Contents

[EXECUTIVE SUMMARY 2](#_Toc102426937)

[BUSSINES DESCRIPTION 2](#_Toc102426938)

[ENVIRONMENTAL AND INDUSTRIAL ANALYSIS 2](#_Toc102426939)

[EXTERNAL FACTORS 2](#_Toc102426940)

[Technology 2](#_Toc102426941)

[Legal concerns 2](#_Toc102426942)

[Natural environment 2](#_Toc102426943)

[Social 3](#_Toc102426944)

[Culture 3](#_Toc102426945)

[Economy 3](#_Toc102426946)

[Industry 3](#_Toc102426947)

[INTERNAL FACTORS 3](#_Toc102426948)

[Strengths 3](#_Toc102426949)

[Weaknesses 3](#_Toc102426950)

[Opportunities 3](#_Toc102426951)

[Threats 3](#_Toc102426952)

[MARKET ANALYSIS 4](#_Toc102426953)

[MARKETTING PLAN 4](#_Toc102426954)

[MANUFACTURING AND OPERATION PLAN 4](#_Toc102426955)

[MANAGEMENT TEAM 4](#_Toc102426956)

[FINACIAL ANALYSIS 4](#_Toc102426957)

[FINANCIAL PLAN 4](#_Toc102426958)

[Performance cash flow analysis- 12 months, first year 4](#_Toc102426959)

[PROJECTED INCOME STATEMENT 5](#_Toc102426960)

[PROPOSED COMPANY FINANCING 5](#_Toc102426961)

[CRITICAL RISK AND ASSUMPTIONS 5](#_Toc102426962)

[SUPPORTING DOCUMENTS 5](#_Toc102426963)

# EXECUTIVE SUMMARY

The business is all about creating a favorable environment for people to develop their social skills through interactions and keep them fit through engaging in physical activities. The interest of people in achieving and acquiring new skills and dance moves will create convenient market for the business venture.

# BUSSINES DESCRIPTION

The business entails;

Creating a dance studio with a warm, supportive environment which is based on satisfying customers

Providing a social and entertainment forum for people with diverse interests, backgrounds and ages

Providing dance training for students at all level of dance, from beginners to advanced

Leasing a public address system at affordable prices

Mostly the students within the school form the customers

**MISSION**: To offer a place where [people can learn how to dance and meet new people, have fun and feel comfortable enhancing physical fitness and offering a dance program at affordable prices.

**VISSION:** To create a society with people who are physically fit and have good health, create an environment that allows people to develop their social skills through interactions with one another and help people acquire positive attitude towards physical exercises

# ENVIRONMENTAL AND INDUSTRIAL ANALYSIS

## EXTERNAL FACTORS

### Technology

Concerning technology, the business should adopt the latest technology in order to provide quality services to the customers

### Legal concerns

The activities that the business will major on need to be legally accepted within the institution and across the countrywide

### Natural environment

Through the analysis of the natural environment, one would establish the best timing to engage in the business activities and also the strategic timing of the year to open up the business according to seasons and the climate of the place

### Social

The business needs to look at the social trends and changes for the well running of the business. For example, remote working, a permanent switch in cashless payment, more specialized business training and the role of technology in the growth of the business.

### Culture

The business will need to favor the different culture and beliefs of both the workers and the customers. It need not to offend any culture since cultures should be respected and norms observed

### Economy

The business is favorable to the economy since it will offer revenue to the government in the form of taxes. Also, it can be undertaken by everyone since it is economy favorable

### Industry

This industry demands that there should be customers, this can be provided by the industry from customers funds and tributes. On the customers side, the industry demands that the customer should follow the stated rules for the smooth running of the industry. The industry also demands that customers should be loyal and create a conducive environment for the business to run.

The business venture will be the best around the school because of less competition due to the fact that there are very few other businesses venturing in the entertainment sector.

## INTERNAL FACTORS

### Strengths

Our main strength is in the work force as we have a team that is considered expert in the dance studio industry

A team with excellent qualifications and experience in professional dance.

### Weaknesses

The weakness of the business is that the market is not guaranteed as there might be a few people with the interest in dancing and also not all the people will get the time to engage in recreational activities.

### Opportunities

The opportunities in the dance studio industry is massive considering the number of individuals and cooperate organizations who would want to acquire new dancing skills and cooperate organizations who want to hire the services of professional choreographers and cheerleaders.

### Threats

Some of the possible threats are imposing of unfavorable government policies that might affect the business or the arrival of a competitor within our location of operation and other external threats.

# MARKET ANALYSIS

The business major market will the students. The students are expected to come in large numbers because it is a legal and environmental favorable business. The business will have a large market from the students, it can also involve people living around the school. There will be little competition from other entertainment businesses that may be set outside or around the school. This being the only entertainment business within the school then there will be no internal competition in the school. The competition from outside might be strong due to good strategies therefore attracting many customers. Due to strong managing of this business and good strategies, the business may compete favorably with other businesses from outside and attract more customers than those operating from outside.

Almost 80% of the students will be attracted to this business hence high profits from the services.

# MARKETTING PLAN

The industry advertises the business through posters, through media by creating social forums like Facebook, YouTube, Instagram and tiktok. Advertising through printed posters will require the members to distribute them within the institution. The DJs and maybe comedians could offer free dance training in order to convince the customers and help them develop some interest in the industry.

# MANUFACTURING AND OPERATION PLAN

The business shall provide entertainment services to the school as there are scarce entertainment business shall offer room for expansion of the business. It shall also ensure proper record keeping and identify possible problems and come up with long lasting solutions like complying to the environmental regulations and which operations will be performed by the work force.

# MANAGEMENT TEAM

The business management board should account for the management duties since there should be a platform for seeking advices

Investors, directors and board of management should have keys such as salary increment, employment and consultation.

# FINACIAL ANALYSIS

The money invested in this business is expected to raise a profit of about 20,000 within a month. The profit from the business is supposed to be re invested to meet the customers needs, for example, buying instruments and costumes.

# FINANCIAL PLAN

## Performance cash flow analysis- 12 months, first year

For every month the business makes a a profit estimated to 20,000. This profit is distributed into various areas for buying equipment for instance. The income is to be used to help in achieving the goals of the business. The maintenance of the business will be based on good income from the business, the good maintenance produces the best outcomes therefore satisfying the customers.

## PROJECTED INCOME STATEMENT

This will come from the provision of the services since the business is not yet started but this is just a drafted plan, the projected income statement will be a snapshot after the business has started from the services, cost of services and expenses. This can only be done after the business has started.

# PROPOSED COMPANY FINANCING

The financing plan is designed as it provides an efficient running of the business

The sources of capital are;

* group contributions
* Loans
* Leasing of the property
* Ploughing back the profit

The funds will be used in the following ways;

* Starting and running the business
* Buying of the necessary instruments and equipment

# CRITICAL RISK AND ASSUMPTIONS

Poor financial managements could lead to the collapse of the business or the arrival of a competitor could lead to competition over the small market making operation more difficult and a bit challenging.

While dancing, some of the risks we could encounter include injuries which might involve;

Hip injuries, fool and ankle injuries and knee injuries.

# SUPPORTING DOCUMENTS

The documents required for the business are, the country government license and the agreement between the business owners and the school administration.