

# Entrepreneurship for the People

Government Resources for researching, starting, and growing your business



AUBURN UNIVERSITY

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LIBRARIES

# Who is this guy?

- Tyler Martindale
  - *Business and Economics Librarian @ Auburn University Libraries*
  - [tyler.martindale@auburn.edu](mailto:tyler.martindale@auburn.edu)
  - (334) 844-2715
  - [libguides.auburn.edu/martindale](http://libguides.auburn.edu/martindale)



# Today's Plan

- Business  
Research/Reference
- Planning, launching,  
growing a business



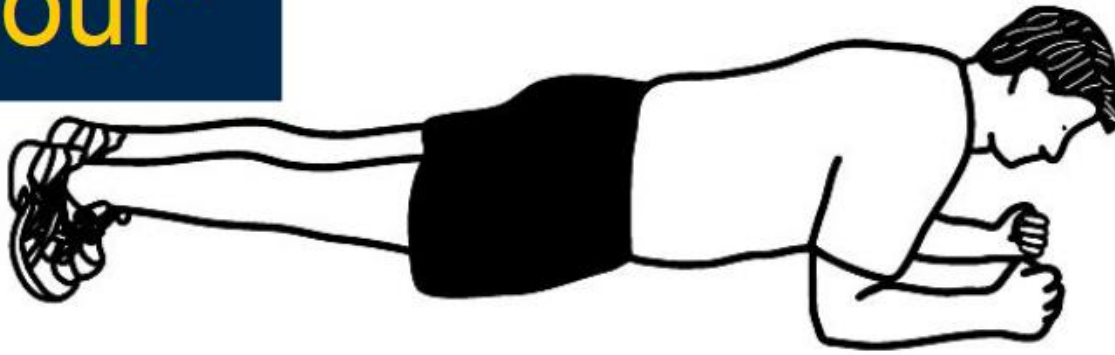
Just so we're on the same page -

Government Documents are...

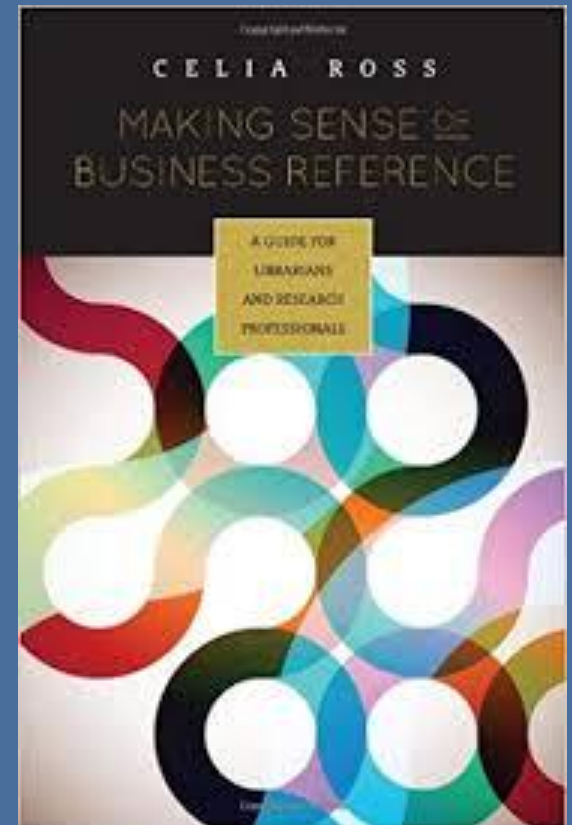
# Business Research and/or Reference

Gov Docs can help learn about companies, industries, finances, and demographics

# The "Core Four"



- Company Information
  - Who are the top executives at IBM?
- Industry Information
  - What is the average national wage for steel workers?
- Investing/Financial Information
  - What was the EBITDA for Walmart in 2018?
- Demographic Information
  - What is the average income for college-educated Hispanics in Auburn?



# Company Information

- Securities and Exchange Commission
  - 10-K, 10-Q, S-1, etc
  - EDGAR (Electronic Data Gathering, Analysis, and Retrieval – 1984)
  - Public Companies Only



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- Item 4. Submission of Matters

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- Item 6. Selected Financial Data
- Item 7. Management's Discussion and Results of Operations
- Item 7A. Quantitative and Qualitative Disclosures About Market Risk
- Item 8. Financial Statements
- Item 9. Changes in and Disagreements with Accountants on Accounting and Financial Disclosures
- Item 9A. Controls and Procedures
- Item 9B. Other Information

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- Item 11. Executive Compensation
- Item 12. Security Ownership of Certain Officers and Directors, Management and Related Persons
- Item 13. Certain Relationships and Related Transactions
- Item 14. Principal Accountants Fees and Services

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SIGNATURES

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BUSINESS DESCRIPTION

La Petite, founded in 1968, is the second largest privately held and one of the leading operators of for-profit preschool educational centers (commonly referred to as Academies) in the United States based on the number of centers operated. The Company provides center-based educational services and childcare to children between the ages of six weeks and 12 years. Management believes the Company differentiates itself through its superior educational programs, which were developed and are regularly enhanced by its curriculum department. The Company's focus on quality educational services allows it to capitalize on the increased awareness of the benefits of premium educational instruction for preschool and elementary school-age children. At its residential and employer-based Academies, the Company utilizes its proprietary Journey(R) curriculum with the intent of maximizing a child's cognitive, social, and physical development. The Company also operates Montessori schools that employ the Montessori method of teaching, a classical approach that features the programming of tasks with materials presented in a sequence dictated by each child's capabilities.

As of July 2, 2005, the Company operated 649 schools, including 590 residential Academies, 30 employer-based Academies and 29 Montessori schools located in 36 states and the District of Columbia. For the 52 weeks ended July 2, 2005, the Company had an average attendance of approximately 65,600 full and part-time children.

CURRICULUM

Residential and Employer-Based Academies. La Petite maintains a team of internal early childhood education experts who design curricula and program materials for each developmental age group that La Petite serves.



# Industry Information

- [NAICS Manual](#)
- [SIC Search](#)
- [Industry Statistics Portal](#)
- Bureau of Economic Analysis
  - [Regional Economic Accounts](#) – geographic distribution of economic activity and growth
  - [Industry Economic Accounts](#) – detailed view of US producers and users, and production across industries
- [BLS Statistics by Industry](#)



# North American Industry Classification System

[Main](#)[History](#)[Development  
Partners](#)[Federal  
Register Notices](#)[NAPCS](#)[FAQs](#)

## NAICS Search:

## Reference Files

- [2017 NAICS](#)
- [2012 NAICS](#)
- [2007 NAICS](#)
- [2002 NAICS](#)
- [1997 NAICS](#)
- [Concordances](#)
- [Downloadable Files](#)
- [NAICS Update Process  
Fact Sheet](#) [PDF, 106KB]

## Contact Us

[Email Us](#)

## 2017 NAICS Definition

The Canadian, Mexican, and United States industries are comparable.

### 624410 Child Day Care Services

This industry comprises establishments primarily engaged in providing day care of infants or children. These establishments generally care for preschool children, but may care for older children when they are not in school and may also offer pre-kindergarten and/or kindergarten educational programs.

#### Illustrative Examples:

Child day care babysitting services  
Nursery schools  
Child or infant day care centers  
Preschool centers

#### Cross-References.

- Establishments primarily engaged in offering kindergarten educational programs are classified in Industry [611110](#), Elementary and Secondary Schools.

2007 NAICS	2012 NAICS	2017 NAICS	Corresponding Index Entries
624410	624410	624410	Babysitting services in provider's own home, child day care
624410	624410	624410	Babysitting services, child day care
624410	624410	624410	Child day care centers
624410	624410	624410	Child day care services
624410	624410	624410	Child day care services in provider's own home
624410	624410	624410	Child day care, before or after school, separate from schools
624410	624410	624410	Day care centers, child or infant
624410	624410	624410	Day care services, child or infant
624410	624410	624410	Group day care centers, child or infant
624410	624410	624410	Head start programs, separate from schools
624410	624410	624410	Infant day care centers
624410	624410	624410	Infant day care services
624410	624410	624410	Nursery schools
624410	624410	624410	Pre-kindergarten centers (except part of elementary school system)



# Industry Statistics Portal

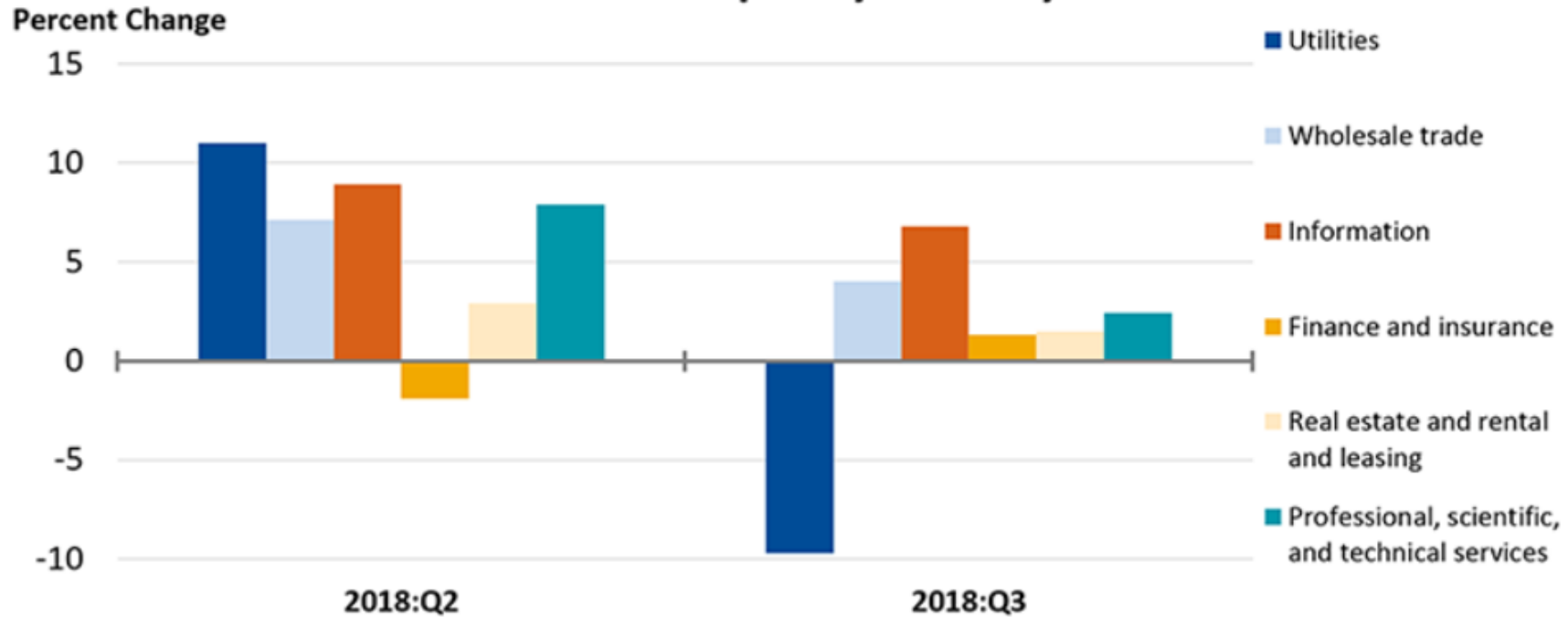
*Business Data from the U.S. Census Bureau*

## 2012 NAICS: 624410 - Child day care services

### Guide to All Census Bureau Data Sources for This Industry [?](#)

Source & Description	Frequency	Latest Data	Geography	Industry
<a href="#">Annual Capital Expenditures Survey (ACES)</a> <a href="#">?</a>	Annual	2017	U.S.	Selected 2- thru 6-digits
<a href="#">County Business Patterns (BP)</a> <a href="#">?</a>	Annual	2016	U.S., states, counties, metros, ZIP Codes, and island areas	Selected 2- thru 6-digits
<a href="#">Statistics of U.S. Businesses (SUSB)</a> <a href="#">?</a>	Annual	2016	U.S., states, metro areas, counties	Selected 2- thru 6-digits
<a href="#">Economic Census (ECN)</a> <a href="#">?</a>	Every 5 years	2012	U.S., states, counties, places, metros, ZIP Codes	2- thru 6-digits
<a href="#">Survey of Business Owners (SBO)</a> <a href="#">?</a>	Every 5 years	2012	U.S., states, counties, cities, metro areas	Selected 2- thru 6-digits

## Real Gross Output by Industry



U.S. Bureau of Economic Analysis

Seasonally adjusted annual rates

- Real gross output for real estate and rental and leasing increased 1.5 percent in the third quarter, after increasing 2.9 percent in the second quarter. The third quarter increase was primarily attributed to housing.
- Professional, scientific, and technical services increased 2.4 percent, after increasing 7.9 percent. The third quarter increase was primarily attributed to computer systems design and related services.
- Wholesale trade increased 4.0 percent, after increasing 7.1 percent.

# Financial Information

- [SEC.gov](https://www.sec.gov)
  - Company Financials (10-Ks, etc)
  - Mutual Funds
  - Money Market Funds
  - Exchange-traded Funds
  - Variable Annuities
- [Investor.gov](https://www.investor.gov)
  - Publications and Research



UEI-QTLY-0119  
1.810737.114

**Schedule of**  
Showing Percentag

**Entertainment - 2.0%**

Activision Blizzard, Inc.	5,346,261	266,671
Electronic Arts, Inc. (a)	2,137,483	179,698
Netflix, Inc. (a)	3,053,574	873,719
Take-Two Interactive Software, Inc. (a)	798,199	87,538
The Walt Disney Co.	10,429,039	1,204,450
Twenty-First Century Fox, Inc.:		
Class A	7,391,366	365,651
Class B	3,415,690	167,471
Viacom, Inc. Class B (non-vtg.)	2,478,390	76,483
		<hr/>
		3,221,681

**Interactive Media & Services - 4.4%**

Alphabet, Inc.:		
Class A (a)	2,096,081	2,325,916
Class C (a)	2,159,078	2,362,960
Facebook, Inc. Class A (a)	16,911,494	2,377,925
TripAdvisor, Inc. (a)(b)	717,309	45,951
Twitter, Inc. (a)	5,048,553	158,777
		<hr/>
		7,271,529

**Media - 1.3%**

CBS Corp. Class B	2,373,849	128,615
Charter Communications, Inc. Class A (a)	1,251,949	412,142
Comcast Corp. Class A	32,063,801	1,250,809

# Demographic Information

- US Census
  - [American Factfinder](#)
  - [County Business Patterns](#)
- Bureau of Labor Statistics
  - [BLS Statistics on Spending and Time Use](#)
- [PolicyMap](#)



POLICYMAP

# Monthly Retail Trade

- Main
- About the Surveys
- Get Forms
- Historical Data
- How the Data are Collected
- Definitions
- FAQs

## Are You In a Survey?

- Is this form legitimate?
- Get help with your form

## On This Page

- Advance Monthly Retail
- Monthly Retail
- Q...

## Monthly Retail Trade

### Advance Monthly Retail Trade Report

**Notice:** Data collection and processing were delayed for the January release due to the lapse in federal funding from December 22, 2018 through January 25, 2019. Processing and data quality were monitored throughout and response rates were at or above normal levels for this release.

The **January 2019** Advance Monthly Sales for Retail Trade and Food Services report was released on March 11, 2019 at 8:30 a.m., and available as:

- Full Publication in [Excel](#) [113KB] | [PDF](#) [753KB]

## Related

- Business
- Annual
- W...
- Ec...
- Ec...
- E-
- No...
- Cl...
- No...
- Bu...
- Ma...
- In...
- Ac...
- Re...

# Annual Survey of Manufactures (ASM)

About this Survey

Information for Respondents

Data

Library

News and Updates

Technical Documentation

The Annual Survey of Manufactures (ASM) provides sample estimates of statistics for all manufacturing establishments with one or more paid employee.



About



Data




Visualizations







## Subject Areas

SHARE ON:   PRINT: 

### SUBJECT AREAS

[INFLATION & PRICES](#) ▶[SPENDING & TIME USE](#) ▶[UNEMPLOYMENT](#) ▶[EMPLOYMENT](#) ▶[PAY & BENEFITS](#) ▶[PRODUCTIVITY](#) ▶[WORKPLACE INJURIES](#)[INTERNATIONAL](#) ▶[REGIONAL OFFICES](#) ▶[PROGRAMS A-Z](#)

### MORE

[AT A GLANCE TABLES](#) ▶[ANNOUNCEMENTS](#)[COMMISSIONER'S CORNER](#)[RESEARCH](#)[SPOTLIGHT ON STATISTICS](#)

## Overview of BLS Statistics on Spending and Time Use

One BLS program produces data on consumer unit (household) spending, and one produces data on time use.

### Consumer Spending

The Consumer Expenditure Survey measures the spending habits of U.S. consumers and includes data on their expenditures, income, and characteristics.

### Time Use

The American Time Use Survey (ATUS) measures the amount of time people spend doing various activities, such as paid work, childcare, volunteering, and socializing.

### BLS Overviews

[Business Costs](#) | [Demographic Data](#) | [Employment](#) | [Geography](#) | [Industry](#) | [Inflation and Prices](#) | [International Data and Technical Cooperation](#) | [Occupation](#) | [Pay and Benefits](#) | [Productivity](#) | [Productivity](#) | [Research Programs](#) | [Spending and Time Use](#) | [Unemployment](#) | [Wages by Area and Occupation](#) | [Women Workers](#) | [Worker Safety and Health](#)



Check out the early preview of our new dissemination platform at [data.census.gov](https://data.census.gov).

## Community Facts

Find popular facts (population, income, etc.) and frequently requested data about your community.

Enter a state, county, city, town, or zip code:

## Guided Search

## Advanced Search

## Download Center



### Popular Tables

#### Population and Housing

- Annual Population Estimates (2018 PEP, PEPANNRES)
- Demographic and Housing Estimates (2017 ACS, DP05)
- General Housing Characteristics (2017 ACS, DP04)
- General Demographic Characteristics (2010 Census, DP-1)

#### Poverty and Income

- General Economic Characteristics (2017 ACS, DP03)

#### Age, Race, Sex and Education

- Selected Social Characteristics (2017 ACS, DP02)
- Educational Attainment (2017 ACS, S1501)

American FactFinder provides access to data about the United States, Puerto Rico and the Island Areas. The data in American FactFinder come from several censuses and surveys. For more information see [Using FactFinder](#) and [What We Provide](#).

### Using American FactFinder

Learn about American FactFinder's [functions and features](#).

### News and Notes

GET EMAIL UPDATES

<



February 14, 2019

Estimates are now available on American FactFinder for the nation, states and Puerto Rico

>

[view all news, release schedules, and more »](#)

Guided Search - Step-by-step access to Census Information

Business and Industry - guided search

- 1 Start
- 2 Topics
- 3 Geographies
- 4 Industry Codes
- 5 Search Results
- 6 Table Viewer

CB1600A11 | Geography Area Series: County Business Patterns i  
2016 Business Patterns

Table View ☰

[← BACK TO SEARCH RESULTS](#)

Actions: [📄 Modify Table](#) | [🗑️ Add/Remove Geographies](#) | [🔖 Bookmark/Save](#) | [🖨️ Print](#) | [📄 Download](#) | [🗺️ Create a Map](#)

Not all rows may be displayed below.  
Click Back to Search to select other geographies or industry codes using the search options on the left.

[📄 View Geography Notes](#) | [📄 View Table Notes](#)

The table contains a total of 3,166,593 data rows.

Release Date : 04/19/2018

NOTE: Data based on the 2016 County Business Patterns. CBP html tables and download files can be found at the [County Business Patterns Website](#).

For information on confidentiality protection, sampling error, nonsampling error, and definitions, see [Survey Methodology](#).

Data in this table represent those available when this report was created; data may not be available for all NAICS industries or geographies. Excludes most government employees, railroad employees, and self-employed persons.

Versions of this table are available for the following years:

2016 ▶

Geographic area name	2012 NAICS code	Meaning of 2012 NAICS code	Year	Number of establishments	Paid employees for pay period including March 12 (number)	First-quarter payroll (\$1,000)	Annual payroll (\$1,000)
Lee County, Alabama	624410	Child day care services	2016	25	485	1,534	6,616

25 to 29 years	10,675	7.8
30 to 34 years	8,672	6.2
35 to 39 years	8,721	6.2
40 to 44 years	8,540	6.1
45 to 49 years	8,792	6.3
50 to 54 years	8,354	6.0
55 to 59 years	7,124	5.1
60 to 64 years	6,243	4.5
65 to 69 years	4,407	3.1
70 to 74 years	3,120	2.2
75 to 79 years	2,378	1.7
80 to 84 years	1,514	1.1
85 years and over	1,297	0.9

Putting it into practice,  
a daycare example

# Version 2.5



Small Business Edition is built primarily for small business owners who need key data for their business plan or to better understand their potential market. It presents data for a single type of business and geography at a time.



Regional Analyst Edition is built primarily for chambers of commerce and regional planning staff who need a broad portrait of the people and businesses in their service area. It presents data for all sectors of the economy and for a user-defined region made up of one or more areas.

## Key Features

- Easy to use menus and Search tools to select the location you'd like to research and nearly all types of businesses
- Interactive maps to browse and download data about the selected area and type of businesses
- A customizable dashboard that includes time series and geographic comparison charts
- Interactive and downloadable reports (including charts) that can be easily incorporated into your research

# Day Care Business



## Determine the Best Location for Your Business

### 1. What type of business do you want to research?

Select the type of business you want to research by either selecting it first from the "Most Popular" categories below (and the detailed list provided) or by using the Type of Business Search. (You must choose one type of business.)



Construction



Food Services



Healthcare



Personal Services



Prof & Biz Services



Retail

or Search for your type of business

### 2. Where are you considering locating the business?

Select the location you want to research either clicking on the My Location button or by searching for it.

My Location

or

Click "Go to Map" to browse the information about the potential customers and competitors for the location you are researching. (Note: You must choose a Type of Business and Location.)

Go To Map

Click "Create Report" to go straight to the report for your type of businesses and location. (Note: You must choose a Type of Business and Location.)

Create Report

# Day Care Business



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Clear Selections



Auto Repair



Barber Shops



Beauty Salons



Daycare



Landscaping



Nail Salons



Photographers



Taxi Services



Travel Agencies

or Search for your type of business

Industry Title, Keyword, or NAICS Code

### 2. Where are you considering locating the business?

Select the location you want to research either clicking on the My Location button or by searching for it.

My Location

or

State, County, City/Town, or ZIP Code

Click "Go to Map" to browse the information about the potential customers and competitors for the location you are researching. (Note: You must choose a Type of Business and Location.)

Go To Map

Click "Create Report" to go straight to the report for your type of businesses and location. (Note: You must choose a Type of Business and Location.)

Create Report

## Determine the Best Location for Your Business

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Select the type of business you want to research by either selecting it first from the "Most Popular" categories below (and the detailed list provided) or by using the Type of Business Search. (You must choose one type of business.)

You selected: Personal Services > [Day Care](#)

Number of Establishments (U.S.): 74,344

[Clear Selections](#)

or Search for your type of business

### 2. Where are you considering locating the business?

Select the location you want to research either clicking on the My Location button or by searching for it.

[My Location](#)

or

Click "Go to Map" to browse the information about the potential customers and competitors for the location you are researching. (Note: You must choose a Type of Business and Location.)

[Go To Map](#)

Click "Create Report" to go straight to the report for your type of businesses and location. (Note: You must choose a Type of Business and Location.)

[Create Report](#)





## 2012 NAICS: 6244 - Child day care services

[GUIDE TO ALL DATA SOURCES](#)

[ECONOMIC DATA IN AFF](#)

[DEFINITION & COMPARABILITY](#)

**2012 NAICS SEARCH**

Enter a NAICS code or Title

**RELATED INDUSTRIES**

Collapse list

Expand list

- ISP Home
- 62 - Health care and social assistance
  - 624 - Social assistance
    - 6244 - Child day care services
      - 62441 - Child day care services
        - 624410 - Child day care services

**SELECTED VISUALIZATIONS**



### Guide to All Census Bureau Data Sources for This Industry

Source & Description	Frequency	Latest Data	Geography	Industry
<a href="#">Quarterly Financial Report (QFR)</a>	Quarterly	4Q 2018	U.S.	Selected 3 digits
<a href="#">Quarterly Services Survey (QSS)</a>	Quarterly	4Q 2018	U.S.	Selected Services 2- thru 4-digits
<a href="#">Quarterly Workforce Indicators (QWI)</a>	Quarterly	4Q 2018	States, counties, metro areas	Selected 2- thru 4-digits
<a href="#">Annual Capital Expenditures Survey (ACES)</a>	Annual	2017	U.S.	Selected 2- thru 6-digits
<a href="#">County Business Patterns (BP)</a>	Annual	2016	U.S., states, counties, metros, ZIP Codes, and island areas	Selected 2- thru 6-digits
<a href="#">Nonemployer Statistics (NES)</a>	Annual	2016	U.S., states, metro areas, counties	Selected 2- thru 6-digits
<a href="#">Service Annual Survey (SAS)</a>	Annual	2017	U.S.	Selected Services 3- thru 6-digits
<a href="#">Statistics of U.S. Businesses (SUSB)</a>	Annual	2016	U.S., states, metro areas, counties	Selected 2- thru 6-digits
<a href="#">Economic Census (ECN)</a>	Every 5 years	2012	U.S., states, counties, places, metros, ZIP Codes	2- thru 6-digits
<a href="#">Economic Census of Island Areas (IA)</a>	Every 5 years	2012	American Samoa, Commonwealth of the Northern Mariana Islands, Guam, Puerto Rico, and the US Virgin Islands	2-thru 5 digits
<a href="#">Survey of Business Owners (SBO)</a>	Every 5 years	2012	U.S., states, counties, cities, metro areas	Selected 2- thru 6-digits

[an error occurred while processing this directive]

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You selected: Personal Services > [Day Care](#)

Number of Establishments (U.S.): 74,344

Clear Selections

or Search for your type of business

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Click "Create Report" to go straight to the report for your type of businesses and location. (Note: You must choose a Type of Business and Location.)

Create Report

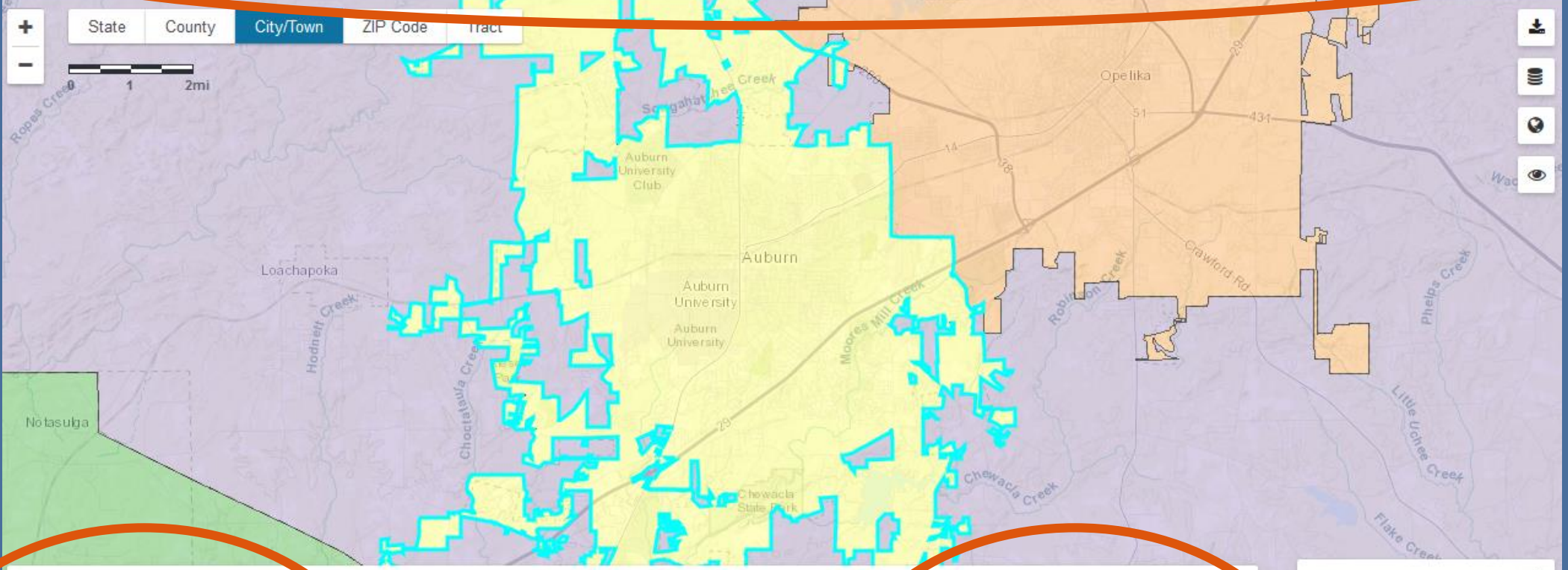


Change Your Industry: Personal Services, Day Care

Change Your Location: Auburn city, Alabama

Select Map Variable: Employer establishments

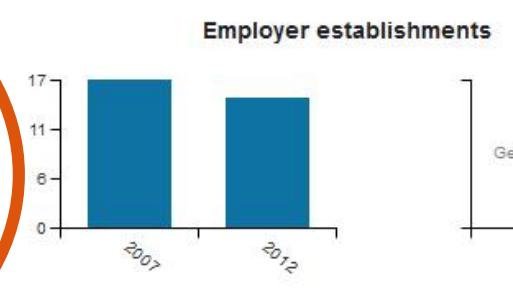
Select Your Filter: Not Applied



**Auburn city, Alabama**

**15 (n/a)**  
Employer establishments  
(MoE +/-)

Create Report



**61,462**  
Total population (65)

**\$274.82**  
Consumer expenditures per household

**4.8%**  
Percent under 5 years (0.6%)

**\$1,654.96**  
Consumer expenditures per household

**Employer establishments**

- 15 - 15
- 6 - 6
- 5 - 5
- 1 - 1

**Map Configuration**

Default Scheme

Quantile Classing Method



Change Your Industry

Change Your Location

Select Map Variable

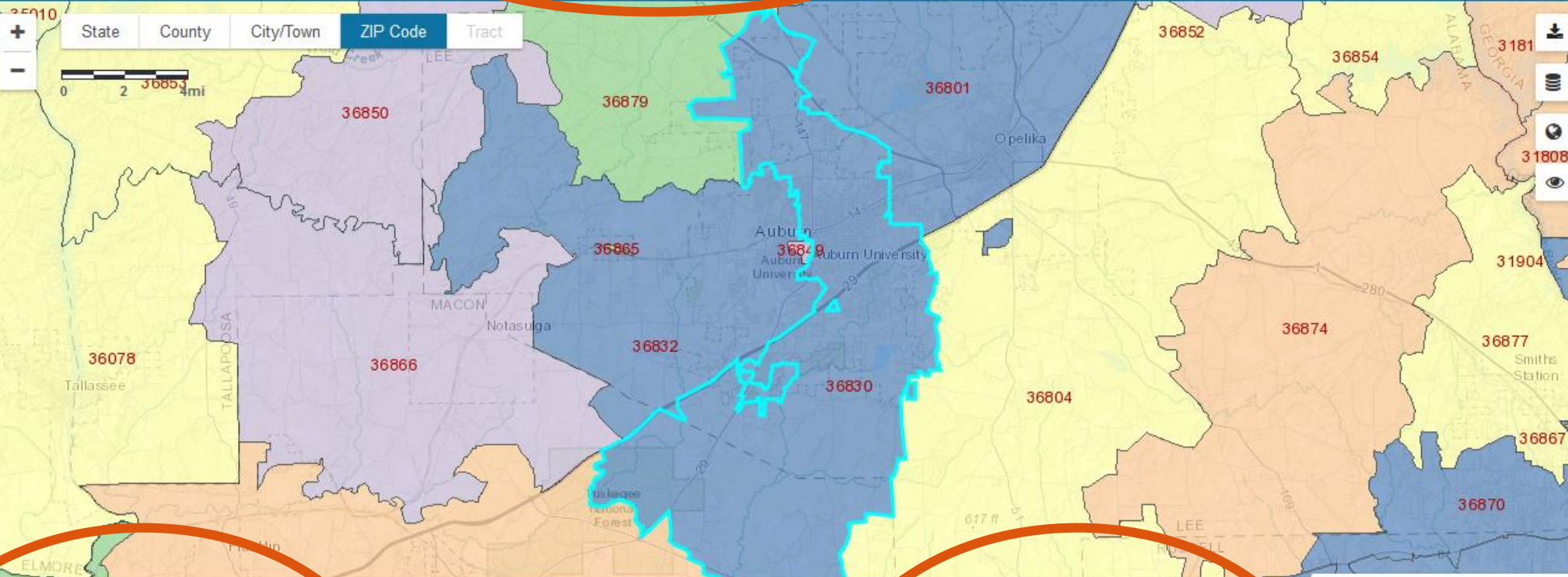
Select Your Filter

Personal Services, Day Care

36830

Total population

Not Applied



ZIP Code: 36830

Total population

38,799 (1,106)

Total population (MoE +/-)

Time Series not available

Geo hierarchy not presentable

Create Report



\$52,422

Median household income (\$4,878)



5.2%

Percent under 5 years (0.8%)



\$62,689.58

Total consumer expenditures per household (n/a)



11

Employer establishments (n/a)



Total population

21,196 - 38,799

8,162 - 20,896

6,022 - 8,117

2,490 - 5,012

29 - 2,091

Map Configuration

Default Scheme

Quantile Classing Method



Change Your Industry

Change Your Location

Select Map Variable

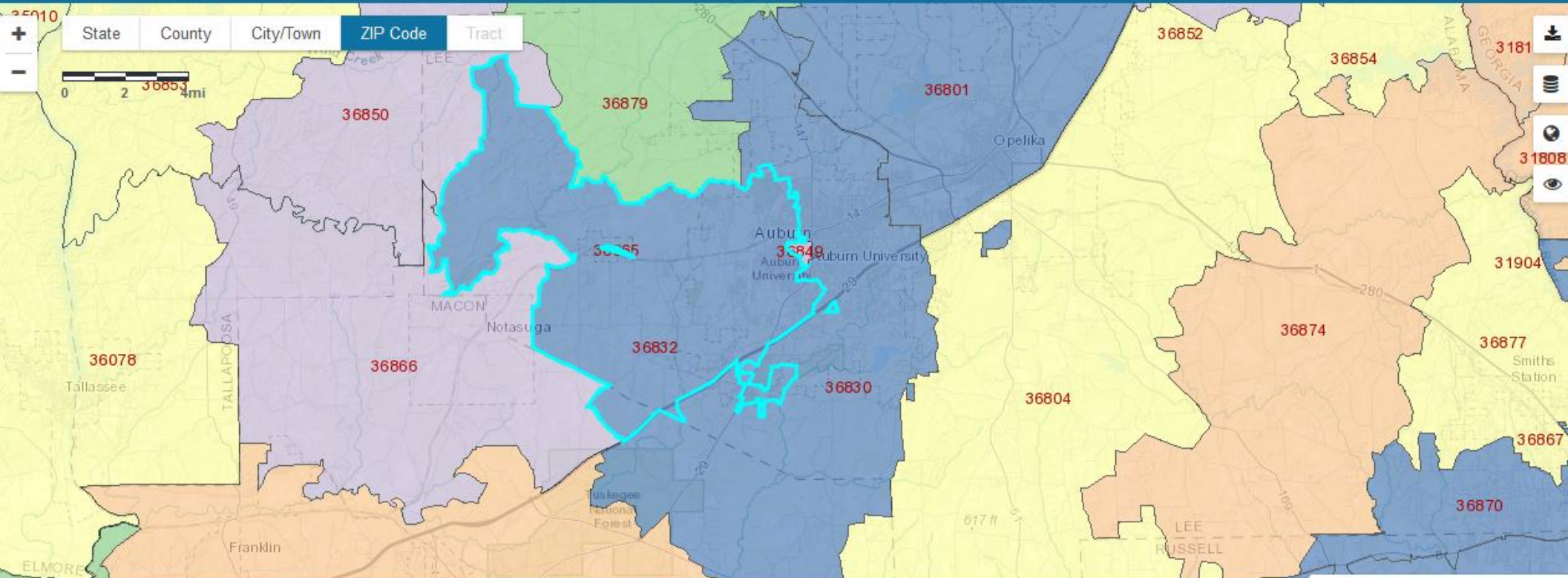
Select Your Filter

Personal Services, Day Care

36832

Total population

Not Applied



ZIP Code: 36832

Total population

23,787 (1,300)

Total population (MoE +/-)

Time Series not available

Geo hierarchy not presentable

\$27,367

Median household income (\$2,465)



5%

Percent under 5 years (1.1%)



\$34,162.33

Total consumer expenditures per household (n/a)



3

Employer establishments (n/a)



Total population

- 21,196 - 38,799
- 8,162 - 20,896
- 6,022 - 8,117
- 2,490 - 5,012
- 29 - 2,091

Map Configuration

Default Scheme  
Quantile Classing Method

Create Report



Estimated percent of householders age 25-44 with incomes of \$50,000 to \$75,000 between 2013-2017.

**DATA LAYER**

Percent HHs 25-44 with Income \$50,000 to \$75,000  
Source: Census

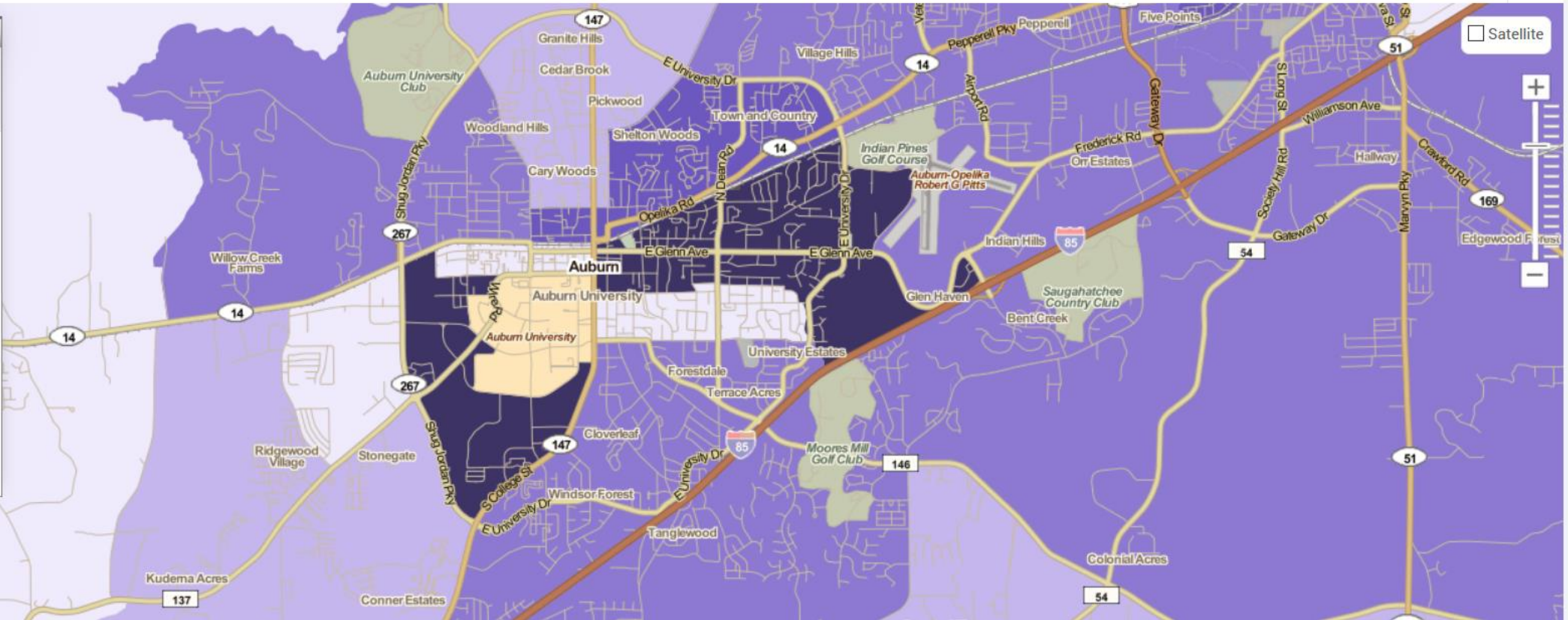
Year: 2013-2017

Variable: Percent

Shaded by: Census Tract, 2010

EDIT: COLORS RANGES

Insufficient Data
10.52% or less
10.53% - 16.03%
16.04% - 20.77%
20.78% - 26.63%
26.64% or more





Google Search –  
*day care industry*  
*site:.gov*

U.S. Small Business Administration

MP-29

## **HOW TO START A QUALITY CHILD CARE BUSINESS**

*Management and Planning Series*

---

*How to Start a Quality Child Care Business*  
replaces "Quality Child Care Makes Good Business Sense"

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Google Search –  
*day care industry*  
*site:.gov*

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# Entrepreneurship Fundamentals

- What product or service am I providing? What need does it fill?
- Who are my customers? Why will they purchase from me?
- How will I reach my customers?
- How will I fund the business?



# Planning, Launching, Growing

These resources can help you organize your thoughts on starting a business and begin drafting your business plans, as well as providing checklists and other helpful information



# Small Business Administration @ [sba.gov](https://www.sba.gov)

- Has a little bit of everything. Definitely the place to start. [Alabama District Office in Birmingham](#)

- SBA's 10 Steps to Start a Business:

1. Conduct market research
2. Write a business plan
3. Fund your business
4. Pick your business location
5. Choose a business structure
6. Choose your business name
7. Register your business
8. Get federal and state tax IDs
9. Apply for licenses and permits
10. Open a business bank account



## Plan your business

You've got a great idea. Now, make a plan to turn it into a great business.

### Plan your business

- Market research and competitive analysis
- Write your business plan
- Calculate your startup costs
- Fund your business
- Buy an existing business or franchise

### Launch your business

- Pick your business location
- Choose a business structure
- Choose your business name
- Register your business
- Get federal and state tax ID numbers
- Apply for licenses and permits
- Open a business bank account
- Get business insurance

### Manage your business

- Manage your finances
- Hire and manage employees
- Pay taxes
- Stay legally compliant
- Buy assets and equipment
- Marketing and sales
- Prepare for emergencies
- Close or sell your business

### Grow your business

- Get more funding
- Expand to new locations
- Merge and acquire businesses
- Become a federal contractor
- Export products
- Women-owned businesses
- Native American-owned businesses
- Veteran-owned businesses
- LGBT-owned businesses

Not sure where to start? Start your business in 10 steps.

[SEE THE GUIDE](#)

# Other Helpful Getting-Starting Resources

- Small Business @ USA.gov



- SCORE
  - The Service Corps of Retired Executives
  - Resource partner of the SBA



# Alabama-specific

- [AtlasAlabama.gov](https://atlasalabama.gov) – Alabama Department of Revenue
  - Alabama Small Business Commission (ASBC)
- [MadeinAlabama.com](https://madeinalabama.com) – Alabama Department of Commerce
  - [Guide to doing business in Alabama](#)
  - [Small Business Resource Guide](#)
  - [Incubator Programs](#)



# Even more Alabama-specific

- Alabama Small Business Development Network @ America's Small Business Development Center
- Alabama Member Universities
  - Alabama State University
  - Auburn University
  - Jacksonville State University
  - Troy University
  - University of Alabama



- University of Alabama in Huntsville
- University of North Alabama
- University of South Alabama
- University of West Alabama



From ideation to exit, Alabama's entrepreneurs and small business owners trust the Alabama SBDC Network for expert advice. We're guided by a vision of growing Alabama's economy by empowering and assisting Alabama's robust small business community.

## Start Your Business



Our business advisors can help you to explore the possibilities, and

help you to decide whether to embark on this new venture. Our workshops & training provide the foundation for developing a sound business plan to start your business and guide its growth.

## Sell to the Government



Identify new government

## Grow Your Business



Our seasoned advisors can analyze your business & help

you develop strategies for growth: a good business plan, financial analysis, and a marketing plan that's on target. Short, practical seminars help you strengthen your business skills.

## Go International!



Not sure if you're ready to export?

## Fund Your Business



Questions about loans? Looking for grants?

We can help you identify sources of financing and develop a financing proposal, whether you're just starting, or ready to grow. We can help with traditional and innovative solutions.

## Event Calendar



Local events hosted by ASBDC small business experts can help

## Small Business News



about the service...

**SBDCDay**  
SBDC Day is a national movement to help raise awareness



**Lee County**  
**Tornado:**  
**Business**

**Recovery Center Now Open**

The U.S. Small Business Administration opened a Business Recovery Center (BRC) in Lee...









# Writing the Business Plan



- Small Business Administration
  - Build Your Business Plan Tool
- AtlasAlabama
  - Steps to writing a business plan
  - Plan Outline
- SCORE
  - Developing a Strategy: The Business Plan
  - Business Plan Template for a Startup Business

 **Build Your Business Plan**

[Feedback](#)

-  [Cover Page](#)
-  [Executive Summary](#)
-  [Company Description](#)
-  [Market Research](#)
-  [Product/Service Line](#)
-  [Marketing & Sales](#)
-  [Financial Projections](#)
-  [Finish Up](#)



## Company Description

Your changes have been saved.

[Introduction](#)


**Company Description**

Answer the questions below to create the company description section of your business plan.

**What is your mission statement?**

**B I U** [List Bullets] [List Numbered] [Undo] [Redo] [Cut] [Copy] [Paste] [Image] [Link] [Unlink]

[Large empty text area for mission statement]



**Who are the principal members of your company and what are their roles?**

**B I U** [List Bullets] [List Numbered] [Undo] [Redo] [Cut] [Copy] [Paste] [Image] [Link] [Unlink]

[Large empty text area for principal members]

### Help With This Section

- [Using This Tool](#)
- [Company Description Example 1](#)
- [Company Description Example 2](#)
- [Company Description Definitions](#)
- [Company Description Details](#)
- [Why Your Business Needs an Elevator Pitch \(From the SBA Blog\)](#)
- [Need Help? Find Local Resources](#)



# Finances

These resources can help you understanding your funding options, locate funding opportunities, and estimate your startup costs.

# Finding Funding

- Funding Sources

- [SBA.gov](http://SBA.gov)
  - [Southern Development Council](#)
- [USA.gov/business – Finance Your Business](#)
- [Alabama Small Business Development Center – Capital Access Program](#)
- [Alabama Department of Economic and Community Affairs \(ADECA\) State Small Business Credit Initiative](#)

- Estimating Costs

- [SCORE Finance Templates](#)
- [SBA Startup Costs Guide](#)

- Funding Sources

- [The Small Business Innovation Research \(SBIR\) program](#)
- [Small Business Technology Transfer \(STTR\)](#)
- [FDIC Fueling Your Business Guide](#)



# Business Plan Gallery

## Finance Templates

Use the templates below, then

- Financial Projections Ten
- Start-Up Expenses
- Opening Day Balance Sh
- Balance Sheet (Projected
- Bank Loan Request for S
- Loan Amortization Sched
- Break-Even Analysis
- 12-Month Cash Flow Stat
- 3-Year Cash Flow Statem
- Financial History & Ratio
- Personal Financial Stater
- 12-Month Profit and Loss
- 3-Year Profit and Loss Pr

## Marketing & Sales Templates

Use the templates below, then meet with a SCORE mentor for expert sales advice.

- Sales Forecast (12 Months)
- Marketing Plan Guide
- Product and Service Description Worksheet
- Target Market Data Worksheet
- Target Market Comparison Worksheet
- Distribution Channel Assessment Worksheet
- Annual Marketing Budget Template
- Marketing Calendar Template

## Management Templates

Use the templates below, then meet with a SCORE mentor for expert management advice.

- SWOT Analysis Worksheet
- Job Analysis Worksheet
- Organization Chart for Chief Operating Officer
- Event Planning Checklist

# See what it will cost

Download this fillable PDF

## CALCULATE STARTUP COSTS

### Startup costs — Joe's Pizza Place

This worksheet is set up for a fictional business, Joe's Pizza Place. Use it to get started calculating the startup costs for your own business. Change expense categories or add new ones to fit your business. Enter one-time and monthly expenses in the appropriate columns. Your estimations should go into the Budget column, and the exact amount spent should go into the Actual column. Total funds required is the total estimated amount you need to start your company.

One-time expenses	Budget	Actual
<b>Rent</b>		
Security deposit	1,200.00	
First month's rent	1,200.00	
First month's utilities (including phone and Internet)	250.00	
<b>Improvement costs</b>		
Kitchen improvements	800.00	
Tables and furniture	1,500.00	
Utensils, dishes, and kitchen and bar equipment	350.00	
<b>Inventory</b>		
Food	1,250.00	
Beverage	700.00	
Alcohol	900.00	
<b>Miscellaneous</b>		
Licenses and permits	150.00	
Legal fees	300.00	
Signage	550.00	
Technology	300.00	
Software	400.00	
<b>Total funds required</b>	<b>9,850.00</b>	<b>0.00</b>

Monthly expenses	Budget	Actual
<b>Rent</b>		
Monthly rent	1,200.00	
Property insurance	300.00	
Utilities	250.00	
<b>Employees</b>		
Payroll	3,000.00	
Payroll taxes	1,250.00	
Health insurance	650.00	
<b>Professional services</b>		
Accounting	200.00	
Legal	250.00	
Consultants	200.00	
Other	50.00	
<b>Supplies</b>		
Office supplies	150.00	
Operating supplies	200.00	
<b>Marketing</b>		
Digital advertising	350.00	
Promotional materials	400.00	
<b>Miscellaneous</b>		
Liability insurance	400.00	
Repairs and maintenance	200.00	
Organizational dues	75.00	
<b>Total monthly expenses</b>	<b>9,125.00</b>	<b>0.00</b>

**Total funds required**

**18,975.00**

# Taxation with representation

- [IRS.gov – Small Business and Self-employed Tax Center](#)
- [IRS.gov – Doing Business in Alabama](#)
- [Atlas Alabama Guide to Business Taxes](#)
- [Alabama Department of Revenue](#)
  - [Starting a New Business PDF](#)
  - [BEST Checklist for New Business Taxpayers](#)
- [SBA.gov – Tax Guide](#)
- Get federal and state tax IDs
  - [Employee Identification Number Assistant @ IRS.gov](#)
  - [My Alabama Taxes @ Alabama Department of Revenue](#)





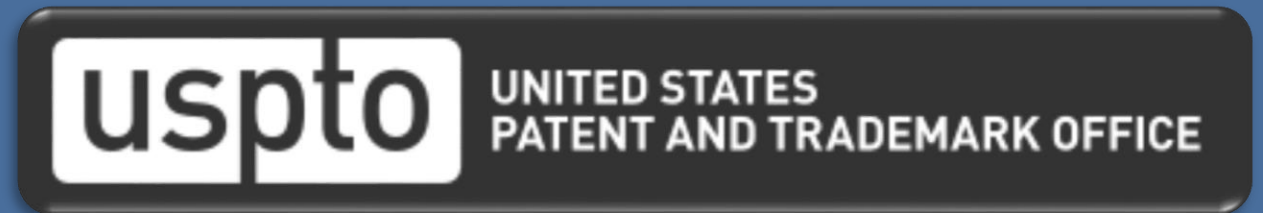


# Legal Concerns

These resources can help you understand your compliance obligations, register your business, structure your business, name your business, and obtain the correct licenses and permits.

# Translating Legalese

- Choosing a business structure
  - [IRS.gov](https://www.irs.gov) – Business Structures
  - [SBA.gov](https://www.sba.gov) – Choosing a Business Structure
  - [Alabama's Answers from MadeinAlabama.com](https://www.madeinalabama.com)
  - [Business Entities from AtlasAlabama](https://atlasalabama.com)
- Choosing a business name
  - [Alabama – Secretary of State Business Entity Search](https://www.alabama.gov)
  - [US Patent and Trademark Office](https://www.uspto.gov)
- Registering your business
  - [State and Federal Online Business Registration](https://www.alabama.gov)
  - [Alabama – Secretary of State Business Services](https://www.alabama.gov)
  - [Alabama Procedures for Incorporation](https://www.alabama.gov)



# Alabama's Answers

*A Guide  
To Doing  
Business  
in Alabama*



**SMALL BUSINESS GUIDE**

**TO**

**DOING BUSINESS IN ALABAMA**

The Book of Information for the Alabama Business Entrepreneur

Version 5.1  
September 2012



ALABAMA SMALL BUSINESS DEVELOPMENT CENTER NETWORK

The University of Alabama  
Box 870396

Tuscaloosa, AL 35487

(205) 348-1582 or 1-877-825-7232

[www.asbdc.org](http://www.asbdc.org)

# Translating Legalese

- Licenses and permits
  - [Federal - SBA Guide](#)
  - [State - Alabama Dept of Revenue](#)
  - [Local - MadeinAlabama Local Resources](#)
- Additional Compliance
  - [US Department of Labor Small Business Resource Center](#)
  - [US Department of Labor Employment Laws Assistance Center](#)
  - [AtlasAlabama Insurance Guide](#)



# Apply for license and permits

*Most small businesses need a combination of both federal and state agencies. The requirements are based on your business activities, location, and industry.*

---

## Content

[Federal licenses and permits](#)

[State licenses and permits](#)

Business activity	Description	Issuing agency
<b>Agriculture</b>	If you import or transport animals, animal products, biologics, biotechnology or plants across state line.	<a href="#">U.S. Department of Agriculture</a>
<b>Alcoholic beverages</b>	If you manufacture, wholesale, import, or sell alcoholic beverages at a retail location.	<a href="#">Alcohol and Tobacco Tax and Trade Bureau</a>  <a href="#">Local Alcohol Beverage Control Board</a>
<b>Aviation</b>	If your business involves operating aircraft, transporting goods or people via air, or aircraft maintenance.	<a href="#">Federal Aviation Administration</a>
<b>Firearms, ammunition and explosives</b>	If your business manufactures, deals, or imports firearms, ammunitions, and explosives.	<a href="#">Bureau of Alcohol, Tobacco, Firearms and Explosives</a>
<b>Fish and wildlife</b>	If your business engages in any wildlife related activity, including the import or export of wildlife and derivative products.	<a href="#">U.S. Fish and Wildlife Service</a>
<b>Commercial</b>	If your business engages in commercial	<a href="#">National Oceanic and</a>

## SBREFA Small Business Resource Center

Welcome to the Office of Small and Disadvantaged Business Utilization (OSDBU) Web page designed to assist small business owners understand the rules and regulations the Department administers.

Please feel free to print the information listed below or contact the OSDBU at 1-888-9-SBREFA for assistance.

- [Workplace Poster Requirements for Small Businesses and Other Employers](#)
- [Regulations & Rulemaking](#)

### DOL's Enforcement Agencies' Compliance Assistance

Agency	Description	Phone
<a href="#">Employee Benefits Security Administration (EBSA)</a>	401(k) Plans, Retirement, Savings, Health Benefit Plans including COBRA	1-866-444-3272
<a href="#">Office of Federal Contract Compliance Programs (OFCCP)</a>	Americans with Disabilities Act, Affirmative Action, Executive Order 11246, §503 of the Rehabilitation Act, Vietnam Veterans	1-800-397-6251
<a href="#">Office of Labor Management Standards (OLMS)</a>	Labor Management and Reporting Disclosure Act, Elections.	202-693-0123

[Wage and Hour Division](#)

[Employment and Training Administration \(ETA\)](#)

[Worker Adjustment and Retraining Notification \(WARN\) Act](#)

[Mine Safety and Health Administration \(MSHA\)](#)

[Occupational Safety and Health Administration \(OSHA\)](#)



UNITED STATES  
DEPARTMENT OF LABOR

### ELAWS ADVISORS BY CATEGORY



Pay and Benefits



Safety and Health



Posters and Recordkeeping



Youth Employment



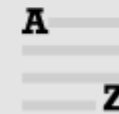
Veterans' Issues



Federal Contractor



Mining Industry



All Advisors

# Underserved Populations

These are organizations that assist minorities and other special interest groups in small business matters.

- [U.S. Minority Business Development Agency](#)
- [U.S. Office of Small and Disadvantaged Business Utilization](#)
- [U.S Small Business Administration Office of Native American Affairs](#)
- [U.S Small Business Administration Office of Veterans Development](#)
- [U.S Small Business Administration Office of Women's Business Ownership](#)

# Thank you!

Tyler Martindale

[tyler.martindale@auburn.edu](mailto:tyler.martindale@auburn.edu)

(334) 844-2715