

# [Your Company]

123 Your Street  
Your City, ST 12345  
(123) 456 - 7890

[LOGO]

## Dance Studio Business Plan

September 04, 20XX

### Executive Summary

- Purpose -> Provide a brief overview of your dance studio business plan.
- Include -> Business name, location, services offered, and a summary of your business goals.
- Accomplish -> Capture the reader's interest and provide a snapshot of your business.

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### Company Description

- Purpose - Describe your dance studio in detail.
- Include - The mission statement, the history of your studio, and the needs your studio meets.
- Accomplish - Explain what makes your studio unique and why it will succeed.
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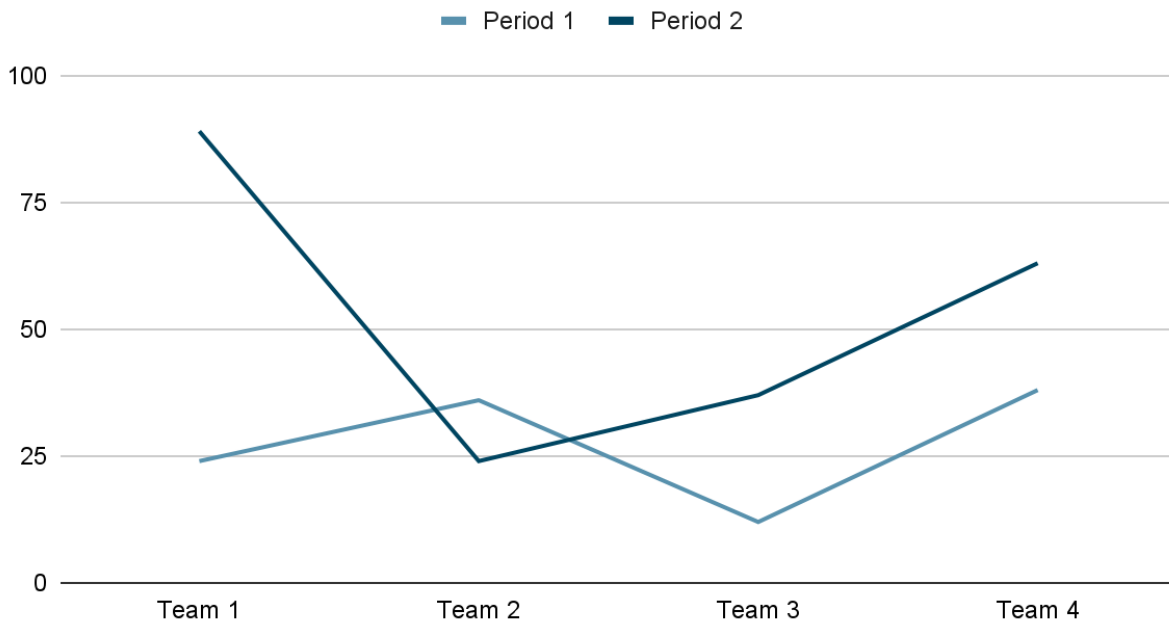
## Market Analysis

- Purpose - Analyze your market and competitors.
- Include - Target market demographics, industry outlook, and competitor analysis.
- Accomplish - Show a deep understanding of your market and where your studio fits within it.
- Visuals - Charts or graphs showing market data and competitor comparison.

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[Chart Example - Delete This One and Input a New One]

### Points scored

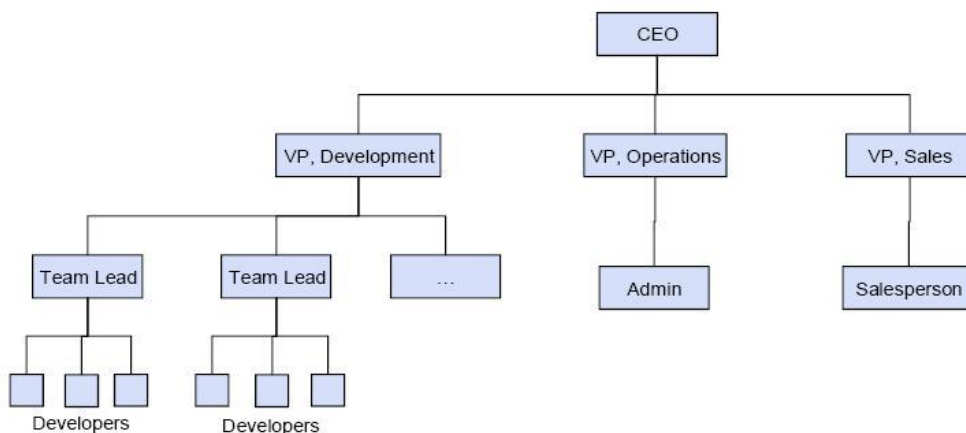


## Organization and Management

- Purpose - Outline your studio's organizational structure.
- Include - Information on the ownership, management team, and staff roles.
- Accomplish - Detail who will run the studio and their qualifications.
- Visuals - Organizational chart.

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## Traditional Org Chart



## Services or Product Line

- Purpose - Describe the services your dance studio offers.
- Include - Types of dance classes, special programs, and any merchandise.
- Accomplish - Highlight the range and uniqueness of your offerings.
- Visuals - Images of classes in session or product samples.

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## Marketing and Sales

- **Purpose** - Explain your marketing and sales strategies.
- **Include** - Marketing plan, sales tactics, and promotional activities.
- **Accomplish** - Demonstrate how you will attract and retain customers.
- **Visuals** - Marketing funnel diagram or sample promotional materials placed below the text

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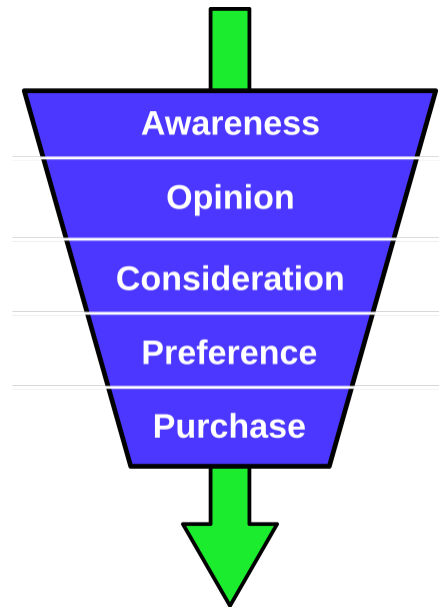
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[Optional - Insert Advertising Material images/Examples]

## Funding Request

- **Purpose** - Detail your funding requirements.
- **Include** - How much funding you need, potential future funding requirements, and how the funds will be used.
- **Accomplish** - Clearly state your financial needs to potential investors.

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Funding For	Equipment	Location	Salary	[Add More]
Cost				
Total				

[Create/Copy Multiple Tables as Needed]

## Financial Projections

- **Purpose** - Provide financial forecasts for your studio.
- **Include** - Income statements, cash flow statements, and balance sheets for the next 3-5 years.
- **Accomplish** - Demonstrate financial viability and future growth potential.



[Insert Your Image or Chart of Financial Projection]

Learn how to create financial projections > <https://youtu.be/luL0dWfd7Jk?si=ich9xbFPuAOeiNjr>



## Appendix

- **Purpose** - Add any additional information that supports your business plan.
- **Include** - Resumes, legal documents, permits, and other relevant documents.
- **Accomplish** - Provide supplementary information that adds credibility to your plan.

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## Timelines

- **Purpose** - Provide a clear timeline for achieving key milestones.
- **Include** - Start dates, project phases, and completion dates.
- **Accomplish** - Show a structured plan for your studio's growth and key milestones.

## 6-Month Plan

### Month 1

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Key Accomplishments:

- Accomplishment 1
- Accomplishment 2
- Accomplishment 3

### Month 2

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- Accomplishment 1
- Accomplishment 2
- Accomplishment 3

### Month 3

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- Accomplishment 1
- Accomplishment 2
- Accomplishment 3

### Month 4

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- Accomplishment 1
- Accomplishment 2
- Accomplishment 3

### Month 5

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- Accomplishment 1
- Accomplishment 2
- Accomplishment 3

### Month 6

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- Accomplishment 1
- Accomplishment 2

- Accomplishment 3