

# BUSINESS PLAN


## 2021 - 22




# Amazia RV Park

We're the only RV Park in town with full hookup

 **Upmetrics**

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# 1.

## Executive Summary

Mission Statement

Vision Statement

Products and Services

Customer Focus

Management Team

Success Factors

Financial Summary



#### REMEMBER

Before you think about how to start an RV Park service, you must create a detailed RV Park business plan. It will not only guide you in the initial phases of your startup but will also help you later on.

[Read More](#)



#### TIP

Amazia RV Park will be a licensed and registered RV park startup. The business will be based in Los Angeles and will have its setup at 3 locations throughout Los Angeles. Amazia RV Parks, LLC is a standard and well-equipped campground and recreational vehicle park business that will be located in a growing community in Los Angeles – California. Our ba

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## Mission Statement



#### TIP

Our mission for establishing Amazia RV Park, LLC is to create a movement in the community that supports the total engagement of family in fun-filled camping and recreational activities.

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## Vision Statement



#### TIP

Our Vision of starting Amazia RV Park, LLC is to build a world-class campground and recreational facility and also to contribute our quota in encouraging families and residence in Los Angeles – California to actively engage in camping and fun-filled recreational activities

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## Products and Services



**TIP**

Amazia RV Park provides its customers with electrical, water, and sewer hookup to supply each RV with its basic needs. It also offers basic camping equipment rentals for those who wish to camp instead. Its offerings include:

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### Services



**Single Campsite**



**Double Campsite**



**Cabins**



**Basic RV Hookup**



**Full RV hookup**

## Customer Focus



**TIP**

Amazia RV Park will primarily serve the leisure travel market. This market seeks comfortable, family-friendly travel accommodations and services.

An overview of this market includes:

[Read More](#)

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## Management Team



**TIP**

Amazia RV Park is led by John Moore who holds a degree in Business Management and has worked as a manager for Voot RV Park for 10 years.

Mr. Moore has never run an RV park business before, but he has been a lifelong camper and has visited a number of RV parks throughout the

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## Success Factors



**TIP**

Amazia RV Park is uniquely qualified to succeed for the following reasons:

- There is currently no other RV park in the community we are entering, so we will be the pioneering RV park in Los Angeles.

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## Financial Summary



**TIP**

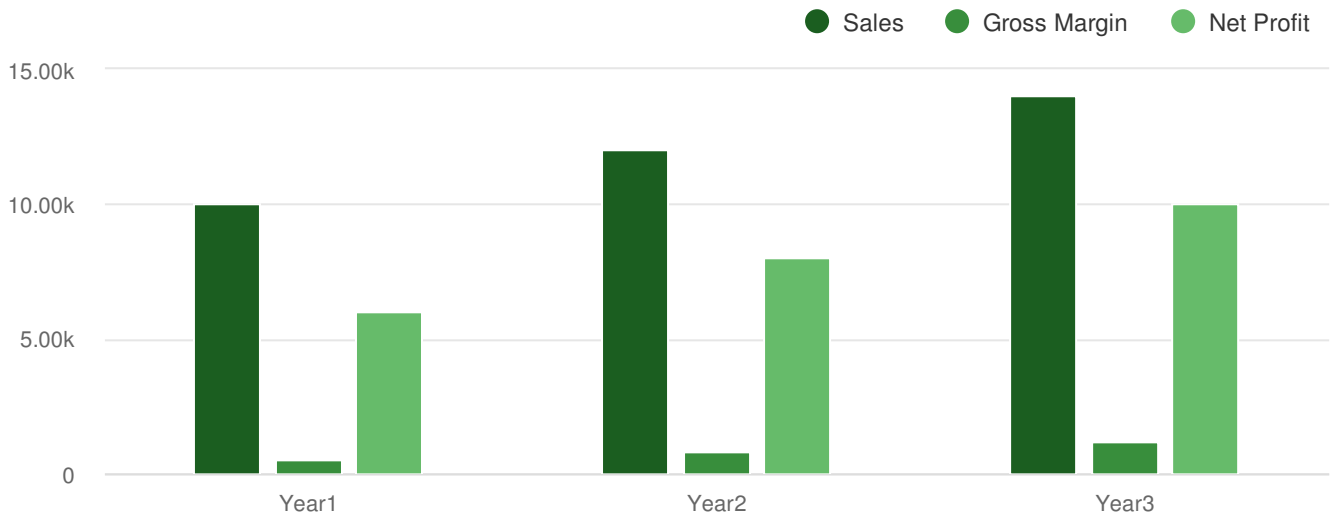
Amazia RV Park is seeking total funding of \$260,000 to launch its location. The capital will be used for funding capital expenditures, salaries, marketing expenses, and working capital.


Specifically, these funds will be used as follows:

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### 3 Year profit forecast





**TIP**

Financial Summary	Year 1	Year 2	Year 3
Revenue	\$965,742	\$1,878,611	\$2,718,300

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# 2.

## Company Summary

Products and Services



**TIP**

Amazia RV Park, LLC is a business that is owned and managed by John Moore and his immediate family members. John has a degree in Business Management coupled with over 7 years of hands-on experience in the campgrounds and RV parks industry working for some of the leading brands in the United States of America.

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## Products and Services



**TIP**

Amazia RV Park, LLC is in the campgrounds and RV parks industry to provide camping and recreational facilities for residents of Los Angeles – California which is why we have been able to put up a facility that can help us achieve the goal.

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# 3.

## Market Analysis

Industry Analysis

Market Trends

Target Market



#### REMEMBER

The most important component of an effective RV Park business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do marketing analysis yourself by taking help from this RV Park business plan sample or other RV Park business plans available online.

[Read More](#)

## Industry Analysis



#### TIP

Over the past five years, the RV Parks industry has experienced steady growth. The industry is primarily driven by travel-related trends because trips to campgrounds and RV parks are considered cost-efficient alternatives to traditional vacations. An increasing amount of time spent on leisure and travel has contributed to steady growth for industry operators. Furthermore

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## Market Trends



#### TIP

The Campgrounds and RV Parks industry has indeed benefited from recent marketing campaigns which are targeted towards encouraging people to participate in recreation activities and camping, as well as consumer trends toward healthy living.

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## Target Market



#### TIP

The target market for campgrounds and RV parks cuts across people from different backgrounds. The fact that people visit or register in campgrounds and recreational facilities for various reasons makes marketing the business interesting. The target market for campgrounds and RV parks and recreation facilities can be categorized into three various groups.

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# 4.

## Customer Analysis

Demographic Profile of Target Market

Customer Segmentation

## Demographic Profile of Target Market



**TIP**

Amazia RV Park, LLC will primarily serve the leisure travel market. This market seeks comfortable, family-friendly travel accommodations and services.

An overview of this market includes:

[Read More](#)

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## Customer Segmentation



**TIP**

We will primarily target the following customer segments:

- **Families:** The business will attract families who want to have fun together in the outdoors.

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# 5.

## Strategy & Implementations

Sales Strategy

Advertising Strategy

Pricing Strategy

Sales Forecast



#### REMEMBER

After identifying the market demand, market trends, and the potential customers of the startup, the next step is to define an effective strategy for attracting those customers. Like marketing analysis, sales strategy is also an important component of an RV Park business startup and must be properly planned before you think about starting your own RV Park business

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## Sales Strategy



#### TIP

To attract our target customers, we will:

- Establish a strong web presence by hiring an SEO content writer and a web developer

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## Advertising Strategy



#### TIP

Amazia RV Park, LLC expects its primary target market to be individuals living within the state, and then travelers from the surrounding states. The Company's promotions strategy to reach these individuals includes:

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#### TIP

We will contact all local and regional area newspapers and television stations to tell them about the park opening and unique value proposition of Amazia RV Park, LLC.

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## Public Relations

*Start writing here..*





**TIP**

Amazia RV Park, LLC will initially advertise on travel websites, which are frequently being used these days to book travel due to their ease of use and reviews.

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## Advertising

*Start writing here..*



**TIP**

Amazia RV Park, LLC will maintain a website and publish a monthly email newsletter to tell customers about new events, services, and more.

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## Ongoing Customer Communications

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**TIP**

Before opening the RV park, Amazia RV Park, LLC will organize pre-opening events designed for local merchants and press contacts to create buzz and awareness for Amazia RV Park, LLC.

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## Pre-Opening Events

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## Pricing Strategy



**TIP**

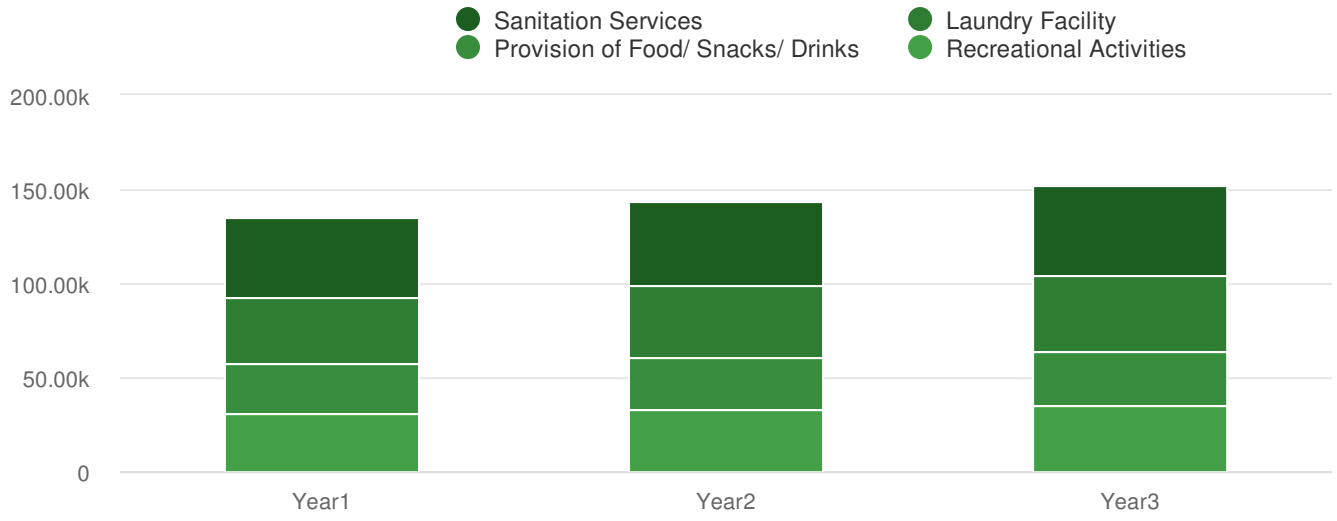
Our pricing system is going to be based on what is obtainable in the industry, we don't intend to charge more (except for premium and customized services) and we don't intend to charge less than what our competitors are charging as gate fees or members fee in Los Angeles – California.

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# Sales Forecast

## Sales



Financial Year	Sanitation Servic...	Laundry Facility	Provision of Foo...	Recreational Acti...
<b>Year1</b>	42000	36000	26000	31000
<b>Year2</b>	44520	38160	27560	32860
<b>Year3</b>	47191	40450	29214	34832

# 6.

## Operations Plan

Functional Roles

Milestones

## Functional Roles



TIP

In order to execute on Amazia RV Park, LLC's business model, the Company needs to perform many functions including the following:

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TIP

- Facility Managers
- Sales manager
- Maintenance personnel

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## Service Functions

*Start writing here..*



TIP

- General & administrative functions including legal, marketing, bookkeeping, etc.
- Hiring and training staff

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## Administrative Functions

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## Milestones



TIP

Amazia RV Park, LLC's long-term goal is to be the best RV park in the City and let people from all over the country experience our great services.

The following are a series of steps that lead to our vision of long-term success. Amazia RV Park, LLC expects to achieve the following milestones

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# 7.

## Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



### REMEMBER

The last component of an RV Park business plan is an in-depth financial plan. The financial plan crafts a detailed map of all the expenses needed for the startup and how these expenses will be met by the earned profits. It is recommended that you use [our financial planning tool](#) for guiding you through all financial aspects needed to be considered for starting an RV Park [Read More](#)



### TIP

The company will be financed by John himself and he will control the direction of the business to make sure that it is expanding at the forecasted rate. As for the RV Park business start-up, no equity funding or outside loans will be required. With the help of financial experts, John has developed the following financial plan for his start-up business, which outlines the financial [Read More](#)

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## Important Assumptions

The financial projections of the company are forecast on the basis of the following assumptions. These assumptions are quite conservative and are expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

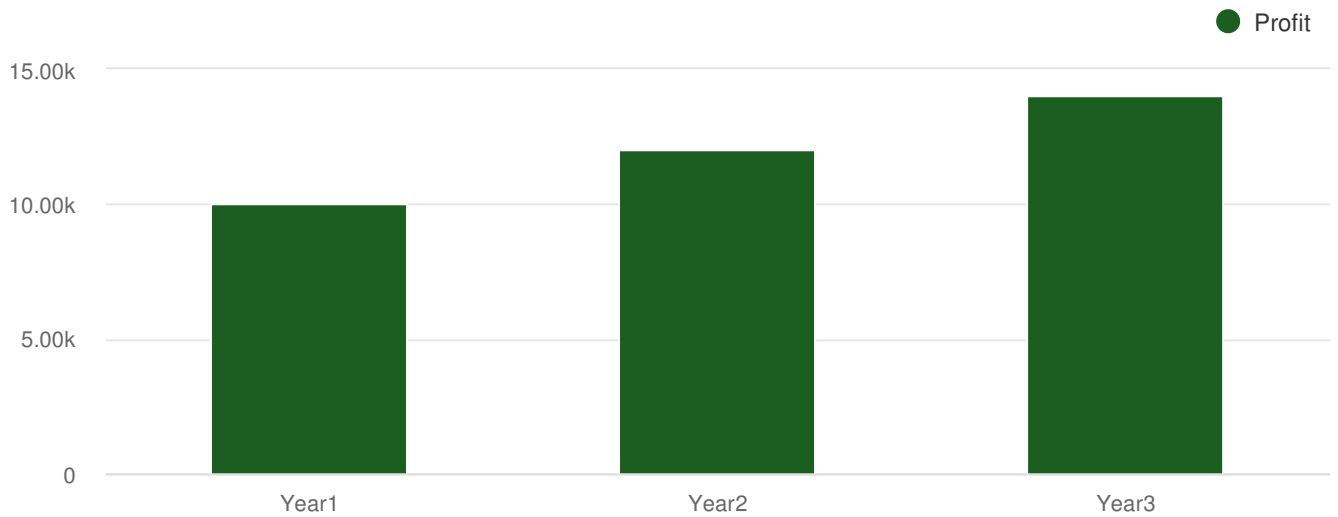
## Brake-even Analysis

Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
<b>Assumptions:</b>	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

## Projected Profit and Loss

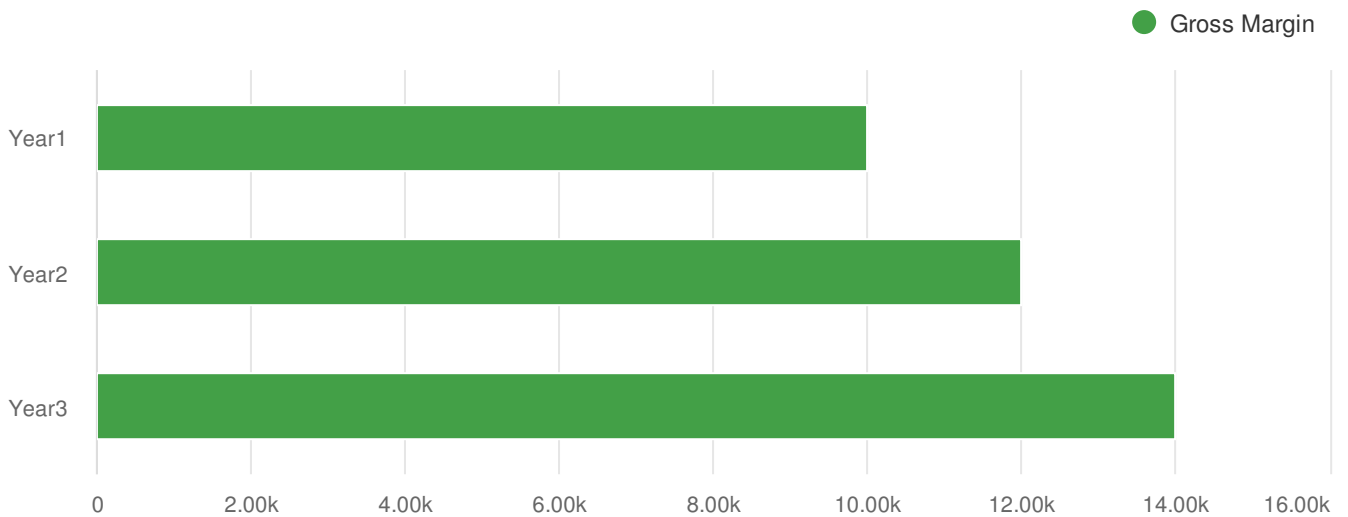
	Year 1	Year 2	Year 3
<b>Sales</b>	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
<b>TOTAL COST OF SALES</b>	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
<b>Expenses</b>			
Payroll	\$138 036	\$162 898	\$187 760
Sales and Marketing and Other Expenses	\$1 850	\$2 000	\$2 150
Depreciation	\$2 070	\$2 070	\$2 070
Leased Equipment	\$0	\$0	\$0
Utilities	\$4 000	\$4 250	\$4 500
Insurance	\$1 800	\$1 800	\$1 800
Rent	\$6 500	\$7 000	\$7 500
Payroll Taxes	\$34 510	\$40 726	\$46 942
Other	\$0	\$0	\$0
Total Operating Expenses	\$188 766	\$220 744	\$252 722
Profit Before Interest and Taxes	\$105 205	\$146 040	\$186 875
<b>EBITDA</b>	\$107 275	\$148 110	\$188 945
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$26 838	\$37 315	\$47 792
Net Profit	\$78 367	\$108 725	\$139 083
<b>Net Profit/Sales</b>	30,00%	39,32%	48,64%

## Profit Yearly



Financial Year	Profit
Year1	10000
Year2	12000
Year3	14000

## Gross Margin Yearly



Financial Year	Gross Margin
Year1	10000
Year2	12000
Year3	14000



## Projected Cash Flow

Cash Received	Year 1	Year 2	Year 3
<b>Cash from Operations</b>			
Cash Sales	\$40 124	\$45 046	\$50 068
Cash from Receivables	\$7 023	\$8 610	\$9 297
<b>SUBTOTAL CASH FROM OPERATIONS</b>	<b>\$47 143</b>	<b>\$53 651</b>	<b>\$59 359</b>
<b>Additional Cash Received</b>			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0
<b>SUBTOTAL CASH RECEIVED</b>	<b>\$47 143</b>	<b>\$53 651</b>	<b>\$55 359</b>
<b>Expenditures from Operations</b>			
Cash Spending	\$21 647	\$24 204	\$26 951
Bill Payments	\$13 539	\$15 385	\$170 631
<b>SUBTOTAL SPENT ON OPERATIONS</b>	<b>\$35 296</b>	<b>\$39 549</b>	<b>\$43 582</b>
<b>Additional Cash Spent</b>			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
<b>SUBTOTAL CASH SPENT</b>	<b>\$35 296</b>	<b>\$35 489</b>	<b>\$43 882</b>
<b>Net Cash Flow</b>	<b>\$11 551</b>	<b>\$13 167</b>	<b>\$15 683</b>
<b>Cash Balance</b>	<b>\$21 823</b>	<b>\$22 381</b>	<b>\$28 239</b>

## Projected Balance Sheet

Assets	Year 1	Year 2	Year 3
<b>Current Assets</b>			
Cash	\$184 666	\$218 525	\$252 384
Accounts Receivable	\$12 613	\$14 493	\$16 373
Inventory	\$2 980	\$3 450	\$3 920
Other Current Assets	\$1 000	\$1 000	\$1 000
<b>TOTAL CURRENT ASSETS</b>	<b>\$201 259</b>	<b>\$237 468</b>	<b>\$273 677</b>
<b>Long-term Assets</b>			
Long-term Assets	\$10 000	\$10 000	\$10 000
Accumulated Depreciation	\$12 420	\$14 490	\$16 560
<b>TOTAL LONG-TERM ASSETS</b>	<b>\$980</b>	<b>\$610</b>	<b>\$240</b>
<b>TOTAL ASSETS</b>	<b>\$198 839</b>	<b>\$232 978</b>	<b>\$267 117</b>
<b>Current Liabilities</b>			
Accounts Payable	\$9 482	\$10 792	\$12 102
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
<b>SUBTOTAL CURRENT LIABILITIES</b>	<b>\$9 482</b>	<b>\$10 792</b>	<b>\$12 102</b>
<b>Long-term Liabilities</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>TOTAL LIABILITIES</b>	<b>\$9 482</b>	<b>\$10 792</b>	<b>\$12 102</b>
Paid-in Capital	\$30 000	\$30 000	\$30 000
Retained Earnings	\$48 651	\$72 636	\$96 621
Earnings	\$100 709	\$119 555	\$138 401
<b>TOTAL CAPITAL</b>	<b>\$189 360</b>	<b>\$222 190</b>	<b>\$255 020</b>
<b>TOTAL LIABILITIES AND CAPITAL</b>	<b>\$198 839</b>	<b>\$232 978</b>	<b>\$267 117</b>
<b>Net Worth</b>	<b>\$182 060</b>	<b>\$226 240</b>	<b>\$270 420</b>

## Business Ratios

	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
<b>Percent of Total Assets</b>				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%
NET WORTH	99,32%	101,04%	102,76%	44,90%
<b>Percent of Sales</b>				
Sales	100,00%	100,00%	100,00%	100,00%
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
<b>Main Ratios</b>				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
<b>Additional Ratios</b>				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.
<b>Activity Ratios</b>				

	Year 1	Year 2	Year 3	Industry Profile
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
<b>Debt Ratios</b>				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
<b>Liquidity Ratios</b>				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
<b>Additional Ratios</b>				
Assets to Sales	0,45	0,48	0,51	N.A.
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.