

## **Sample Camp Business Plan Outline**

A business plan not only helps you secure financing or sponsorship it will force you through a critical thinking process that will give you the confidence to move forward with your dreams and meet the challenges that lie ahead. The following is a typical outline of a business plan to start a camp. Your outline may need to be different depending on the funder's request.

### **1. Executive Summary**

- generally a one or two-page summary that highlights the proposed business, market, management, and financial forecasts.

### **2. Mission**

- statement of purpose

### **3. Type of Business**

- resident, day, trip or travel camp

### **4. Ownership**

- business status — new business, existing business, takeover/buyout
- for profit — individual proprietorship, partnership, corporation, shareholders
- nonprofit — agency, religious group, independent, public or governmental entity

### **5. Financial Objectives**

- profit, investors, planned subsidy, or break-even operation

### **6. Location and Facilities**

- desired location
- environment and facilities

- season(s) of operation
- owned, rented, or leased facilities and/or equipment

## **7. Program Services Description**

- desired client outcomes or benefits
- program structure and activities
- projected number of campers per session
- season and/or session length

## **8. Market Analysis**

- target clientele to be served
- industry analysis and standards
- competitive position
- marketing plan

## **9. Management Plan**

- key individuals and duties including board of directors, if applicable
- administrative, support services, and program personnel plan
- insurance and benefits
- office and technology requirements
- timetable

## **10. Start-Up Costs**

- working capital available
- capital investment required
- consultants and/or personnel

- legal fees
- analysis of federal, state, county, municipal regulations, and taxes required to operate
- risk analysis and insurance
- program, office, and other noncapitalized supplies and equipment

#### **11. Annual Budget**

- fee or tuition
- other income sources
- fixed and variable expenses
- projected profit or loss

#### **12. Cash Flow Projections**

- monthly income and expenses
- annual three- to five-year projections