



# Energized Youth

BUSINESS PLAN

## Disclaimer

Some of the statements contained in this **Business Plan** include information incorporated by reference, discuss future expectations, and projected financial success gathered by the management, which is believed to be ultimately significant. Those statements are subjected to both known and unknown risks, uncertainties, and other unforeseen factors, which could be beyond the management control.

Important factors that may cause the actual results to differ from those expressed within may include, but are not limited to:

- ❖ The success or failure of the organization's effort to successfully market its services as scheduled.
- ❖ The organization's ability to maintain a substantial level of returned customers and a growing referral base.
- ❖ The effect of changing legislation and government regulation.

However, the assumptions disclosed herein are those that management believes are significant to the growth of the organization.

## Confidentiality Agreement

The undersigned reader acknowledges that the information provided by **Erica Leal** in this business plan is confidential; therefore, the reader agrees not to disclose it without the express written permission of **Erica Leal**.

It is acknowledged by the reader that information to be furnished in this business plan is in all respects confidential in nature, other than information which is in the public domain through other means and that any disclosure or use of the same by the reader, may cause serious harm or damage to **Erica Leal**.

Upon request, this document is to be immediately returned to **Erica Leal**.

Signature

**Erica Leal**

**10/27/2021**

## **Business Overview**

### **1.1 Executive Summary**

This document has been prepared to provide the reader with information about Energized Youth, including business structure, company goals, projected growth, venture capital requirements, start-up costs, an investment analysis and the industry trends.

Energized Youth has identified the community service industry as its primary interest and to that end the company has focused its efforts on the development of one or more family community centers to provide quality family services to the communities in the Miami Dade County area.

Focused on community development in a family-oriented community, Energized Youth is a company primed to provide a full scope of services to the people that need basic and complex resources that will improve their quality of living.

As hard times have increased due to a global pandemic and the cost of living continually rising in Miami Dade County, Energized Youth wants to provide a free range of services to the people to ensure that equity is built throughout the community. People have to travel to many different locations for education based resources, mental health resources, professional development resources, and other different opportunities. Energized Youth aims to consolidate all of these services to make it convenient for all of our stakeholders.

## 1.2 Mission and Vision Statement

Our core mission is to provide a wide range of services to the citizens of Miami Dade County that will enhance their quality of life and improve the community. We are committed to economic sustainability that will not only contribute to the individuals that utilize our services, but we also want to ensure that Miami reaps the economic benefits of the services we provide.

Energized Youth is envisioned towards empowering community members with the technical know-how of their field such that they are able to secure a job or start their own business. Everyone who utilizes the Energized Youth services will have access to mental health services, professional certification programs, employment assistance, and mentorship programs.

We aim to become a renowned organization known for impeccable impact on the entire state of Florida. The four following guiding principles will help us measure the appropriateness of our decisions.

- ❖ **Priority:** We will treat everyone with dignity. We believe that when people have feelings of being treated fairly and being respected they feel important. This feeling will create a future relationship.
- ❖ **Trust:** Our services will build the trust of our patrons in us such that they will have confidence in our words and students because we will ensure that we stand behind our decisions.
- ❖ **Improvement:** We will ensure a regular safety audit and performance analysis, we also pledge ourselves to the entire establishment to promote methods and practices that will ensure maximum productivity.

- ❖ **Innovation:** We will make a positive impact to strive for excellence. We will always be brimming with new ideas and innovation such that the growth of the business will be at a rapid rate.

### 1.3 Business Aims and Objectives

Energized Youth aims to;

- ❖ To provide a solid foundation for the personal and professional growth of our members.
- ❖ To provide awareness and strengthen the profile of Energized Youth locally.
- ❖ To empower and enrich the lives of community members by providing extensive programs such that they become productive members of society.
- ❖ To provide exemplary access to community resources that will enable them to build a healthy lifestyle.
- ❖ To provide sound but affordable classes/resources to low-income families.
- ❖ To provide skillful training that will empower them and make them self-dependent even as they contribute to the overall growth of their community.
- ❖ To become an established company within and outside the community at the end of year one.
- ❖ More importantly, maintain excellent relationships that enrich and enhance the lives of all our constituents and partners.

## 1.4 Core Values

We hold our students at high esteem because they are our greatest asset and without them our organizations will be nowhere, which is why our values revolve round them just as follows;

- ❖ People: they are our main target so they have a very high place in our heart. We know that this stage of their life is the middle strata when they have so much strength, but if not properly channeled it could be disastrous, which is our core mission.
- ❖ Owner: The owner is a very inspiring person. She works with diligence and honesty thus ensuring that interim and partnering companies/establishments are satisfied to the maximum to avoid future risk and referrals being put at risk.
- ❖ Urgency: we offer our services irrespective of the level of urgency. We respond to the needs of society in a timely manner.
- ❖ Teamwork: we work with our interns, partnering companies and even our staff. We believe working as a team with our youths and staff makes our goal easy to achieve.
- ❖ Honesty: our service is built on honesty, we do not give unrealistic expectations to parents or even the students, and we also pass this value on to the youth as an important value they must uphold.
- ❖ Service: we offer quality seminars and life changing opportunities. Above all, we offer reputable service.

## 1.5 Keys to Success

We are committed to making this business a long term successful organization with landmark success in the society. Our core keys to success will be; **certification programs, community partners, positioning and close monitoring of the changing legislation** to ensure our organization is compliant and reputable. Currently, our team is complete and set, that is, we are all set to commence operations immediately. However, we have highlighted the following keys as our critical success factors;

### **Marketing**

Marketing will be our first strength to achieving our success and serve as a competitive edge. We will employ all forms of marketing to ensure we get enough awareness which will be advantageous to our image branding.

### **Leadership**

We will enthusiastically serve our target segment. We will encourage them to maximize their opportunity while they are with us so that they can attain their desired aspirations. Our staff serve as role models and inspiration to our students such that they would believe that we offer what we have!

### **Diversity**

We embrace diversity and inclusion as a path to innovation, learning, mutual respect and excellence.

### **Recommendation**



Our corporate culture is healthy. We all come together to brainstorm, collaborate and share new knowledge to give excellent service thus enhancing the confidence of our patients such that they refer us to friends and families.

## **Company Overview**

### **2.1 Company Description**

Energized Youth is a non-profit organization that aims to empower the local community with resources and technical skills such that they are able to live healthy lifestyles and grow as successful people. We will be partnering with a myriad of community based organizations to help carry out our mission and to create a name in the community.

Energized Youth is organized in the form of community resources and partnerships that benefit the growth of the youth. We want to provide cultural services for those who are at a disadvantage due to the lack of exposure in their daily lives. The program will aim to close the achievement gap and offset traumas of unfortunate life events.

We believe that empowering people with community resources of any type will not only enrich their knowledge but will also empower them to be innovative, intelligent and independent youths that will enrich their immediate environment. We are positive that, with our organization and its mission, a good number of people will be empowered, they will henceforth not just be onlookers but, they will become participants and contributors in their community.

Considering this, we are sure that our stakeholders will lead a better and fulfilling life after their enrollment with us. We are sure that there are lots of opportunities that will unfold by the passing

of each day in every industry our stakeholders find themselves, the world is growing and Energized Youth will be moving with the trend!

## **2.2 Company Ownership**

The company is owned and managed by Erica Leal. Erica is a young entrepreneur and the parent of a student that participates in one of Miami's top rated nonprofit organizations. Her experience within the world of real estate along with her passion for giving back to the community fuels her fire to open one of the best community centers to exist in Miami Dade County. What she discovered during her time working in the county is that resources are too spread out and it's hard for people to obtain all these resources even though they are needed.

## **2.3 Start-up Summary**

The company will be run off from its office building and website. Our website will feature our services, testimonials, contact information and every necessary detail that an average individual need to check in with us

The founder has estimated overall start-up costs \$300,000.00 which covers; staffing, equipment and tools, supplies, printed materials, advertising, and other miscellaneous items. The allocation into each category may not be exact, but the approximate costs have been estimated slightly higher than what is obtainable. Overestimated costs will leave room for miscalculations, so that funding will be available and will ensure that everything runs smoothly.

## 2.4 Company Location

Energized Youth is located in Miami, Florida, United States of America and established as a Non-profit organization. Florida is a state located in the southeastern region of the United States. It is bordered to the west by the Gulf of Mexico, to the north by Alabama and Georgia, to the east by the Atlantic Ocean, and to the south by the Straits of Florida and Cuba.

Florida is the 22nd-most extensive, the 3rd-most populous, and the 8th-most densely populated of the U.S. states. The United States Census Bureau estimates that the population of Florida was 20,271,272 on July 1, 2015, a 7.82% increase since the 2010 United States Census.

Florida was the seventh fastest-growing state in the U.S. in the 12-month period ending July 1, 2012. A 2013 Gallup poll indicated that 47% of the residents agreed that Florida was the best state to live in. The Gross Domestic Product (GDP) of Florida in 2010 was \$748 billion. Its GDP is the fourth largest economy in the United States. In 2010, it became the fourth largest exporter of trade goods.

This selected location has a growing population of targeted audience which is advantageous to increasing our awareness. However, we also have a website where all our correspondence goes to as well as where our contact details can be found.

## 2.5 Product and Services

- ❖ **What we do:** Energized Youth provides an array of services to ensure that equity is built for the Miami Dade community. Our services include:
  - Professional Certification Programs

- Youth Mentorship
- Employment Assistance
- Daycare
- Therapy

❖ **How we do it:** By partnering and working with community based organizations to ensure that our constituents know how to start and run a business, receive mental health services, obtain professional development, receive personal and professional mentorship, and have access to affordable childcare services.

## 2.6 Pricing Strategy

Energized Youth is a non-profit organization with the aim of impacting the lives of our community. Our services will come at a heavily discounted rate compared to the median price of the services offered locally.

## Market Analysis

### 3.1 Target Market

Industries and companies experience difficulty while recruiting. Sometimes, they end up employing people with average degrees, not because they aren't people with excellent degrees but, the technical efficiency needed to perform at the maximum is lacking, which is the focus of Energized Youth hence, our target market are high school seniors in Miami, Florida and its surroundings.

### **3.2 Industry Overview**

Nonprofits keeping up with technology innovations have been able to enhance transparency, better engage donors and other constituents, and leverage peer-to-peer fundraising to provide greater ease in giving. Nonprofit websites and their digital presence is vital to sustainability. The charitable sector is further influenced by greater ethnic diversity and new generations of leadership, swarms of individuals connecting with institutions, business becoming increasingly socially and environmentally engaged, and new models for social welfare and change.

Society-level factors creating challenges in the field included pervasive inequality, government dysfunction and distrust of institutions, social fragmentation and technology, communications and information overload.

Nonprofit marketers are having to target each given generation differently. According to the Global NGO Online Technology Report, Millennials' giving is most inspired by social media whereas email has the most impact on Gen X and Baby Boomers.

### **3.4 Marketing Strategy**

We will be concentrating on both short and long-term marketing strategies. Short-term marketing strategy will help to bring about a boost in patronage while the long-term plan caters for measures to be put in place for organizational expansion and growth in the nearest future.

## The 4 P's to Success

- **Positioning:** Energized Youth will be positioned as the premier and most reliable organization providing reliable and professional apprenticeship training for high school seniors.
- **Place:** We will be operating in the United States of America. Our initial target market is Miami, Florida, where we anticipate the most interest being a new market. However, we have deployed strategic plans to expand to other cities in the country. The service would not be static; rather, we would move around.
- **Pricing:** Energized Youth is a non-profit organization hence, the program is free as we do not intend to make profit from our students.
- **Promotion Strategy:** We will depend on word of mouth, referrals, community exposure and direct mail campaigns as a way to reach and expand our base. However, we intend to explore every avenue that is fundamentally connected to Energized Youth promotional success.
  1. **Advertising:** we will portray and position our brand on the essential value our services offer to market targets using direct mail campaigns, conventions and events, and local community newspaper. Advert placement shall also be put on the internet via Google or yahoo platform so as to attract a wider customer network.
  2. **Brochure:** using this platform, sales is expected to be on the increase because of the platform's capacity to reach diverse targets.
  3. **Direct Mail:** We will send quarterly direct mail campaigns to inform and intimate on latest development and activities centered on Energized Youth's services.

4. **Community Involvement:** We shall get involved in initiatives and activities that support community development. This is necessary to announce our presence in the operating community.

### **Social Media Strategy**

- **Facebook:** Energized Youth will create a Facebook Fan page and begin to populate the page with the map, photos, videos, lists and reviews created by the staff and happy interns of Energized Youth. We will post daily relative content on our Facebook page including new services, benefits and features.
- **Twitter:** Energized Youth will start a Twitter account and begin to use the original company's content as well as marketing messages to drive interest and traffic to the site. Tweets will also include links that educate twitter users about the reliability of our services. We will use popular hashtags for training, apprenticeship, internship etc.
- **LinkedIn:** We will join relevant groups; discuss issues, approach professionals for impactful discussions.
- **Blog:** Energized Youth will post related articles on the blog every week and also link affiliate related events to the blog and approach bloggers for endorsement.
- **Search Engines:** We will launch Ad words or Yahoo campaigns. Ensure that the site is indexed with all search engines and the website is SEO.

### **Print/Electronic Media Strategy**

We will advertise Energized Youth business activities on local newspapers and relative industry magazines. Place fliers at conventions and distribute to P.O. boxes in local communities. Also,

employ a skilled writer to write an article preferably a newsworthy article about Energized Youth as a unique brand and mail or fax the article directly to editors of newspapers, magazines, radio, TV Stations or TV Networks. . . probably for free advert.

## S.W.O.T Analysis

SWOT stands for strengths, weaknesses, opportunities and threats.

A SWOT analysis is a method for strategic planning that evaluates these four elements as they relate to our business objectives.

The SWOT analysis provides us with an opportunity to examine the

strengths and weaknesses, we must address. It also allows us to examine the opportunities presented to us as well as potential threats. The following section helps demonstrate our marketing strategy:



### 4.1 Strength

- ❖ **Knowledgeable and friendly teachers:** We are professionally trained personnel that have a true passion for helping the community and caring for the needs of its members. We have proven that we are willing to go above and beyond to suit the needs of our community.
- ❖ **Clear vision of the market need:** We know what our community members need and what they have been missing in their everyday lives which stimulate them and keep people motivated and in return will create very loyal, passionate people.
- ❖ **Top of the line equipment:** Our community will enjoy high-quality professional training classes that will enable them to compete favorably in their respective market and live a sustainable lifestyle



- ❖ **Fun, family ambiance:** When you walk into Energized Youth, you will feel the family atmosphere. Our members will feel comfortable and eager to cheer each other on.

## 4.2 Weakness

- ❖ As a new entrant, Energized Youth. lacks brand equity
- ❖ The struggle to appear continually on the edge
- ❖ Large costs associated with a start-up

## 4.3 Opportunities

- ❖ **Social bonds fostered by Patrons:** Energized Youth classes will build personal bonds and friendships.
- ❖ **Growing market:** Energized Youth is a completely exceptional brand in the marketplace. A significant percentage of the target market has still not been introduced to these services.

## 4.4 Threats

- ❖ Declining economy
- ❖ **Copycat services:** Certainly other services will try to mimic the success of Energized Youth but we are confident that our proprietary programs will limit the impact of copycats on our bottom line.
- ❖ A change in traffic patterns as they relate to the area where Energized Youth is located.
- ❖ Reluctance of people to work as volunteers in the academy.

## **Management Summary**

### **5.1 Management Team**

Energized Youth is a Florida based company. The company is owned by Erica Leal. The mission and core values of the company demands that superior services are genuinely offered from time to time. The company looks forward to having more staffs/members for the following position,

- ❖ CEO - Erica Leal
- ❖ Program Director - Kenneth Garrett
- ❖ Accountant - Maxime Paul
- ❖ Attorney - Martin Hoffenden
- ❖ Wellness Expert - Johnny Bryant

### **5.2 Personnel Plan**

Adequate manpower needed for the effective running of the organization will be made available as the business expands. Kenneth looks forward to bringing a more hands-on deck for timely and efficient delivery of service. Below is our Milestones for the business;

- ❖ Business Name Availability Check: In Progress
- ❖ Business Registration: In Progress
- ❖ Opening of Corporate Bank Accounts: In Progress
- ❖ Application and Obtaining Tax Payer's ID: In Progress
- ❖ Application for business license and permit: In Progress
- ❖ Purchase of Insurance for the Business: In Progress

- ❖ Renting of Facility and Construction of the Facility: Completed
- ❖ Conducting Feasibility Studies: Completed
- ❖ Writing of Business Plan: Completed
- ❖ Drafting of Employee's Handbook: In Progress
- ❖ Drafting of Contract Documents and other relevant Legal Documents: In Progress
- ❖ Design of The Company's Logo: Completed
- ❖ Graphic Designs and Printing of Marketing / Promotional Materials: In Progress
- ❖ Recruitment of other key employees: In Progress
- ❖ Creating Official Website for the Company: Completed
- ❖ Creating Awareness for the business both online and in the neighborhood: Completed
- ❖ Opening party / launching party: Done

## Financial Plan

The following section contains the financial information for **Energized Youth**. Tables and charts show annual projections for the first three business years. First year monthly tables are included in the appendix.

### Important Assumptions

The financials of this plan are predicated on the following table of assumptions. The tax rate is 0%, being a non-profit organization.