

[NAME OF BUSINESS]

BUSINESS PLAN

[date business plan issued]

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Business Plan Copy No. _____

Confidentiality Agreement

The undersigned reader acknowledges that the information provided by [NAME OF BUSINESS] in this business plan is confidential. Therefore, the undersigned reader agrees not to disclose any of such information without the express written permission of [NAME OF BUSINESS].

It is hereby acknowledged by the undersigned that the information to be furnished in this business plan is in all respects confidential in nature (other than such information which is already in the public domain through other means) and that any disclosure or use of same by the undersigned may cause serious harm or damage to [NAME OF BUSINESS].

Upon request, this document is to be immediately returned to [NAME OF BUSINESS].

Signature

Print Name

Date

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**[NAME OF BUSINESS]
BUSINESS PLAN**

EXECUTIVE SUMMARY

(NOTE: The Executive Summary is the section of the business plan in which you give an overview of the business and highlight the key points and the purpose of your business plan.)

Business

[NAME OF BUSINESS] (the "Business") is a partnership of _____ partners, formed for the purpose of opening and operating an indoor golf facility in the _____ area.

The Business will be housed in an air-inflated structure. During peak outdoor golfing months (June through August), the structure can be used for a variety of different recreational events and activities. During those months when the weather does not allow for outdoor golfing, the structure will be used as an indoor practice facility.

Business Opportunity

There is currently not an indoor golf facility in [Name of City]. With an estimated _____ golfers in the area, there is an existing market that is currently not being fulfilled during the off-season months. The facility will be a unique and highly differentiated service to the [Name of City] market. We believe that this service, coupled with the comfortable atmosphere of the facility which allows users to golf, eat, drink and socialize all in the same setting, will attract and serve a broad customer base.

Goals

The Business's goals are (i) to provide high quality services to our customers; (ii) to generate a profit; and (iii) to grow the Business at a steady and manageable rate. We expect the Business to generate strong cash flows and healthy profit margins, and to reach the break-even point by the ____ quarter of Year ____.

Competitors

While the Business will have no direct competition in [Name of City] as there is no other facility of this type, we will be competing for the public's entertainment dollars, which might otherwise be spent on other specialized services such as outdoor golf courses, driving ranges, ski resorts, and indoor facilities such as bowling alleys.

Competitive Edge / Core Competencies

The Business will capitalize on its unique strategy to reach a broad spectrum of end users. We will provide indoor golfing in a comfortable environment that is competitively priced. Our services will provide an alternative to other recreational and fitness activities.

Purpose of Business Plan

The purpose of the business plan is to secure a loan to cover start-up costs, which we anticipate will be in the neighborhood of \$_____. The partners have each contributed \$_____, which leaves a balance of \$_____ to be funded by loan proceeds.

I. BUSINESS INFORMATION

1.1 Legal Structure & Ownership

[NAME OF BUSINESS] (the "Business") is a partnership of _____ partners, formed for the purpose of opening and operating an indoor golf facility in the _____ area. The partnership was registered in the [State / Province] of _____ on _____ [date] as a _____ [describe - whether general partnership, limited liability partnership, etc.]

Each of the partners is an experienced golfer, and each brings a level of business acumen and expertise to the venture. Among them, the partners have a combined ____ years of experience in the fields of _____, which will be applicable and beneficial to the operation of the Business.

Each of the partners has contributed 50% of the total capital raised so far. Since the partners are contributing equal proportions to the start-up capital, they will have equal rights and responsibilities in managing the Business. In the event of potential partnership disputes, the partners agree to seek third party arbitration.

1.2 Description of Facility & Location

The facility will be an air-inflated enclosed golf practice range, which will permit golfers of all ages to practice their swing during the winter months, when outdoor golfing is not possible or practical in the _____ area. A total of ____ golfers will be able to practice at the same time. With a ____-yard length to practice their drive, golfers will be able to use any club in their bag and analyze the flight and spin of the ball.

The structure will be a _____ square foot indoor facility that houses ____ stalls for indoor golfing and will serve as a recreational facility during the summer, when golfers will be out on the courses. The structure has ____ bays on the main floor and ____ bays on the second floor. The air structure is supported by blowers which create high volume and low pressure and constantly keep the structure at the proper operating pressure and temperature.

The facility will be located at _____, near a large number of downtown businesses and hotels, which will increase usage and provide maximum accessibility for the majority of our target market. The facility will have parking for _____ vehicles. By choosing this location, we will increase our visibility in the community and maximize our recognition as a prominent business in [Name of City].

The environment of the structure will be highly adaptive to a variety of wants and needs. The facility will be comfortably heated and ventilated with evenly balanced and controlled lighting. One of the stalls will have a video camera where patrons will have the option to tape their golf swing, in order to monitor their progress and form.

There will also be a restaurant located in this area, which will serve snacks, non-alcoholic beverages, sandwiches, salads and lunches. The restaurant will encompass _____ square feet and will offer quick and affordable food that appeals to our target market. The restaurant will not be operated by the Business, but will be leased to an established restaurant with a casual and relaxed atmosphere.

The dome will also house administrative offices and a small pro shop. We will install ____ big-screen televisions in the concourse area. We will also have a fully equipped conference / meeting room for business meetings and events.

1.3 Construction of Facility

[Give a summary of how long construction will take, the estimated start date, and who the architects, engineers, general contractor and major suppliers will be, particularly with respect to the air dome. Describe the structure, giving details with respect to safety, stability, comfort, security and any other issues which might be of concern to lenders / investors. Include plans and specifications for the structure in the Appendices.]

Artificial turf will be used to surface the playing field. This surface will allow the facility to be used for sports activities such as soccer, field hockey, football and baseball. The installation of artificial turf will minimize the costs of upkeep and maintenance, compared to natural grass.

1.4 Land Lease

The partners have determined that it is in the best interests of the Business to lease the land rather than purchase it. This will reduce start-up costs and increase liquidity, which will serve to increase our financial flexibility. We plan to seek a ___-year lease at a cost of \$_____ per month, or \$_____ per year. At the end of the initial ___-year term, the partners will assess the profitability of purchasing the land at a competitive price with our projected increase in cash balances and accumulated retained earnings. This strategy will allow the Business to minimize its initial debt requirement in order to ensure sufficient funding for the operations and management of the facility at the outset.

II. DESCRIPTION OF PRODUCTS & SERVICES

(NOTE: In this section, describe your current products and services, what features or offerings set your products and services apart from your competitors, R&D plans, future enhancements, production and distribution strategies. Include data on proprietary processes, patents, copyrights, etc, which make your products unique.)

2.1 Services

The primary service provided by the Business is an indoor golf practice range. Through this service, golf enthusiasts and their families will be able to hit golf balls indoors in a comfortable environment during the off-season. Golfing services will be available for the months of _____ through _____.

Because we realize that most golfers will be golfing outdoors in the summertime, during the months of ___ through _____ the structure will serve as a recreational facility where various events can take place, including sports events, group activities, company functions, etc. For golfing operations, the structure will be open 7 days per week between the hours of _____ AM and _____ PM for the months of _____ through _____. For the remainder of the year, the hours of operation will fluctuate with the demand for programs, events and activities.

The indoor golfing range facility is unique in [Name of City], as there is currently no place for golfers to practice their swing during the winter months. This facility will provide golfers with the opportunity to maintain and improve their game in the off-season. And people who have never golfed will have an opportunity to learn the game, even when the snow is on the ground.

The facility will also provide [Name of City] residents with another avenue for recreation and entertainment. During the summer when golfers prefer to be on an outdoor course, the air-supported structure offers an area where a variety of sports and recreational activities can be played under natural or interior lighting. The facility can serve as a site for sports training, corporate meetings, university and high school sports clinics, and many other applications.

2.2 Future Plans & Opportunities

[discuss how you plan to expand in future, and what you see as future opportunities for the business to expand, grow and develop]

III. MARKET ANALYSIS & MARKETING PLAN

(NOTE: Use this section to identify your current market (if an existing business) and/or your target market (for new or expanding businesses), the growth potential of the market, market share, competitors and their products and services, factors which impact your business (such as seasonal sales, niche markets, etc). This section will also be where you outline your marketing plan (sales, advertising, PR).)

3.1 Industry Analysis

[You will need to do some market research to determine the current state of the industry, and to give an overview of the current market and factors which could affect the market, either positively or negatively (such as consumer buying patterns, seasonal fluctuations, economic factors, etc)]

The golf industry in [Name of Country] has enjoyed tremendous growth over the last 25 years. The game has crossed cultural and social boundaries to escalate its image from an exclusive game played by the wealthy, to become an activity enjoyed by people of all income levels and social backgrounds. Industry estimates show that there are currently approximately _____ million people in [Name of Country], aged 18 years or older, who play at least one round of golf per year. Combined, these individuals enjoyed an estimated _____ million rounds of golf in _____ [insert the year]. The number of players of the game has grown by an average of _____% per year since _____ [insert the year].

Over the past decade, the golf industry has seen an average spending increase of _____% per year. This revenue growth has driven the annual expenditure on equipment, fees and apparel to escalate to \$_____ billion in _____ [insert the year]. Greens fees and dues accounted for \$_____ billion.

Avid golfers (those who play more than 25 rounds per year) make up only 25% of the total market, but are responsible for over 50% of all golf-related spending. For this reason, one of our primary target markets will be members of the private courses in the [Name of City] area. Applying the above statistics to our local market indicates that these individuals will potentially account for a large portion of our golfing revenue, through repeat visits to the facility during the off-season.

The growth rate in golfing is not expected to slow down. In fact, based on statistics from _____ [quote source], the golf industry can expect a natural addition of _____ million golfers and _____ million rounds of golf in the next decade. This growth is due to the natural aging of baby boomers and overall population growth rates. The partners believe that these national projections can be applied to the local market. We anticipate an annual increase of the number of golfers in the area will be _____%, which translates into an increase of approximately _____ new golfers per year.

3.2 Local Market

[Market research will also be required for this section - Useful sources of information can be your local Chamber of Commerce publications, business directories, government statistics authorities, etc.]

The city of [Name of City] has a population of _____ people and is a center for _____ [describe]. It is closely located to _____ [describe local attractions that bring in tourists], and has _____ universities and colleges which have a total enrollment of _____. [Give any other relevant details about the city which would impact the business.]

The climate for [Name of City] is _____ during the summer, and _____ in the winter months. The average snowfall is approximately _____ per year. Frost can occur as late as _____ and the first frost of the autumn typically comes around _____. Autumn temperatures average between _____ and _____. The chart below sets out the average maximum and minimum temperatures, and average precipitation for each month.