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Daycare Center Sample Proposal

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Holly Martinez
Operations Manager
VanderMark Corporation
4251 Northwest Avenue
Blaine, WA 98222

Ms. Martinez,

Thank you for contacting Kendrick Kidz Center and asking us to submit a proposal for an onsite daycare center at your corporate campus. The tour of your campus buildings and meeting with your Human Resources personnel provided us with all the information we needed to put together this customized proposal for VanderMark Corporation.

Kendrick Kidz Center is known throughout the Pacific Northwest for providing excellence in daycare facilities for children from infancy through five years of age. We propose to use our expertise to create a facility designed to benefit VanderMark Corporation's employees.

The attached proposal is based on our current pricing structure and is valid for sixty days. We look forward to beginning this exciting new project with you as soon as possible.

Sincerely,

Kendra Chancellor
VP Marketing
Kendrick Kidz Center
206-555-5555
kc@KendrickKC.com
www.KendrickKC.com

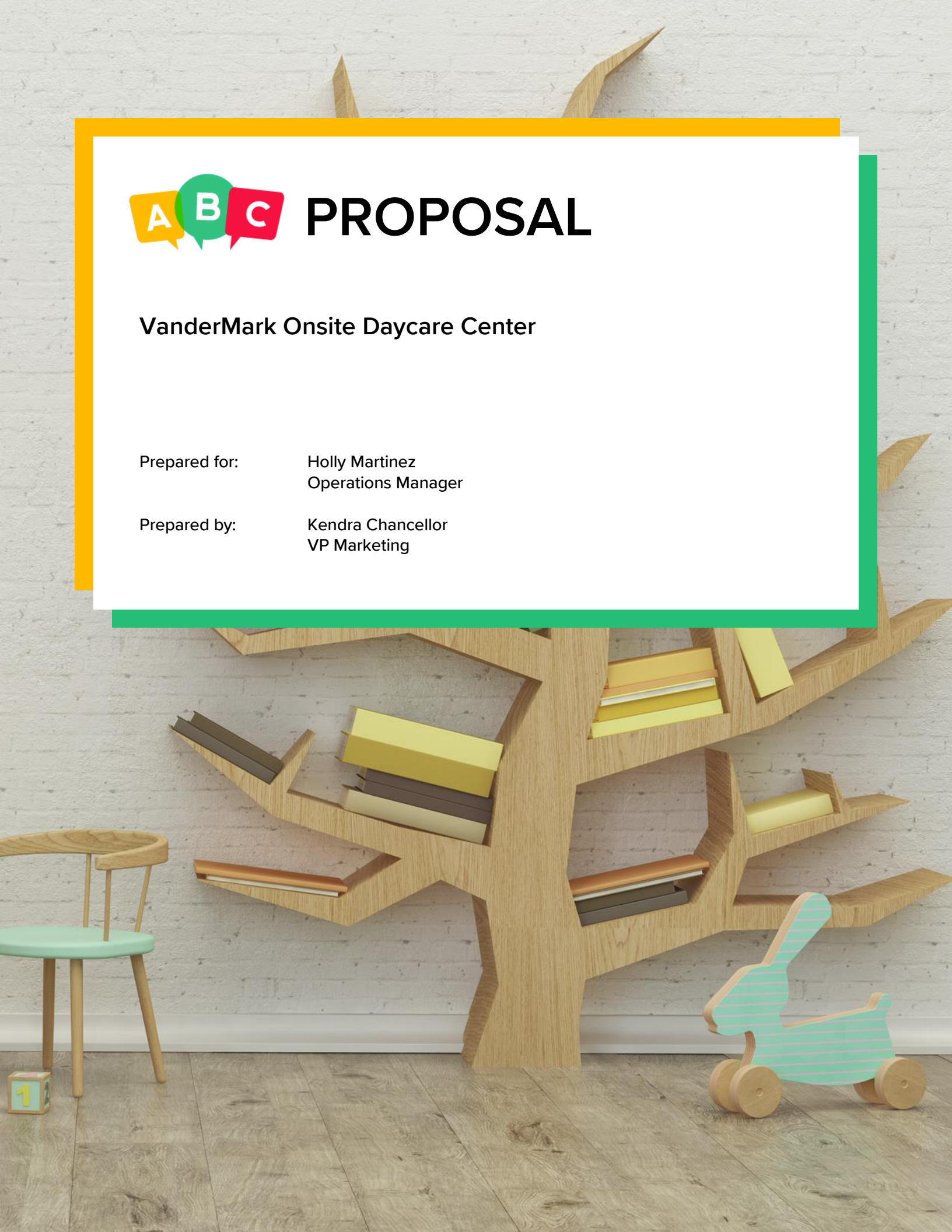


PROPOSAL

VanderMark Onsite Daycare Center

Prepared for: Holly Martinez
Operations Manager

Prepared by: Kendra Chancellor
VP Marketing





EXECUTIVE SUMMARY

The Objective...

VanderMark Corporation desires to establish an onsite daycare facility for the children of its employees.

- Need #1: Daycare for infants to age 5 from 6 a.m. to 6 p.m. Monday-Friday.

The Opportunity...

VanderMark Corporation has over 800 employees, 447 of whom are custodial parents. VanderMark Corporation wants to offer onsite daycare as an additional employee benefit.

- Goal #1: VanderMark Corporation seeks to reduce extended maternity and paternity leaves.
- Goal #2: VanderMark Corporation seeks to reduce absences of employees who leave work to transport their children to and from daycare.
- Goal #3: VanderMark Corporation seeks to retain valuable employees who might otherwise leave the workforce to stay at home with small children.

The Solution...

Kendrick Kidz Center has a decade of expertise in creating and running daycare centers.

- Recommendation #1: Kendrick Kidz Center proposes to establish and manage an onsite daycare facility for VanderMark Corporation.





COST/BENEFIT ANALYSIS

Included is the detailed cost/benefit analysis for the project. The costs for the development, operations and on-going maintenance of the project vs. the benefits are summarized for a 5-year period and assume an average enrollment of 40 children.

Description	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Total Costs	\$50,000	\$40,000	\$44,000	\$48,400	\$52,840	\$235,240
Total Benefits	\$193,000	\$193,000	\$212,300	\$233,530	\$256,883	\$1,088,713
Net	\$143,000	\$153,000	\$168,300	\$185,130	\$204,043	\$853,473
Ratio	2.86	3.83	3.83	3.83	3.86	3.63
ROI	286%	383%	383%	383%	386%	363%

NOTE: These figures do not take into account tax advantages for VanderMark Corporation that may substantially increase the benefits shown here. An estimated \$450.00/month savings in personal time/maternity benefits per employee per month with a child enrolled is included in the benefits.

As the onsite daycare center will occupy VanderMark Corporation facilities, VanderMark Corporation agrees to pay for all necessary remodeling prior to opening the center. In addition, VanderMark Corporation agrees to pay for ongoing maintenance for the daycare center, including daily janitorial service.

For its services in setting up the daycare center, VanderMark Corporation agrees to pay Kendrick Kidz Center a startup fee of \$10,000, and then to pay Kendrick Kidz Center \$1,000.00 per month per child enrolled in daycare, with a guaranteed minimum of \$10,000 per month. VanderMark Corporation will charge its employees whatever costs it deems necessary to make this benefit work for the company, with an initial payment per child of \$450.00/month, which is substantially lower than average daycare costs in the area.

Kendrick Kidz Center agrees to keep enrollment costs at \$1,000.00/mo per child for the first two years of operation, and to increase costs in subsequent years by no more than 10% per year.

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