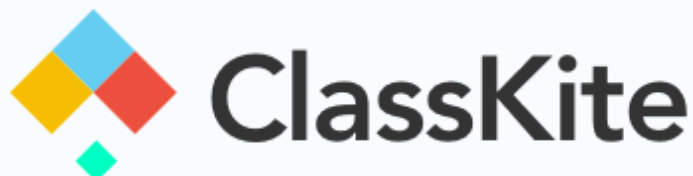


**ABC DANCE, CHEER,
GYMNASTICS,
MARTIAL ARTS
COMPANY**

BUSINESS PLAN
FOCUSING ON A JOURNEY OF GROWTH



DESCRIPTION OF BUSINESS

***GIVE A BRIEF DESCRIPTION OF YOUR BUSINESS**

Example: ClassKite Kids Dance is a local dance studio offering ballet, hip-hop, and creative dance classes. We have both recreational classes and a competitive team that competes locally and regionally. We also provide birthday parties, toddler playtime and summer camp for children ages 2 – 17 years old.

CAPITAL INVESTMENT

***HOW MUCH CAPITAL HAS (OR WILL) THE OWNER INVESTED IN THE BUSINESS?**

Example: There was an initial investment of \$30K in April 2018. Another investment of \$20K was made in June 2019.

FINANCIAL HEALTH

***WHAT IS THE FINANCIAL HEALTH OF THE BUSINESS?**

Example: In the past 3 years we've been growing approximately 25% a year. We grossed 200k last year and had a net profit of 50K. Right now, our studio has 150 kids in our regular dance classes and 50 kids on our dance team. Our summer camp has 20 kids a week and we book several birthday parties a month. We hope to increase our enrollment by 25% this upcoming year.

SERVICES OFFERED

***WHAT ARE THE SERVICES YOU OFFER?**

Example: Fun Kids Cheer offers cheer classes, competitive cheer team, birthday parties, and summer camp for children ages 2 – 17 years old.

COMPETITIVE ADVANTAGE

*WHAT IS YOUR COMPETITIVE ADVANTAGE?

Example: We are centrally located in the main shopping center. We are community-based. We have structured lessons that keep the class educational, fun, and varied. We train our teachers to be engaging and positive.

WHO ARE YOUR COMPETITORS?

Example: The other two dance studios in the area, ABC Dance and KidsFun Dance. As well as kids fitness programs in this neighborhood, such as gymnastics, martial arts, cheerleading, and other kids programming.

PRICING

*HOW DO YOU PRICE YOUR SERVICE? HOW DOES THE PRICE COMPARE TO YOUR COMPETITION?

Example: We analyze our competition as well as market income levels. For some products, we focus on affordability, and for some products, we do value-based pricing. We price our main services – ballet and hip hop classes - below our competitors, so they are affordable. However, birthday parties and camps are priced higher to reflect the unique value our business provides.

PEAK SEASONS

*WHAT ARE YOUR PEAK SELLING SEASONS?

Example: We don't really have a peak season, summer, holidays and school breaks tends to be just 10 – 20% slower than the rest of the seasons. Some parents prepay for the entire season in late August and early September so we are most cash flow positive during that time.

MARKET DESCRIPTION

*WHO ARE YOUR MAJOR CUSTOMERS?

Example: Preschoolers, boys and girls 2 to 5 years circa 25%. Girls 6 to 11 years old circa 35%. Boys ages 6 to 11 circa 10% of our customers. Girls 12 to 17 circa 25%. Boys ages 12 - 17 circa 5%. Average income of our parents is in the 40 to 60k range and education bachelor's degree. Largest demographic is white 60%, followed by black 20% Asian 10% and other 10%.

MARKETING PLAN

*HOW DO YOU ATTRACT CUSTOMERS AND ENCOURAGE REPEAT BUSINESS?

Example: Keeping classes fun attracts the kids and focusing on a curriculum that emphasizes step by step progression so that parents see real progress and therefore want to keep enrolling their kids. Around 90% of our customers are word of mouth and around 85% of our customers are repeat customers for several years or until their child ages out of the program.

DESCRIBE YOUR BUSINESS LOCATION.

Example: Dance studio is 2,500 square feet with 1,800 square feet of studio space, partitioned by a divider so the room can be turned into two studios. 300 square feet of reception / office space in the front and 400 square feet for bathroom, cubbies, & changing area.

LEGAL PROTECTION

*DO YOU HAVE LEGAL PROTECTION?

Example: We are not legally required to have any special licenses or permits in our state of Wisconsin. We do have insurance for our property, equipment, and liability insurance that covers every child and event we run at our facility. We also have Worker's Compensation and Disability Insurance for our staff.

RISK ANALYSIS

WHAT ARE BUSINESS RISKS IN YOUR INDUSTRY?

Examples:

- Staff Turnover, we have a hard time keeping staff long term and losing staff can also mean losing students that developed a connection with a particular teacher.
- Injuries - if a child gets hurt during our classes that can mean a liability suit.

WHERE ARE YOUR MAJOR SUPPLIERS LOCATED?

Example: Not completely applicable, our equipment suppliers are in the Midwest but most equipment will last well over a decade so purchases are infrequent. Small replacement parts in the event of malfunction take a week to arrive. We can usually make do with alternative equipment if necessary.

MANAGEMENT TEAM

* A BRIEF OVERVIEW OF EDUCATION AND JOB HISTORY.

- * **BULLET POINT MAIN RESPONSIBILITIES.**
^ **DO THE ABOVE FOR EACH OF YOUR CORE EMPLOYEES.**

Example: Jane Smith: Lead Dance Teacher

Background:

Jane attended the Boston Conservatory where she graduated with a BFA in dance. After graduation, Jane moved to New York where she danced professionally for five years and taught dance at the Morris Dance School. Jane joined our program in 2019 and led our competitive team to win five dance competitions in the last three years.

Responsibilities:

- Teach competitive dance
- Choreograph dance routines
- Train & evaluate junior teachers



ABC KIDS ACTIVITY COMPANY



ClassKite