

Component 1: Business Plan

Company Name: Women's Sport Camp

Business Plan

[period the business plan covers]

1. Executive Summary

(We suggest you complete this section after you have completed the other sections of the Business Plan.)

Overall, our organisation is a nonprofitable business as everything which is made within profit can straight back into the business as we are able to help expand the organisation and keep the organisation running annually. This is also able to help us get more funding, which we would be able to use to do more adventurous activities such as surfing, kayaking and many others.

To promote our organisation, we would use social media and a website to promote our merchandise and project and also use poster, leaflets and schools talks. We decided to use these types of platforms as if not many people use social media, we are able to place our number down on the leaflets and any questions which people would like answers too they are able to contact us on the phone number. While doing school talks this can give us an insight of why girls don't participate within it anymore and we are able to help encourage girls and explain all the wow factors for them when participating in sport. We are also able to explain to not be nervous as they are able to bring a friend with them to enjoy the experience.

Our target audience is women at all ages. As no women should feel that they shouldn't participate within a sport because of their gender. We want to help increase the numbers of women doing sport at all ages and help cut out the times where women are most likely to drop out of sport because feeling self-conscious, not having any confidants as not participating within a sport before. We want to help women find a sport which can suit them. We have looked over many different cases studied which was able to give us a high number of statistics on the reasons why women drop out of sport. But what women don't realise is that there are many different perks for women when competing or doing physical activities.

The location of our organisation will be in the heart of Swansea due to the lack of competitors we face within this area, also this will be easier for everyone around the Swansea and surrounding areas to get transport to our facility as transport in and out of Swansea is always available whether that is by bus, taxi, car and even walking.

When charging a total of £215 per person and as it is our first opening, they can also bring a friend to all the sessions throughout the 4 weeks free of charge. When looking at local competitors such as dance schools for example they charge £203 per week per person. We can beat that price as we are able to charge £60 per week while also, they are able to bring another person for free. This can beat all local competitors as they are unable to beat our organization as they are all a profit-making organization.

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2. Introduction and Company Overview

(Provide a brief description of what your business is, who is involved, what you want to achieve and how you will measure success. Include a description of your product or service and explain your USP.)

The business which we have decided to bring forward for Wales is an all-women's sport camp. The age which we could cater from is 12 above on their own then anyone under that age will have to be accompanied by an adult. This is to encourage women at all ages to participate in sport and help them realise there is no boundaries. There will also be a creche put in place to help mums also experience the camp. Our business is put in place to help increase the number of women participating within sport in Wales due to the lack of numbers we see today, there has been an increase of women participating within sport as of 2015 approximately there was 17.33 million girls who took part in sport at least twice a month, compared to 2022 where there was 17.68 million who took part in sport twice a month which is a slight increase by 0.35 million. (*Lange 2022*)

The business will consist of the four people which came up with the business pitch as they will ensure that everything is run to a high standard as they will need to ensure that the camp is run effectively. There will also be volunteers put in place to help run the camp, the volunteers will undergo different checks to ensure that they are suitable for the camp. There will also be a check on sporting qualifications to see what they have to offer.

As a business the main goal which we want to achieve is to help increase the participation levels within the local communities. The reason for this as many girls' dropout of sport within secondary school as they are worried about their appearance and having the fear of them being judged by others as when hitting puberty their bodies are going through changes and us as a business want to help girls embrace it. Also, women which age 18 – 45 feel insecure with their skin appearance such as having stretch marks this has led them to drop out of sport. By putting our summer camp in place this can help women as all ages get back in to doing a sport which they love. This will enable us to bring up the participation level within women's sport.

When measuring the success within our business, we would use the smart tool goals. Smart goals are goals are specific, measurable, achievable, relevant, and time-based. Developing smart goals is one of the best ways to create and measure goals providing specific tasks to track. Creating specific goals and separating them into tasks is the best way to help you understand the steps that need to be taken in order to accomplish long-term objectives and goals. This can set a clear timeline including start dates and goals dates. Smart goals are also very effective as they are designed to be realistic. By having a specific goal in mind, the business is able to feel a sense of accomplishment when making progress towards that goal, which can be a powerful source of motivation.

There are many gyms which offer a women's only section but when arriving they don't have the confidence to try new equipment within the gym and also many are unsure of what they need to do within the gym. Also, when going to unisex sports club's women have no confidence as they feel that they are going to be judged. By putting in place our summer camp we are able to reach out to these women and help guide them through their sporting and fitness journey within the camp. Not many sporting camps cater for mums but putting a creche on site. We want everyone to feel welcomed no matter what.

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3. Market and Competitors

(Provide an overview of the market you are working in, including a competitor analysis, and explain how you plan to compete. Give details about your target markets, your customers' needs and how you match those needs.)

We are working within an all-female market which gives us a huge advantage due to the lack of just female classes in the local area, when undergoing research, we could see as a team that within the local Swansea area there isn't really any competitors that stand out to challenge against what we are offering towards the female community.

Our target market is to attract just women as we feel as a group that women are not given enough opportunities to join in with classes within local gyms and activity centres due to the feeling of being judged by men so creating an all-women's atmosphere will help bring out their confidence and motivation. We would like to target any age but anyone who wants to come under the age of 12 will need to be with an adult or guardian. Also, when having mums not many places provide a creche which lead to not many mums going out and enjoying physical activities. But with a creche put in place within our facility this can give mums the free time which they need to reboot their batteries and feel on top of the world again. They are also able to socialise and make friends with other mums which can lead to long term friendships. Also, with young girls which have no confidants this is ideal for them as they can bring a friend with them and do different activities which they are able to enjoy without the fear of being judged or feeling self-conscious. 18 – 45 who worry about their appearance won't have to worry no more as this organisation is able to help them feel free and be able to get back involved and enjoy what they love.

We will be able to match out guests needs by ensuring that we are always communicating with our guests and seeing what they would like to do within the program and what results would they like to see then we are able to cater sessions towards what our guest want.

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4. Sales and Marketing Strategy

(Explain your marketing strategies and how you cut through the competition. Give details of where your customers are and how you plan to reach them. Include your pricing strategy and a detailed sales forecast.)

When advertising our business, we will use a series of ways such as social media, a website, local community newspaper, and put leaflets around the local area. After undergoing some research, we found as a group that social media marketing would most likely be the most successful and efficient way to market our sports camps for women. Social media today is the fastest and effective way to reach out to customers and employees with information thanks to the wide variety of platforms available today, social media marketing has become one of the most popular and successful forms of digital marketing, companies that blog on social media get 55% more web traffic to help them build their coverage. (Burnes, 2022) A con to the social media marketing is that the older half of the population of the women may not use or have a good knowledge of using social media meaning we will have to also post in the. This would be held in local supermarkets, bingo halls, different workplaces such as office jobs.

When bringing the young women towards our camp we would ensure to go to school and provide talks about our camp, when having any questions, the women are able to ask and receive answers. To draw members towards our camp the first summer that we open there will be coupons put in places so that anyone which purchases a block of sessions will be able to bring someone along for free.

We want to ensure that our business is successful, and we also don't want to overcharge anyone when using the camp as we want our guests to return back to our camp and also spread the word as this can have a positive effect on the camp bring more participants to the camp meaning we can renovate more money to be able to upgrade the camp sessions paying for a better and more wide range of facilities and location to spread our camp further around the country helping more women participate within sport to help increase the numbers.

When looking at the price to rent a basic facility with the basic equipment that is needed in Swansea, we are looking around a total of £3,200 for the total of 4 weeks for 4 sessions a day (1-hour sessions) Monday to Friday. This would mean that if 30 people attended every day for the duration of the 4 weeks we would need to charge everyone a total of £109 each to break even, if we were to charge a total of 60 members a total of £215 for the duration of the full 4 weeks, we would make a total of £6,450 meaning that taken away the £3,242 worth of bills away leaves us with a total of £3,208 profit. This means that we could invest this money back into the camp or even start up more camps in other places to help achieve the overall goal of increasing women's participation in sport.

As when charging a total of £215 per person and as it is our first opening, they can bring a friend to all the sessions throughout the 4 weeks free of charge. When looking at local competitors such as dance schools for example they charge £203 per week per person. We can beat that price as we are able to charge £60 per week while also, they are able to bring another person for free. We are a non-profitable organization as all profits made will be renovated back into the organization and help expand the company across Wales and further. This can also help bring in new equipment or even help by making a better facility.

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5. Operations

(Outline your operational capabilities and explain how you plan to conduct your business. Include information about your location, premises and equipment, and your production plans, supplier base and distribution strategies. Also include details of staff, and systems and procedures.)

Our camp is going to be based in a leisure centre locally within Swansea that can hold a capacity of at least 60 people per session, when providing extra money, we can use the equipment in the facility which is suited to our session meaning we don't need to pay to storage and use our own equipment. Our location will be in the heart of Swansea as this is idea for transport with people in many different areas.

Our plan is to do different activities within the 4 sessions as this can give a wide range of options for the participants as this will enable us to gain more people as there will be more options to choose from. We would also hold a meeting before the end of the session to also heard the thoughts from our guests on how they feel and what they would like to see happening within the facility. We would also advertise throughout social media what's going on within the daily sessions and put a poll up the night before to see what everyone would like to do.

The main 4 staff which will be the 4 people running the organisation all have level 2 gym instructor qualification. This will enable us to ensure that all sessions are run effectively. We also have our first aid training qualification as if something was ever to go wrong, we would be able to help while waiting for the ambulance to arrive. There will also be volunteers put in place and they will undergo a series of checks to ensure that they reach the requirement towards the role.

6. Financial Information

(Provide a month-by-month cashflow forecast for the first year, together with a profit and loss statement for years 2 and 3, and a calculation of how much you need to break-even.)

Due to the duration of the summer sports camp, instead of creating a month-by-month cashflow forecast I will be creating a week-by-week cashflow forecast.

Within the first week, we expect to be almost doubling the amount that we spend on organizing this event as the event itself will only cost just over £800 per week for the venue and all the insurance meani9ng that all we need is for either four people to pay for the full 4 weeks which will make us £860 or for just 14 people to pay just for one week which will make us £840 as this will be a brand new sports camp starting up which people may not have heard of or will be hesitant to try out due to possibly having other commitments such as childcare or work. This means that the advertising for this event must be perfect as it will allow us to make sure that they understand that this camp offers free childcare so that if they are able to get some time off work then they wouldn't have to worry about arranging a sitter. If they were to attend within the first week then they would also receive a voucher allowing them to bring a friend for free, meaning that they could save £215 or if they wanted to split, it to make it £107.50 cheaper each. During this week however our aim would be to get at least 14 people to attend meaning that if they were all to pay for the full month pass then we would have made almost £3010 which would almost cover the entire cost of the full month to rent out the facility.

The week after this we hope after people begin to become more aware of the camp and learn more about it that people begin to bring more people with them due to the vouchers, the camp will become extremely popular. We also hope that more people would start to show up and start paying for the full month which even if they were to join during the second week would carry over

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to next year's summer camp where they would get the first week including in the package from the previous year. During this point, we would hope that from the people already attending the summer camp from the previous week who would've encouraged more people such as friends and family to attend with them along with the free passes they would have received that our numbers would almost double meaning that our aim would be for there to be about 28 people attending the camp. Taking into account that almost half of the new comers would more than likely be coming due to the vouchers that their friends or family would have received during week 1 meaning we would have only had around another seven people paying for the camp meaning that if they were all to purchase the monthly pass which would also carry over to the year after then we would already have made a profit due to there being £4515 in total, and the facility and insurance and everything else which we will need including DBS checks and training courses for the staff only costing around £3800. Therefore, due to us being a non-profit organization we will then put any money we have left over from the event back into next year's summer camp to try and make that even bigger and better so that they will also return the next year.

By around the third week we don't expect to get to many new people coming in and paying for a full month's subscription as there will only be around two weeks left, therefore they are more likely to pay for just the weeks subscription or even take it day by day. Therefore, we would aim to get around another 6-8 people signed up during the third week meaning that if all 8 signed up for the week at £60 per person then we would make another £480 on top of what we would have already made meaning that all together we would have made around £4995 in total meaning that for the next event next year we would already have just over £1000 ready in the funding without the help that we will be receiving from the national lottery. This would help massively with the next sports camp which we will hold as it will allow us to improve our facilities or even run multiple in multiple areas of Wales.

By around the fourth week we understandably wouldn't have as many people joining as we did during the previous weeks as the camp would be coming to an end for that year and therefore would aim for around 2-4 new people to start coming and just pay for that final week. Therefore if those 4 people were to pay for the full week then at £60 per person we would make a further £240 bring our total to around £5235 meaning that the left over funds from the entire event which can be put into next year's event will be around £1435 allowing us to get a good start on the event next year and allowing us to make many improvements to the event such as the facility which we hold it in, how many events we have going on during the same time in different locations allowing for more people to take part and make it more enjoyable for everyone.

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7. Appendices

(Include all documents and evidence to support your plan. This may include market research, letters of intent and any firm orders you may have, references, portfolio of previous work, legal documents, price lists, CVs for key team members and sample promotional material. Make sure you cross reference the appendices to the appropriate section of the business plan.)

Merchandise:

Tunk top



HOODIE



Bennie Hat



Tops



Hat



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Water Bottle



Bag



Gym Towel



Here is a sample on what type of merchandise which our organisation has to offer they are able to come in a range of colours, they're cost friendly and will be sold for cheap as we want to promote our organisation to every woman within the local community.

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Leaflet:

Women's Sport Camp

Our sports clubs are aimed to target only women between the ages of 12 and older to help increase the number of women taking part in physical activity due to the high number of girls stopping sport between primary to secondary school and to also help women with lack of confidence to get back into sport.



Our sports clubs will be only women due to the lack of confidence and the fear of being judged by men whilst undergoing sport to allow the women to be able to perform and enjoy the sport without the pressure and fear of being watched.

By putting these clubs in different communities, it can help build girls and women's levels of confidences and self-esteem and it also lowers levels of depression. Girls and women who play sports have a more positive body image and experience higher states of psychological well-being than girls and women who do not play sports.





Our sports clubs also have positive benefits for women like having a higher self-esteem, get rid of the feeling of loneliness, teaches you too fail, promotes healthy competition, boosts mental health and girls are more likely to become academic all stars.



We have a wide variety of clothing and accessories ranging from jumpers to water bottles.

Monday - Friday for 4 weeks (1 hour session each day for 5 days)

From 10am - 11am, 11am - 12pm, 12pm - 1pm, 1pm - 2pm (deepening what session you are)

Starting on 22nd of July 2024 till 16th of August 2024 at LC2 Swansea Leisure Centre sports hall (Oystermouth Rd, Swansea, SA1 3ST)

Contacts:

Number: 07305678123

Email: women.sport.camp@gmail.com

Website: www.WomenSportCamp.co.uk

Here is our leaflet one of three ways we will be promoting our project / club to our audience to help attract participants.

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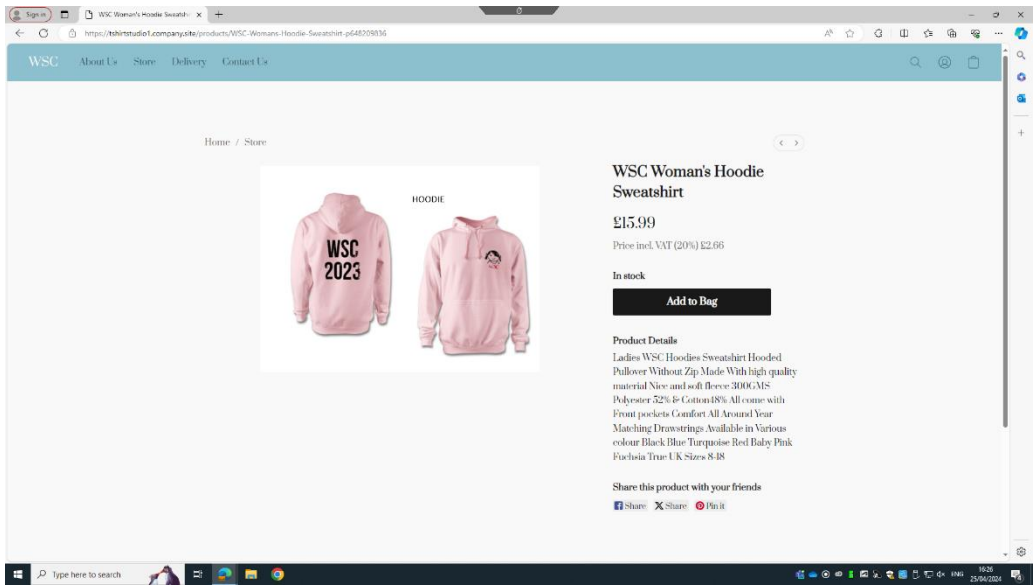
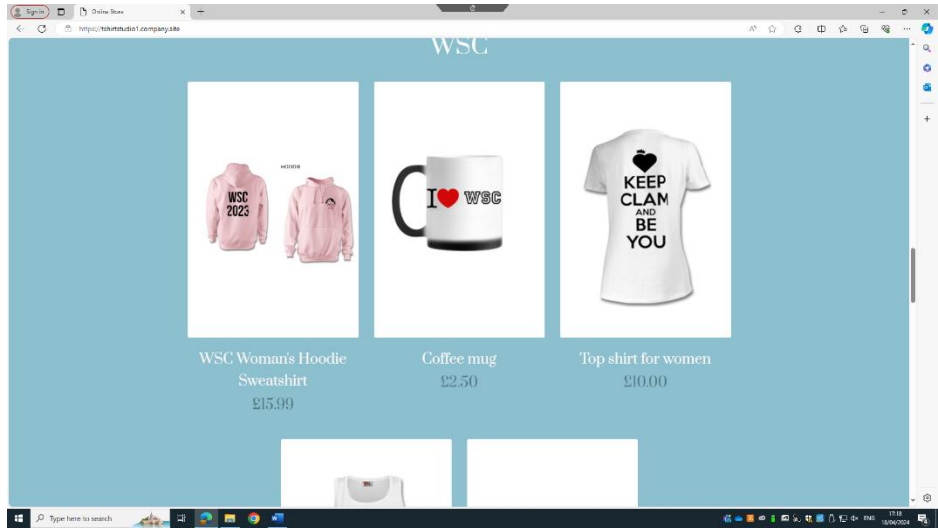
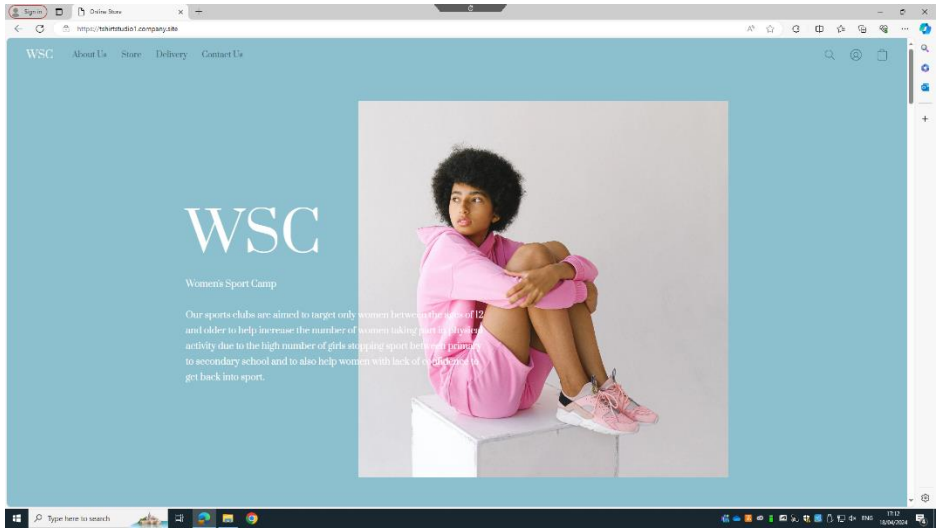
Poster:



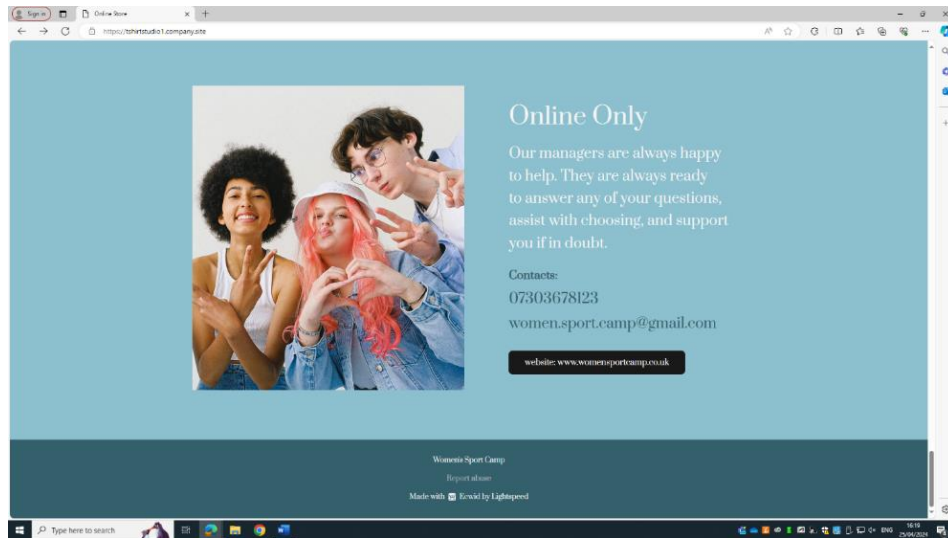
Here is our poster another way we will be promoting our project / club to our audience to help attract participants.

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Website: [Online Store \(company.site\)](https://www.holinstudio1.com/company.site)



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Here is our website where we will be promoting our project / club merchandise to our participants and others who would like to support our club.