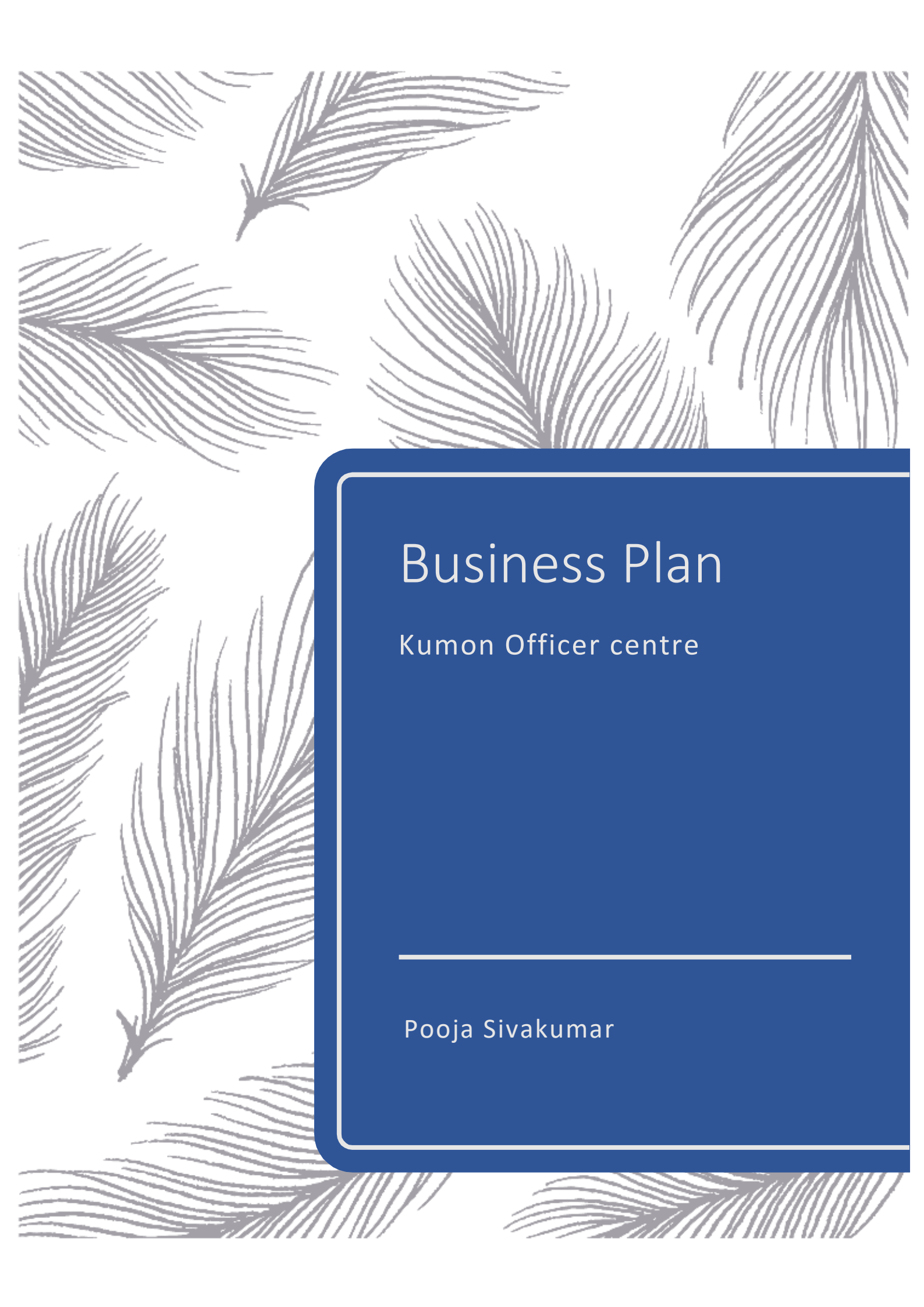




Business Plan

Kumon Officer centre

Pooja Sivakumar

KUMON OFFICER EDUCATION CENTRE

BUSINESS PLAN

1. Project

Opening a new centre at Officer.

2. Mission Statement

“To foster self-confidence and independence in the next generation of learners by enhancing their self-study habits and enabling them to reach their fullest potential.”

3. Market

Officer is the seventh fastest growing suburb in Victoria. The main demographic of Officer suburb is young couples and growing families. There are 11 schools in this suburb including specialist schools and excluding early education centres. The Australian Bureau of Statistics aims 10,000 new dwellings forecasted in Officer by 2040. Statistics say that about 6 new families arrive in Officer precinct each day and 20% average population growth has been projected.

Further, the data from market survey done by Kumon office needs to be discussed in detail to formulate a realistic growth plan for the new centre.

4. Management

a. Venue

- Non-commercial venue (Until the centre reaches 150 students)
- Ideally at Officer Community hub

b. Operating days/ hours

- Mondays and Fridays (To be discussed in detail with Kumon office on timings)
- Wednesdays – exclusively for parent orientations and student inductions

c. Staffing Plan

Up to 50 Students – Instructor + 2 Staff

Greater than 50 students – Instructor + 3 staff

Focus more on training and creating a strong team of staff who are well versed in 7A-A and set expectations on quality. Simultaneously build the next set of staff and have them on layby to hire when needed for replacement or additional staff.

5. Marketing plan

- Flyers and Newsletter in schools
- Advertisement in Newspaper
- Letterbox distribution
- Stall in the local shopping centres – Already booked session in Arena shopping centre
- Local area marketing in community centres and other allied learning programs (dance/ karate / swimming)
- Setting up of Google page and advertisement in true local/ yellow pages
- Any educational event promoting the new centre
- Tap on business networks to build business associations

6. Operating Expenses

- Initial Set up Cost – Up to 5 K
- Ongoing expenses expected (Major overheads)
- | | |
|--|--|
| • Rent – First 3 months | • Rent – After 3 months |
| ○ $\$65 \times 6 \text{ hrs} \times 4 =$ | • $\$65 \times 9 \text{ hrs} \times 4 = \2340p/m |
| \$1560p/m | |
- Salary - \$480 p/m (4 months), \$1080 p/m (after 4 months)
- Marketing – \$150 p/m

7. Timeline (TBD)

- ✓ Finalize location by June 2021
- ✓ Advertisement / Marketing in Sept & Oct 2021
- ✓ Start by October 2021
- ✓ Stabilize operations in February / March 2021
- ✓ Accelerate during the April / May free trials

8. Milestones

a. Goals for Officer centre

- ✓ 70-80 Subjects in 6-8 months
- ✓ Break even by 6-8 months
- ✓ 100 Subjects by first year

9. SWOT ANALYSIS

STRENGTHS ✓ Low investment ✓ Improved brand awareness ✓ Experience from Narre Warren and Berwick South gives me a strong foundation ✓ Have a list of best practices which can be implemented from day 1 ✓ New location provides opportunity for faster growth ✓ Market potential with younger families and presence of schools ✓ Improved operational efficiency owing to prior learning and knowledge base ✓ Ideally located between the suburbs ✓ Know pulse of the community ✓ Good understanding of local competition and risk mitigation	WEAKNESS ✓ Could be difficult to establish as the expert in the subject matter ✓ Proximity from other centres hampering relationships ✓ Presence of Edu kingdom and other private institutions at officer ✓ Year-on-year dependency on leasing in a community centre / public entity ✓ MIM's on Wednesday morning
OPPORTUNITIES ✓ Neighbouring suburbs with growing population ✓ Ability to establish strong foundation from Day1 ✓ Opportunity to choose a location closer to schools and away from the competitors ✓ Reduced time and effort in training / professional development / planning / marketing initiatives ✓ ROI faster than a commercial centre ✓ To start as non-commercial and move to commercial based on growth limiting the high fixed costs ✓ Gain experience in running a business from the start	THREAT ✓ Not having flexibility to increase the number of days and hours ✓ Restricted to specific centre hours within which all the tasks need to be completed ✓ Expensive rent means strict targets to meet before extending days/hours ✓ Low equity during sale of the centre ✓ Students staying at Clyde or Pakenham owing to the reputation of the existing instructors

**** Any further perceived threats / opportunities and risk mitigation to be discussed with the FDC.**

10. Cash Projection

The cash projection is based on the principal of conservatism growth for the centre and needs to be fine-tuned after further discussion.

Month	Subject numbers	Profit
Oct	30	1302.58
Nov	45	1670.76
Dec	60	2720.76
Jan	70	3193.48
Feb	90	4822.91
Mar	95	4098.21
Apr	100	3662.45
May	115	5167.00
June	120	5062.45
July	130	5280.63
Aug	135	5403.36
Sept	140	5753.36

11. Outstanding queries (TBD)

- ✓ What is the feedback from other neighbouring centres, specifically from the Pakenham instructor?
- ✓ Is there any specific location perceived as ideal for the new centre in Officer?
- ✓ Was the data survey done for whole of Officer only or in accordance with neighbouring suburbs?
- ✓ What is the estimated growth potential in terms of the number of subjects?
- ✓ How will Kumon office support the new centre (Financial, marketing and others)?