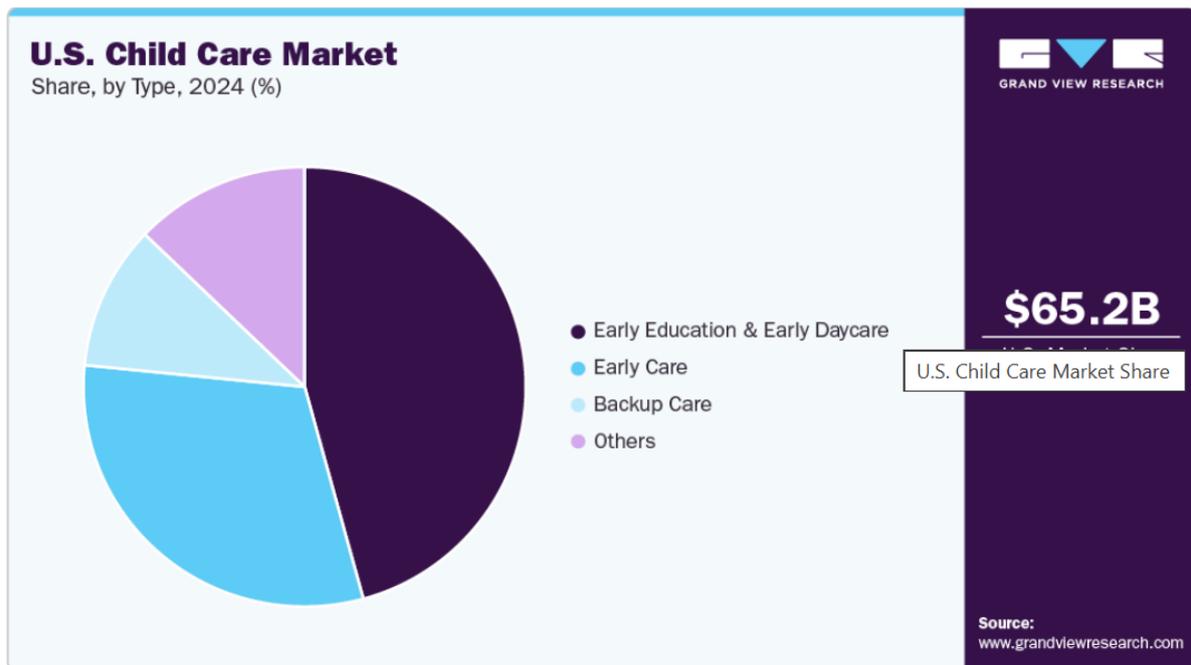
The early education & early daycare segment dominated the market with the largest revenue share of 45.73% in 2024 and is expected to grow the fastest from 2025 to 2033. The demand for services is driven by several factors, including the increasing number of working parents who require care for their young children and growing recognition of the importance of early childhood education in supporting children's development. In addition, various state-level institutions are undertaking the initiative to develop early education and care systems. For instance, in November 2023, the American College of Education (ACE) announced a strategic alliance with Learning Care Group, Inc. The alliance aims to initiate an educational pathway for early childhood professionals through three-course packs as part of the company expansion of professional development and educational training.

3.3 Delivery Type Insights

The organized care facilities segment held the dominant revenue share of 71.91% in 2024 and is expected to grow at the fastest CAGR during the forecast period. This growth of the segment is driven by the increasing number of working parents, technological advancements, and funding for quality early education. In addition, organizations that facilitate daycare are collaborating to provide large-scale daycare services. For instance, South Carolina First Steps

4K has collaborated with private non-profit and for-profit organizations, faith-based institutions, independent schools, and other eligible providers to expand 4-year-old kindergarten programs in the 2023-2024 school year. The program is expected to prioritize developmental and learning support for children to prepare them for school, incorporating research-based practices, ongoing assessment, and parenting education.

The home-based settings segment is anticipated to witness significant growth over the forecast period.



3.4 Key Companies & Market Share Insights

Key companies in the U.S. child care market include large national operators such as Bright Horizons Family Solutions, KinderCare Education, and Learning Care Group, alongside regional providers such as Goddard Systems, Primrose Schools, and Childtime Learning Centers. These players operate through a mix of corporate-owned centers, franchised models, and employer-sponsored programs, catering to the rising demand for early education and full-day care. Their competitive strength lies in offering structured curricula, technology integration



for parent engagement, and adherence to safety and regulatory standards. In addition, many are expanding through acquisitions and partnerships with employers to address growing workforce needs for reliable and high-quality services.

Some of the prominent competitors in the child care market include:

- La Petit Academy
- KinderCare
- Next Door Early Learning
- Smart Starts Daycare.

3.5 Target Customer

- Working families
- Single parents
- Families needing extended-hours childcare or Wisconsin Shares.



4 Strategy and Implementation Summary

4.1 Marketing and Sales Strategy

The goal of the marketing strategy will be to raise awareness levels regarding **Bright Futures Learning Academy LLC** its offerings, and values. We will employ several marketing outlets to reach out to our targeted audience.

Marketing Objectives

- To reach out to a large percentage of the target market and gain loyal customers.
- To increase our income and revenue within the next few months of our existence
- To positively impact the environment through quality kindergarten services.
- To establish a stable and constant customer base all over Milwaukee.
- To become the flag bearer in day-care services provider.

As a forward-thinking entrepreneur, there are viable plans already in place for the running of the business. We have outlined several plans to announce our introduction into the market as well as create massive awareness in our immediate environment:

- Fees lower than the competitors.
- Use of technology to reduce spending on human resources and to enhance administrative/management and delivery processes

4.2 The 4P's to success

- **Positioning:** Bright Futures Learning Academy LLC will be positioned as one of the most dependable day-care centers where lasted academic solutions can be found.
- **Place:** We will be operating in Milwaukee and which will help us reach a broader range of customers.
- **Promotion Strategy:** We will depend on word of mouth, client referrals, community exposure, and direct mail campaigns as a way to reach and expand our customer base. However, we intend to explore every avenue that is fundamentally connected to promotional success.
- **Pricing:** Good services definitely do not come cheap, but we are sure going to work towards fixing prices that will be pocket-friendly. Our services will come at an affordable rate. We will try as much as lies within our power to strike a balance between making profits and satisfying our highly esteemed customers.

4.3 Marketing Strategy

We are going to adopt the following marketing strategies to ensure that we do not only attract customers but generate repeated sales from them. Parts of the marketing and sales strategies that we will adopt are;

- Introduce our services by sending introductory letters alongside our brochure to households and key stakeholders in Milwaukee.
- Ensure that we have a wide range of enough trained and certified teachers that will cover a large number of clients' needs at all times.



- Make use of attractive hand bills to create awareness and also to give direction to our office location.
- Position our signage / flexi banners at strategic places all around Milwaukee.
- Position our greeters to welcome and direct potential customers.
- Create a loyalty plan that will enable us reward our regular customers.

4.4 Publicity and Advertising Strategy

We are quite aware that one of the effective ways of promoting childcare/schools is to create special internal promotions which in turn will help us achieve our aim of leveraging on words of mouth publicity.

Here are the platforms we intend leveraging on to promote and advertise **Bright Futures Learning Academy LLC**, encourage the use of words of mouth publicity from our loyal customers.

- Leverage on the internet and social media platforms like; YouTube, Instagram, Facebook, Twitter, LinkedIn, Snapchat, Badoo, Google+ and other platforms (music online forums) to promote our business.
- Ensure that we position our banners and billboards in strategic positions all around Milwaukee.
- Distribute our fliers and handbills in target areas in and around our neighborhood.
- Contact households by calling them up and informing them of **Bright Futures Learning Academy LLC** and our services as well.
- Advertise our services in our official website and employ strategies that will help us pull traffic to the site.



- Brand all our official cars and vans and ensure that all our staff members and management staff wear our branded shirt or cap at regular intervals.

Online marketing

The following are the online marketing strategy options we will employ:

- **Leverage on the internet-of-things to promote our business:** SEO MARKETING to increase the traffic to our online website; Social media updates, posts, and uploads; Blog Creation; Blog Posts; E-mails; YouTube; Facebook; Twitter; Instagram; LinkedIn; and Pinterest.
- **Utilize Search Engine Marketing and Optimization:** We plan to utilize Search engine marketing and optimization to develop a robust online presence by allowing our school and services to appear on a list of search engine results whenever a keyword search is done on major search engines such as www.google.com et al. We will utilize Google and Bing paid search campaigns to target our customers. This will include pay-per-click campaigns that target high search volume terms to drive traffic to our website. With a strong SEO strategy, our company's website will become associated with the keywords used to find our school.
- **Utilize Affiliate and Associate Programs:** With an affiliate program, people who believe in our school will be encouraged to share information about our company to enable us to grow our market on a commission-based platform.
- **Use Email Marketing:** We will utilize a personalized e-mail campaign that caters to the specific needs of our niche market and puts into consideration the spending habits patterns of our potential clients.



- **Use an Opt-In Email List:** Utilizing an opt-in email list allows customers to visit our website and sign up to receive email campaigns and correspondence. This will enable us to connect with new customers or clients and increase our overall click-through.
- **Blog:** Blogger outreach is hugely an effective strategy to obtain relevant backlinks back to the company website. Although search engines are paying careful attention to how backlinks are obtained, legitimate backlinks still earn a lot of search engine love. Additionally, the company shall post its blog articles weekly to inform potential customers about the benefits in the company's customer support services, share new services being developed.

Social media strategy

We will also maintain a strong social media campaign with a guerilla marketing strategy.

- **Facebook: Bright Futures Learning Academy LLC** will create a Facebook Fan page and begin to populate the page with content of trending childcare solution approaches offered by **Bright Futures Learning Academy LLC**.
- **Twitter: Bright Futures Learning Academy LLC** will start a Twitter account and begin to use the original company's content as well as marketing messages to drive interest and traffic to the site. Tweets will also include links that educate twitter users about the quality of our services. The business will support related followers, steer conversations and create a buzz in the space.
- **LinkedIn: Bright Futures Learning Academy LLC** expects that it could achieve a professional engagement on LinkedIn. We shall join research groups, discuss issues and approach experts for insightful and impactful discussions. Also, LinkedIn could be used as a network to communicate with more prominent brands, share trending



demands of clients. Thus, **Bright Futures Learning Academy LLC** can be seen as a reliable provider of spectacular service.

5 SWOT Analysis

We intend to enter a highly lucrative market in a rapidly growing economy. We foresee our strengths as the ability to respond timeously to the market dictates and to provide exemplary and unique kind of kindergarten services.

5.1 Strengths

- Extensive training for staffs, experienced team and comprehensive programs
- Passion and experience of the founder and family members.
- Our location is strategically located in Milwaukee where there is high childcare demand.
- Extended hours and SEL-based curriculum

5.2 Weakness

- Lack of a reputation in comparison to our competitors, because we are still new in the market. However, this shall be addressed, as shown in the marketing section of this plan.
- High payroll and rent costs.
- The struggle to appear continually on the edge

5.3 Opportunity

- Growing demand for early education
- Partnerships and expansion.

- Moral development of children.

5.4 Threats

- Competition and rising operating costs.
- Potential regulatory changes
- Global economic downturn caused by COVID-19 which usually affects the spending power of customers and the fear of parents about the possibility of their wards getting effected.
- Possibility of business imitation
- The need to always stay innovative (ahead of the game).



6 Management Summary

The school will be founded and managed by Auburni Sanders and co-founded by Marshay Paine, Auburni Sanders has 4+ years childcare experience in curriculum, emotional support, compliance, and administration. While Marshay Paine - Supports administration, parent communication, and scheduling.

Auburni Sanders and Marshay Paines brings a wealth of expertise and a passion for fostering positive growth in young minds. Auburni and Marshay will be saddled with the responsibility of making all executive and administrative decisions as regards to the operations and functionality of **Bright Futures Learning Academy LLC**.