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