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EMERGING BUSINESS



BFHC
Bay Family Homebased Childcare

sponsored by
Cooney Lees Morgan



demonstrates all the best practices of a service sector business that puts its clients first and delivers on its mission statement "To ensure that our clients have the confidence to recommend us to others"

Bay Family Homebased Childcare Ltd began in February 2009 with an excellent business model and a partnership that delivered both practical and business skills. With no tangible presence for mothers to assess before joining as clients and caregivers, the uptake was uncertain for home based child care. The right mix of marketing, systems and procedures delivered and the word spread.

The business grew and grew very quickly as more mothers opted for home based care. Good management of the growth has continued the high care standard set and also enabled a strong profit giving an excellent foundation for this business in the future.

being a "brand neutral" supplier is a key point of