

Preschool Startup Checklist: Step-by-Step Guide

✦ 1. Initial Planning & Research

- Identify target age group (e.g., 2–6 years)
- Decide on preschool model (independent vs. franchise)
- Study local competition and pricing
- Estimate startup and monthly costs
- Choose a name and branding elements

✦ 2. Educational Qualification & Training

- Complete ECCE or Montessori course (if not already done)
- Hire trained teachers/staff with early childhood education
- Consider taking a Preschool Management course

✦ 3. Legal & Licensing

- Register your business (Sole Proprietorship/LLP/Private Ltd.)
- Obtain Trade License from the local municipal authority
- Apply for GST (if applicable)
- Get Health & Sanitation Certificate
- Fire & Safety Clearance
- Police verification for staff (as per state regulations)

✦ 4. Location & Infrastructure

- Rent or purchase a safe, child-friendly space (minimum 800–1500 sq ft)
- Setup classrooms, activity rooms, restrooms, and office area
- Ensure open play area or garden
- Install child-safe furniture and learning materials
- Setup CCTV and security systems

✦ 5. Curriculum & Learning Materials

- Choose a curriculum approach (Montessori, Playway, etc.)
- Purchase or create lesson plans and teaching aids
- Set up a daily timetable
- Stock educational toys, books, and craft supplies

✦ 6. Staffing

- Hire teachers with ECCE or Montessori training
- Appoint support staff (helpers, cleaner, security guard)

- Prepare employee contracts and salary structure
- Provide staff orientation and training

✦ 7. Marketing & Admissions

- Design a logo and brand identity
- Build a website and set up Google Business profile
- Print brochures, banners, and admission forms
- Run local social media and WhatsApp campaigns
- Organize an open house or demo day

✦ 8. Operations & Management

- Setup fees and payment structure
- Implement a school management software or app
- Create child admission records and emergency contacts
- Plan for academic year calendar and events
- Build safety protocols and parent communication systems

✦ 9. Financial Planning

- Create a business plan with 1–3 year projections
- Track expenses and income with accounting tools
- Open a separate business bank account
- Budget for marketing, salaries, maintenance

✦ 10. Soft Launch & Feedback

- Run a trial batch or summer camp
- Collect feedback from parents
- Tweak curriculum, infrastructure, or staff based on feedback
- Officially launch and scale enrollment