



SWIM SCHOOL BUSINESS PLAN TEMPLATE

BUSINESS PLAN

[YOUR BUSINESS NAME]

[MONTH | YEAR]

 [Your Name]

 [Your Email]

 [Your Phone Number]

 [Your Website]

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EXECUTIVE SUMMARY

Provide a high-level overview of the business plan. This section should summarise the most important aspects of your swim school and give readers a clear understanding of its purpose and goals.



Tip! Write this part last and pull the contents from other sections of this plan. Make it short and punchy.

Make sure your **Executive Summary** contains:

- Company Introduction
- Mission Statement
- Swim School Program and Offering
- Market Opportunity
- Marketing and Sales Strategies
- Financial Projections and Requirements
- Future Goals



EXAMPLE

EXECUTIVE SUMMARY

Mission Statement:

Amazing Swim School is dedicated to fostering a community of confident, capable swimmers by providing high-quality, accessible swim instruction in a supportive, safe environment

Amazing Swim School, based in Amazing Town, will become the leading swim school for children under 10. Founded by John Doe, an accomplished swimmer with a wealth of competitive experience, the school will specialise in parent-child swim classes. These classes will focus on water safety, confidence-building, and basic stroke development in a fun and supportive environment.

With no competing swim schools within a 50km radius and a growing 3% increase in the local child population, Amazing Swim School holds a significant competitive advantage. The school's unique position and commitment to excellence will allow it to become the go-to swim school for families in the region. A mix of traditional marketing and social media advertising will be used to market the swim school.

We seek initial investment of \$X to open Amazing Swim School. In the next year, we project revenue of \$Y and a net profit of \$Z. We plan to use the funding for ...



COMPANY OVERVIEW

Introduce your business! Offer a detailed description of your swim school, its target market, and the specific problem it solves.

- **Background Information and History**

Describe the origins of the idea, any relevant experience, and the motivation behind starting the swim school

- **Business Structure and Ownership**

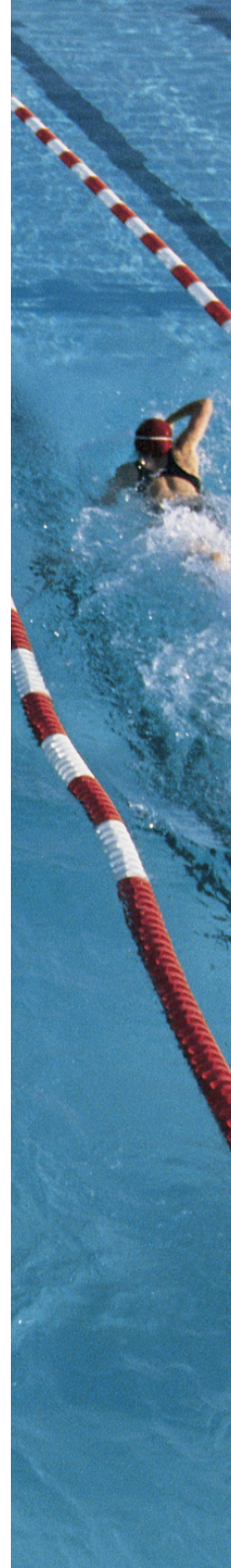
Explain your legal structure (sole trader, partnership, etc.) and outline who owns the swim school.

- **Mission Statement**

Outline the primary purpose and core values of the swim school (e.g., “To provide high-quality swim education in a safe, supportive environment”).

- **Future Goals**

List 3-5 specific, measurable goals (e.g., “Enrol 100 students within the first year”).



EXAMPLE

COMPANY OVERVIEW

Amazing Swim School, founded by competitive swimmer John Doe, is dedicated to providing expert swim instruction for children under 10, with a special focus on parent-child classes. Our mission is to create a safe, fun, and supportive environment where young swimmers can develop water safety skills, build confidence, and learn the basics of swimming.

Our short-term goals include establishing a strong local presence, attracting our first 100 students, and creating a welcoming community atmosphere. In the long term, we aim to expand our classes, introduce advanced swim training programs, and become the leading swim school in the region.

We offer personalised swimming lessons tailored to young children, emphasising water safety, basic stroke development, and confidence-building. Our competitive edge lies in our founder's expert background, the absence of local competition within a 50km radius, and the growing local child demographic.

The Amazing Swim School team is led by John Doe, who brings years of competitive swimming experience and a passion for teaching. With plans to expand, we'll also be hiring additional qualified swim instructors to support our growth.



MARKET ANALYSIS

Present a detailed assessment of the market conditions, including competitor analysis and customer demand.

- **Industry Overview:**

Discuss the swim industry, trends, and growth opportunities.

- **Target Market Analysis:**

Detail the age, income level, and lifestyle of the target market (e.g., families with young children).

- **Competitor Analysis:**

Provide a thorough analysis of local competitors, including their strengths, weaknesses, pricing, and market share.

- **Market Demand:**

Present data or insights on the demand for swim lessons in your area.

- **Opportunities & Threats:**

Identify any potential opportunities (e.g., underserved demographics) and threats (e.g., seasonal business trends, economic downturns).



EXAMPLE

MARKET ANALYSIS

Target Market

Our target market consists of families with young children, especially those in the 0-10 age range, who are eager to teach their kids water safety and basic swimming skills. The growing interest in water safety and early childhood development positions us well to cater to both parents and children. The local demographic shows an increase in the number of young families, providing a steady influx of potential customers.

Competitor Analysis

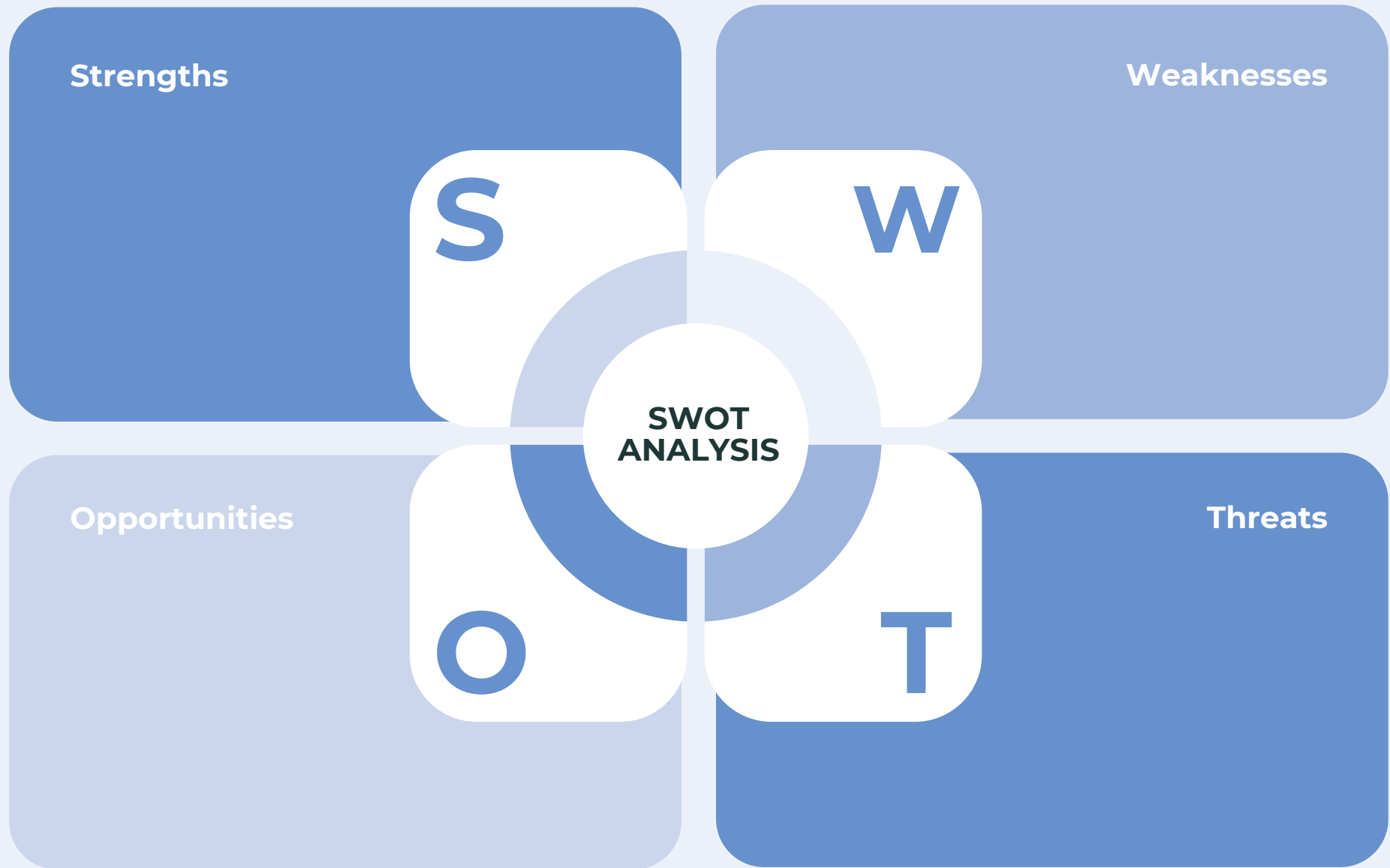
Currently, there are no direct competitors within a 50km radius, giving Amazing Swim School a competitive advantage as the sole provider of swim education for children in the area. While there may be indirect competitors like larger, multi-sport facilities, they don't specialise in children's swim training, particularly for parent-child classes. This gap in the market allows us to focus on building a strong customer base, which will eventually lead to a dominant market position.

Market Demand

Key trends influencing the market include the growing awareness around water safety, increasing participation in childhood development programs, and a cultural shift towards fitness and early physical education. There's also an opportunity to expand our services in the future by offering swim camps, advanced classes for older children, and water-based fitness for families.



EXAMPLE



PRODUCT OFFERINGS

Describe all services offered by your swim school, highlighting unique features and how each service meets customer needs.

- **Service Offerings:**

List each service (e.g., group classes, private lessons, toddler programs) and include descriptions..

- **Class Levels & Age Groups:**

Specify the levels (beginner, intermediate, advanced) and age groups targeted.

- **Special Programs:**

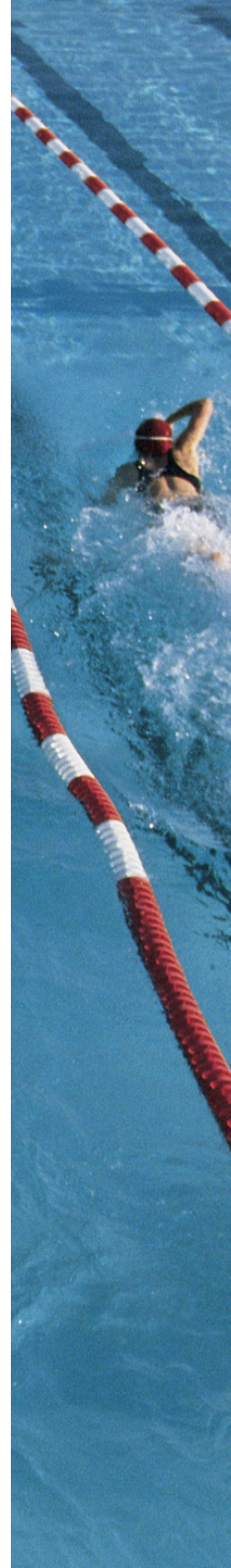
Detail any specialised offerings (e.g., water safety workshops, competitive training).

- **Additional Amenities:**

Mention any extras (e.g., heated pools, lifeguard supervision, play area).

- **Pricing Strategy:**

Outline how services are priced and any packages available.



EXAMPLE

PRODUCT OFFERINGS

Class Offerings:

Toddler Classes:

- For ages 2-4, focusing on water acclimation and basic water safety.
- Beginner Classes: Ages 5-10, emphasising basic strokes and confidence in the water.
- Advanced Classes: Ages 10-16, refining strokes and preparing for competitive swimming.
- Adult Classes: Group and private lessons for all skill levels.
- Competitive Training: For teens and adults looking to improve technique and stamina.

Pricing Strategy:

- Group Lessons: \$25 per class; package discounts for 8- and 12-class blocks.
- Private Lessons: \$60 per class, available by appointment.
- Loyalty Program: Returning students receive a 10% discount on their next enrolment.



MARKETING & SALES STRATEGY

Present a detailed strategy on how you plan to attract and retain customers.

- **Brand Positioning:**

Describe your brand image and message.

- **Marketing Channels:**

Specify the channels you'll use (e.g., social media, Google Ads, community partnerships).

- **Promotional Activities:**

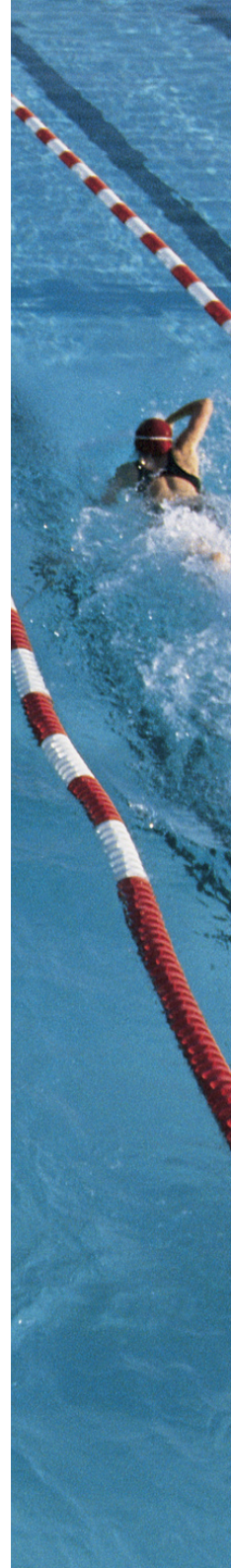
List promotional activities like free trial classes, referral programs, and seasonal discounts.

- **Customer Retention Strategy:**

Describe retention tactics such as loyalty programs, member newsletters, or exclusive events.

- **Sales Process:**

Outline how potential customers will learn about, enroll in, and continue with the school's services.



EXAMPLE

MARKETING & SALES STRATEGY

Marketing Strategies:



Social Media

Advertise on platforms like Instagram, Facebook and engage with community.



Content Marketing

Share news and updates via email and newsletters.



Print Advertising

Distribute flyers in the area to raise awareness of your swim school.

Sales Strategies:

- Referral Programs to reward customers for referring new clients

Customer Retention:

- Loyalty Programs
- Discounts
- Personalised communication
- Regular feedback surveys



OPERATIONS PLAN

Explain the day-to-day operations of the swim school, focusing on logistics, staff, and procedures to ensure smooth functioning.

- **Location & Facilities:**

Describe the physical location, pool facilities, and any special equipment.

- **Operational Hours:**

State the hours of operation, including any seasonal adjustments.

- **Staffing Requirements and Training:**

Detail the roles, qualifications, and responsibilities of staff, including instructors, lifeguards, and administrative personnel.

- **Class Scheduling Process:**

Explain how classes are scheduled, including any tools or software used.

- **Customer Check-In & Safety Procedures:**

Describe customer check-in, pool safety protocols, and child supervision policies.



EXAMPLE

OPERATIONS PLAN

Location:

Amazing Swim School is located in a leased facility with a 25-meter heated pool, locker rooms, and a lounge area.

Hours of Operation:

- Monday to Friday: 8:00 AM - 7:00 PM
- Saturday: 9:00 AM - 4:00 PM
- Sunday: Closed

Staffing Needs:

- Certified Instructors: Full-time and part-time.
- Administrative Assistant: For client communications and scheduling.
- Facility Manager: Ensures the cleanliness and maintenance of pool facilities.

Safety Protocols:

- Lifeguard on duty during operating hours.
- Daily water quality testing and regular facility inspections.



FINANCIAL PLAN

Provide a detailed financial projection and funding plan, showing how the swim school plans to become profitable.

- **Startup Costs:**

List estimated initial expenses (e.g., pool rental, renovations, equipment, marketing).

- **Revenue Streams:**

Detail expected sources of income (e.g., class fees, merchandise sales).

- **Financial Projections:**

Include income statements, balance sheets, and cash flow projections for the next 3-5 years.

- **Break-Even Analysis:**

Show the point at which revenues will cover expenses.

- **Funding Requirements & Use of Funds:**

Specify the amount of capital needed and how it will be used (e.g., equipment, initial marketing).

- **Risk Analysis & Contingency Plan:**

Identify financial risks and a contingency plan to address potential setbacks.



GROWTH & EXPANSION STRATEGY

Outline plans for future growth and how the swim school will scale operations over time.

- **Long-Term Goals:**

Describe objectives for the next 5-10 years (e.g., opening additional locations).

- **Expansion Opportunities:**

Discuss potential opportunities such as adding new services, increasing capacity, or expanding to new markets.

- **New Revenue Streams:**

Consider additional income sources (e.g., swim merchandise sales, hosting events).

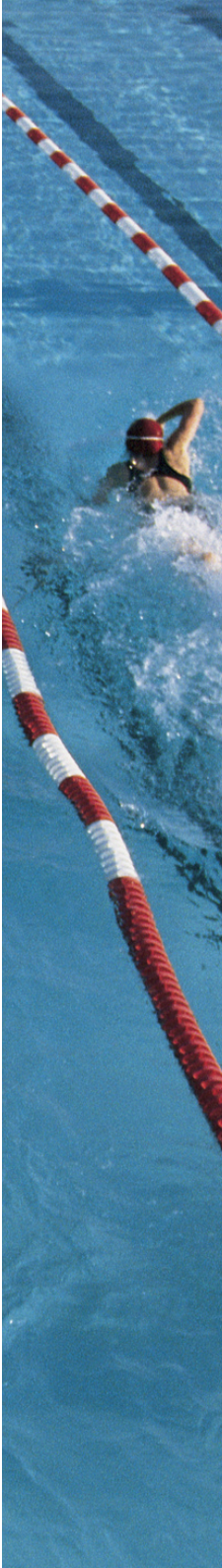
- **Scaling Operations:**

Outline how staffing, facilities, and systems will grow to meet future demands.



APPENDIX

Provide supplementary materials and additional details to support the business plan. This could include any additional financial statements, sample marketing materials, legal documents etc.





SWIM SCHOOL BUSINESS PLAN TEMPLATE

THANK YOU

 [Your Name]

 [Your Email]

 [Your Phone Number]

 [Your Website]