



School Business Plan

Period: 200_ - 200_

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Supplementary and supporting documents that also form part of this plan are included as appendices.

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Executive summary

Business identity

ABC Schools is an [elementary school / high school / charter school / college / open university / online school / _____](#). We offer a complete range of [faculties, courses, classes, seminars, and _____](#).

We are a [US state](#) accredited university in addition to being accredited by [ACBSP](#), one of the two accreditation agencies in the U.S.A. recognized by the Council for Higher Education Accreditation.

Existing

ABC Schools has opened [___ public elementary and high schools / colleges](#) throughout [\[the area\]](#) over the last [___](#) years where we service more than [_____](#) students. We have successfully managed these schools over the years with over [___](#)% of students obtaining strong academic results and a re-enrollment rate of [___](#)%. The demand for placement exceeds ABC's capacity by [___](#)%. We can easily state that we have been playing and will continue to play an important role in the quality of education of the inhabitants of [\[the area\]](#).

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Business goals / mission

We see it as our main mission to provide [affordable / high quality](#) education at competitive prices and to greatly improve overall student achievement in [\[the area\]](#). ABC intends to contribute to the enrichment of the quality of lives for people around [\[the area\]](#) by fulfilling people's educational needs beyond their expectations. Our services can help people to:

- receive a quality education
- learn at a distance (e-learning)
- _____

Existing

Our proven elementary educational model will remain implemented as before, while our secondary educational model [has been / will be](#) enhanced with better balanced university preparation classes.

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Instructional focus

- Primary education from Year-1 to Year-5
- Secondary education from Year-6 to Year-10
- Advanced secondary from Year -11 to Year-12
- Professional education such as [CIM, CIMA, _____](#)
- Degree programs (local and foreign) such as BBA, MBA or PhD

Business formation

The organization **will start / was started** by _____ in 200_. The business form is **going to be** a **not-for-profit foundation / sole proprietor / limited company (Ltd) / Incorporated (Inc) / Corporation (Corp) / Limited Liability Company (LLC) / Co-operative**. Registration is in the State of _____ under number: _____. The **organization / company** now employs ___ people, including **Mr. / Mrs.** _____, who _____. **For federal income tax purposes, ABC is classified as a subchapter S corporation.**

Character

The school will be designed with an authentic _____ style and character staying conform the tradition of [the area].

Location

Recent studies show that there is a growing demand for a **new** school in [the area]. We are **going to be** located at **address**. This location has been selected because of **its low price, top location, esteem, size, visibility, and image**.

Selection of the location is of the utmost importance, and includes the following features:

- Optimal combination of **access, visibility, traffic, parking** and _____
- Sufficient resources, such as _____
- Ample _____ in the area

Geographical markets

The primary market will be **local / regional / national / international**. ABC has a truly **international** nature where more than **80** nationalities are represented, and this diversity increases every year.

ABC's activities are enhanced through a range of co-operative relationships with entities such as:

- District , county and state **agencies / officials**
- Student exchange programs with _____
- Colleges and universities worldwide

Vision of the future

ABC has had a **very** good track record over the past ___ years and we intend the next ___ years to continue along this trend. The **planned** company can look forward to a promising

future, because of our **experienced staff, our careful planning, the potential of the targeted market segments,** _____.

Vision	Short term < 3 years	Medium term 3-5 years	Long term > 5 years
Size	____ students	____ students	____ students
Organization	Focus is implemented	Focus is improved	Focus is optimized
Geography	__ communities in __ states	__ communities in __ states	__ communities in __ states

Our pre-market research has shown the market to have plenty of room for a business such as ABC intends to run. The management style is flexible, progressive and energetic. Enthusiasm of the management as well as the employees will greatly stimulate the envisioned growth.

Main objectives

Business objectives

1. Increase annual revenues with min. of ____% over the next ____ years
2. Open _____ new schools in ____ years. This number of schools will help ABC to become highly relevant in [the area].
3. Become established as a renowned educational institution.

Financial objectives

1. Obtain financing in the amount of \$ _____
2. Increase the gross profit margin with ____% to ____%
3. Reduce operating cost by ____% to ____% of total revenues

Marketing objectives

1. Start a / Improve the Online Education Center
2. Expand marketing reach
3. Increase the school's reputation

Key advantages

ABC is becoming a recognized industry leader because of the following key advantages:

- A unique e-commerce marketing proposition strongly positioned.
- Excellence in elementary / secondary / faculty tutoring models.
- Established partnerships with colleges in _____.
- Management has significant school organization experience.
- Maintains a high-quality real time financial information system.
- ABC has consistently set and achieved financial measures in the areas of liquidity, and profitability and is positioned well for future growth.
- ABC has negligible long-term debt.
- ABC is a closely held foundation / organization with the potential to raise additional equity funds through fundraising, sponsoring and donations.

Strategic positioning

ABC differentiates and positions its programs from the competitive offerings by using its excellent reputation of _____.

Strategic alliance

ABC has been successful in establishing alliances with _____ for _____, and for _____. ABC is / will co-operate with _____.

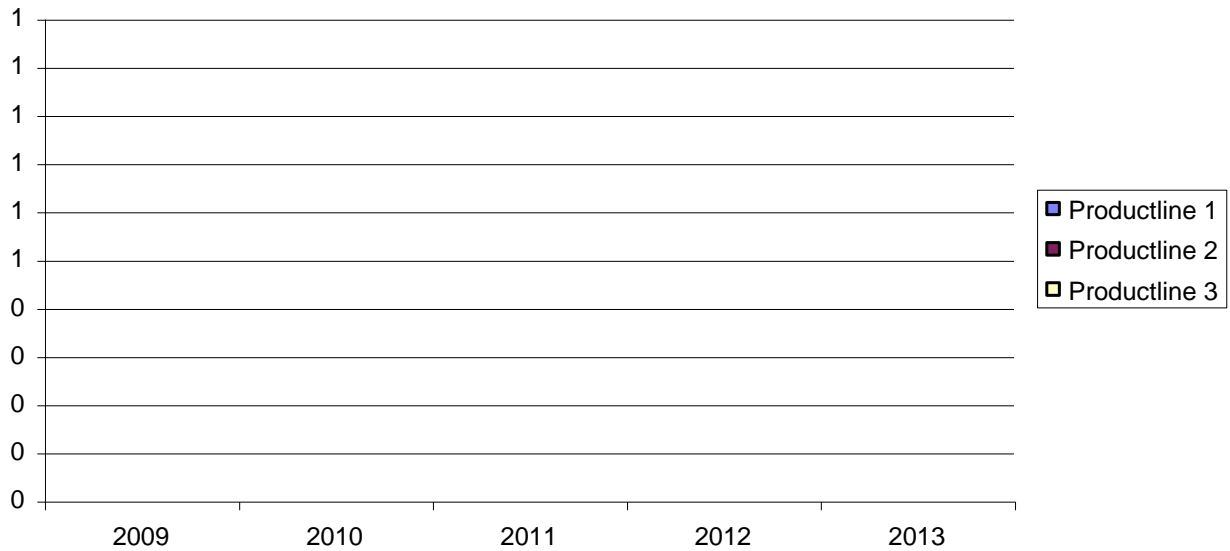
Revenues

ABC estimates 201__ revenues to reach \$ _____, with net assets reaching \$ _____. In the past __ months, ABC signed __ major agreements with international affiliates to _____.

We have planned for the opening of ___ schools throughout the country / USA / EU / _____, providing access to a growing national network of education centers. Our facilities will be located on strategic locations.

Since _____, ABC has opened over ___ schools in more than __ states throughout the country. We have plans to go international with the opening of a new _____ in _____. This location will be the first in a series of locations in that area. Future international sites will include _____, _____, and _____.

Total sales per productline 5 years



Internet

ABC currently has plans to (re)develop its Web site / has a well positioned Web site primarily used as an information channel for its range of faculties, classes, courses, seminars and other services. It is well listed in all the local and regional Web directories as well as the major search engines. ABC is considering further developing its Web site to include online homework / examination / classes.

Licenses

ABC has obtained the following required licenses:

- School licenses in accordance with the law
- Zoning Use Registration Permit
- Sales Tax License
- Dumpster License
- ...

The remaining 40 pages are of course available in the complete version.

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