

Ocean View Academy BUSINESS PLAN

Prepared by:

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I. EXECUTIVE SUMMARY

Ocean View Academy (referred to from hereon in as the "Company") is intended to be established as a Limited Liability Company at 301 Avenue D, Redondo Beach, California 90277 with the expectation of rapid expansion in the child care industry.

Business Description

The Company shall be formed as Limited Liability Company under California state laws and headed by Liliana Lujan.

Liliana Lujan has over 20 years experience in Child Care. She has also been a Director of a Preschool in Hermosa Beach for 11 years.

The Company will employ **20** full-time employees and **4** part-time employees.

Business Mission

Ocean View Academy's mission is to provide excellence in care and education that help children, families and employees work together to be their very best.

We are committed to:

Nurturing children to develop at their own pace through hands on learning.

Make a difference in the lives of children and families in our community.

Provide a safe and nurturing environment that our students and families feel welcome and comfortable.

Provide curriculum based on the interests of the class and environment.

Prepare the children for academic success.

New Service

The Company is prepared to introduce the following service to the market:

Child Care: We will be providing care for children ages 6 weeks-6 years. Parents will drop off children using the drop off zone located in front of the school. A teacher will be outside to assist in the transition. We will have intervals of time when the children will be dropped off. ie. 7:00-7:15, 8:00-8:15, etc. If parents come after designated drop off times they can use the parking lot to park. There are 62 available parking spaces for the preschool.

During preschool hours the Church will not be in use. The preschool will be using pre existing classrooms during its operational hours. There will be availability for children to attend the school part time or full time. Part time hours are 7:00 am-12:30 pm and full time hour are 7:00 am-6:00 pm.

*The Church hold Bible Study via zoom when the School opens. All Church activities will be after school hours and on the weekends.

*We will utilize two play areas while the preschool is in session. There is a courtyard that accomodates 55 children at one time and a grassy area that accomates 30 children. The children will be divided into different groups so that they will not be using the playground at the same time.

***Pick up/Drop off Procedures:** We will have a designated time between 7:00-9:00am where the children will be dropped off in the unloading zone (that are already in place) that is adjacent to the school. There will be staff outside to bring the children inside or to bring the children to their parents at the end of the day. Should the parents need to come inside, they will park in the parking lot across from the school and walk to the stop sign on PCH and Avenue D.

II. BUSINESS SUMMARY

Industry Overview

In the United States, the child care industry presently makes 250,000 dollars in sales.

Research shows that consumers in this industry primarily focus on the following factors when making purchasing decisions:

Legal Issues

The Company affirms that its promoters have acquired all legally required trademarks and patents.

III. MARKETING SUMMARY

Target Markets

The Company's major target markets are as follows:

We will be looking to license the Child Care center with a capacity of 85 children.

The estimated number of potential clients within the Company's geographic scope is 85.

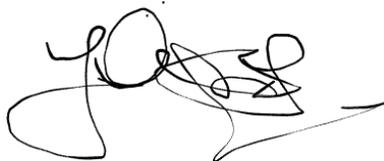
Services

First-rate service is intended to be the focus of the Company and a cornerstone of the brand's success. All clients will receive conscientious, one-on-one, timely service in all capacities, be they transactions, conflicts or complaints. This is expected to create a loyal brand following and return business.

IV. FINANCIAL PLAN

12-Month Profit and Loss Projection

Monthly expense for salaries and overhead (projected):	\$32,000.00
Revenue and sales for first year of business (projected):	\$150,000.00
Gross profit for first year of business (projected):	\$0.00

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