




Horse Boarding

BUSINESS PLAN


A Farm Where Your Horse Will Feel At Home

Prepared By

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1.

Executive Summary

Mission Statement

Vision Statement

Objectives

Keys to Success

Sales Forecasts

Expansion Plan



REMEMBER

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

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TIP

Maxwell Horse Borders (MHB), LLC is a standard and leading facility that is located in central Oklahoma, here in the United States of America. We are in business to cater to the needs of casual and professional clients and will offer our various services which include horse sales, consultancy, and training services in addition to our boarding services.

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Mission Statement



TIP

In order to achieve our vision, our mission is to ensure that we operate a clean, secured, and healthy boarding facility through the offering of competitive pricing, professional services, and a full-service facility that will meet all the needs of the horses that board with us and their owners' wants as well.

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Vision Statement



TIP

Our vision is to be the preferred horse boarding facility here in Central Oklahoma by 2021 for all our clients all over the United States of America due to our standard operations and quality services.

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Objectives



TIP

There will be five primary objectives by which the success of Maxwell Horse Boarders will be tracked:

- Percentage of leased lots, 10 available leases 100% = primary goal

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Keys to Success



TIP

The primary keys to the success of Maxwell Horse Boarders are as follows:

1. Maintaining a 100% lease rate.
2. Maintaining a minimum of 75% of product & s

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Sales Forecasts



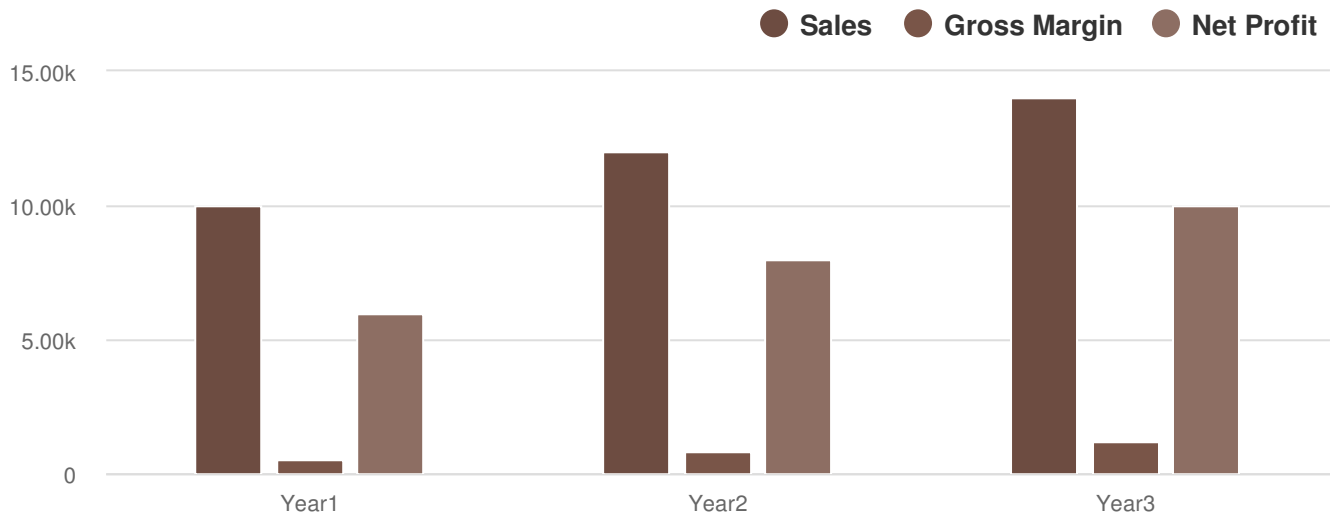
TIP

The company aims to provide the highest quality service to its customers and become the best horse boarding center in Oklahoma.

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3 Year profit forecast



TIP

Financial Summary

Revenue

Year 1

\$965,742

Year 2

\$1,878,611

Year 3

\$2,718,300

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Expansion Plan



TIP

John Moore expects that the business will aggressively expand during the first three years of operation. Mr. Moore intends to implement marketing campaigns that will effectively target individuals that enjoy vintage clothing within the target market.

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2.

Company Summary

Business Structure

Company Locations and Facilities

Startup summary



TIP

Maxwell Horse Borders is a unique community environment catering to the unfulfilled needs of the equine owner. It is not a new concept, it is only new to the equine market which is massive, particular in Oklahoma. Golf communities, tennis resorts, and weekend retreats are all commonplace, but this well-established theme has not been applied to the equine

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Business Structure



TIP

Having a solid business structure is very important if one intends to start and run a business properly without hitches. It is therefore important to us to ensure that our business runs smoothly and so we intend to hire the right employees who are not only professionals but competent, and who also thoroughly understand the business and will help us achieve our

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Company Locations and Facilities



TIP

Maxwell Horse Borders will be situated on a 160 acre, unimproved, "section" of land within one mile of a State Highway, in Central Oklahoma. This location will be within a 30-minute drive from the following cities: Stillwater, Guthrie, Chandler, Cushing, and Perkins, Oklahoma. It will be within 30 minutes drive from Oklahoma State University and Langston Univ

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Startup summary



TIP

Important notes about the Start-up Table:

An overview of Start-up Requirements follows:

1. The total investment needed to open Maxwell

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Start Writing here...

Startup cost



Cost distribution

Amount

Expenses	50000
-----------------	-------

Assets	80000
---------------	-------

Investment	35000
-------------------	-------

Start-up Expenses	Amount
Legal	\$75,500
Consultants	\$0
Insurance	\$62,750
Rent	\$22,500
Research and Development	\$42,750
Expensed Equipment	\$42,750
Signs	\$1,250
TOTAL START-UP EXPENSES	\$247,500
Start-up Assets	\$0
Cash Required	\$322,500
Start-up Inventory	\$52,625
Other Current Assets	\$222,500
Long-term Assets	\$125,000

Start-up Expenses	Amount
TOTAL ASSETS	\$121,875
Total Requirements	\$245,000
START-UP FUNDING	\$0
START-UP FUNDING	\$273,125
Start-up Expenses to Fund	\$121,875
Start-up Assets to Fund	\$195,000
TOTAL FUNDING REQUIRED	\$0
Assets	\$203,125
Non-cash Assets from Start-up	\$118,750
Cash Requirements from Start-up	\$0
Additional Cash Raised	\$118,750
Cash Balance on Starting Date	\$121,875
TOTAL ASSETS	\$0
Liabilities and Capital	\$0
Liabilities	\$0
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
TOTAL LIABILITIES	\$0
Capital	\$0
Planned Investment	\$0
Investor 1	\$312,500
Investor 2	\$0
Other	\$0
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$695,000
Loss at Start-up (Start-up Expenses)	\$313,125
TOTAL CAPITAL	\$221,875

Start-up Expenses	Amount
TOTAL CAPITAL AND LIABILITIES	\$221,875
Total Funding	\$265,000

3.

Products and services



TIP

Maxwell Horse Borders is designed to provide, first and foremost, a single source for the equine owner. It will provide everything from a place of equine boarding, practice, and enjoyment, through a full range of products and services necessary to support the horse, to a community atmosphere designed to meet the emotional and social needs of the member.

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TIP

- One 5-acre retreat with a private barn room, water, and electricity.
- Full board including twice a day feeding and visual inspection.
- Weekly computerized reports detailing all horse activity.
- Computer horse history report assembled from

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Membership Lease

Start writing here...



TIP

Maxwell Horse Borders (MHB) will offer feed and hay for purchase by members. Current business contacts and volume purchase capability will provide the ability for MHB to purchase well below market cost. Since the feed and hay will be available at MHB, this will also allow for the resale of these products to MHB members slightly above average market prices.

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Feed and Hay

Start writing here...



TIP

MHB will also offer tack and horse supply in the same scenario as cited above. However, MHB will also continue the resale of tack-related items via the Internet. The Internet resale of these products has been well established in past and present business operations.

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Tack and Supply

Start writing here...



TIP

MHB will offer website design and hosting to its members. This will be available at a low cost as an additional “page” on the MHB home page, and at a higher cost as a completely independent website. MHB possesses the business contacts and necessary technical expertise to conduct this business.

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Web Service

Start writing here...



TIP

MHB will contract with local horse services. This may include “vet on call,” farrier, trainers, and more to-be-decided services. MHB will contract to receive a percentage of revenue from contractors in exchange for marketing their services to MHB members.

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Contract Services

Start writing here...



TIP

MHB will offer four stalls in the central barn for close care of member horses for an additional per night fee. Uses might include sick horses, foaling mares, and horses being prepared for show/sale.

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Close Care

Start writing here...



TIP

MHB will offer a service by which a horse may be featured on the MHB home page for sale. MHB will also be available to field calls about the horse, show the horse to prospective buyers, and provide a “showroom” for horses being offered to sale. A separate resale service contract will be executed with a commission paid to MHB upon the sale of the horse.

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Horse Sales

Start writing here...



TIP

MHB will contract with a local mobile food vendor (event style) for weekends and special events. A percentage will be paid to MHB.

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Food Vendor

Start writing here...



TIP

MHB will host special events on a regular basis (one per month). These may include clinics, play-days, and barn dances. Each of these will provide an opportunity for additional incremental revenue from guests and hosts alike.

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Special Events

Start writing here...



TIP

MHB has contracted with a local builder to design and build these unique Barn Rooms for resale as an external product. MHB cost to purchase these prefabricated kits is \$1,000 each and the market will easily bear resale at \$2,000 each.

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Barn Rooms

Start writing here...

4.

Market Analysis

Market Trends

Target Market

Marketing Segmentation



REMEMBER

The most important component of an effective Horse Borders 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 Horse Borders business plan sample or other Horse Borders business plans available online.

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Market Trends



TIP

There are over 9 million horses that are being used in the United States yearly for sports and recreation purposes, which has not only led to a strong demand for the horse boarding business but one that is growing steadily as well. The horse boarding business is usually for private individuals and commercial owners.

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Target Market



TIP

Determining our target market is very important as it allows us to better understand who our target market is while also helping us draft effective strategies that would help us gain a huge share of the market. We know that our target market is determined by our location and we would love to point out that we are located in a strategic area that would all

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Start Writing here...

Marketing Segmentation

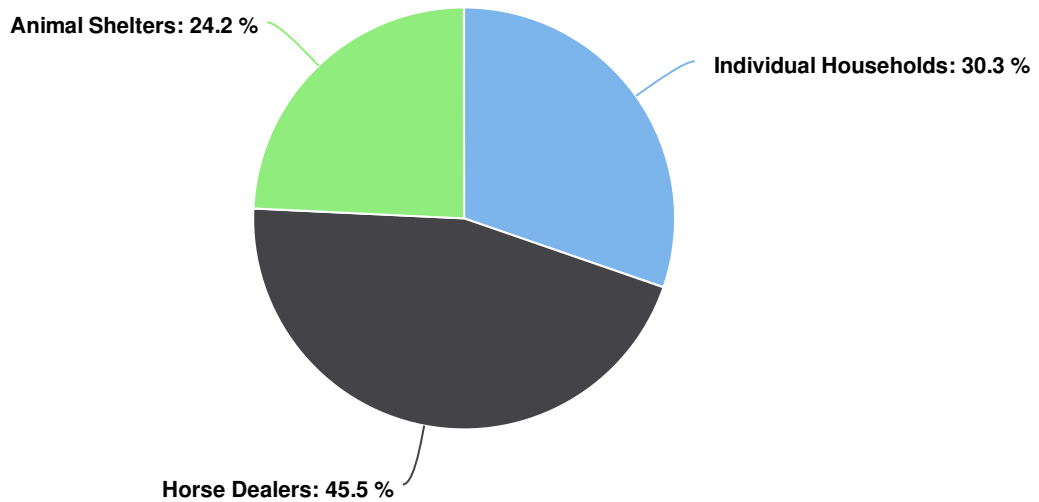


TIP

The success or failure of any startup depends upon how thoroughly you know your potential customers. By adding a part of marketing segmentation you will help yourself in gaining and maintaining customers. Our experts have claimed the following categories to be our potential customers:

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TIP

The biggest category of our customers will be formed by the residents living in New Jersey. Most people require guidance on taking care and training their animals or a place where they can leave their animals anytime. As we are in an area where people have high incomes and they don't hesitate to spend a large amount of money on quality services, so our boarding

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Individual Households

Start writing here...



TIP

The next category of our customers will be the horse dealers near our vicinity, who'll need our services of training and grooming their horses. Although there are not many, we'll offer special packages and free transportation facilities to attract them.

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Horse Dealers

Start writing here...



TIP

There are more than 3500 animal shelters in the United States for accommodating stray or abandoned animals. Such shelters also need horse boarding centers for the training and medication of stray horses.

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Animal Shelters

Start writing here...



TIP

Potential Customers	Growth	Year1	Year2	Year3	CAGR
Horse Dealers	32%	11,433	13,344	16,553	13.43%

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5.

SWOT Analysis



TIP

Due to the fact that we expect to excel in this business, we have decided to hire the services of a reputable business consultant who thoroughly understands the horse business and will help us know what will be needed to run a standard horse boarding business.

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Strengths

As a relatively new business, we have several advantages working in our favor. We have a strong relationship with several associations and this means we are correctly positioned in getting reliable vendors for all the necessary services and products we intend to offer. We also have a full team of professionals that understand horses thoroughly and how to care for them.

All our employees take good care of horses and do not subject them to cruel treatment. We also offer excellent customer care to our clients who have enabled us to retain a high number of our clients and make them not only loyal to us but also refer our business to others. Finally, our owner has over 20 years of experience in the field that will ensure that we not only attain our desired goals and objectives but that we remain in business for a long time.

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Weaknesses

Our weakness stems from our relative newness in the market, and the limited budget we have in terms of vigorously promoting our business to allow our target market to become fully aware of us. Also, we have a limited capacity as to the number of horses we can board for a certain period of time.

W

Opportunities

Horses are used for different purposes, recreation, sports and work; and so various opportunities are opened to us in this market as there are various clients that would make use of our facilities. Also, the fact that we will be boarding more than one horse would mean that our fixed costs will remain the same no matter the number of horses we have.

Threats

Even though every business either start-up or fully operational will face threats every now and then, we are fully prepared for that which we are likely to encounter. The threats that we would likely face in the course of running our business include the arrival of new competitors into the same location where we are operating from here in Central Oklahoma.

Another threat we are likely to face includes having challenges health-wise with the horses we board and getting used by owners; a downturn in the economy will result in fewer people wanting to own horses much less spend onboarding facilities. However, in order to combat this threat, we intend to offer other services as well.

6.

Strategy & Implementations

Sales Strategy

Sales Forecast

Advertising Strategy

Pricing Strategy



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 a Horse Borders business startup and must be properly planned before you think about starting your business.

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Sales Strategy



TIP

The sales strategy behind Maxwell Horse Borders is simple:

1. Sell "Retreat Leases" to 100% of capacity.
2. Provide products and services with a sufficient margin.

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Sales Forecast



TIP

Important points about the Forecast:

- This forecast is based on experience.
 - Five years experience in the equine business, understanding seasonal sales cycles, customer requirements.

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Advertising Strategy



TIP

Every business requires publicity whether it is a new start-up or an existing business. Publicity is the art of promoting a business in such a way that the intended target market is aware of the business and is so attracted so as to seek to patronize such services. Publicity also allows a business to generate the intended revenue needed to not only sustain the business but also to grow it.

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Pricing Strategy



TIP

Giving the correct pricing is very important for a horse boarding facility because the pricing should reflect the quality and yet fair competition; this is why we would need to conduct extensive market research before deciding on what the rates for Maxwell Horse Borders, LLC should be.

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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 the Horse Borders 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 startup. To unlock help try Upmetrics!



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 Horse Borders 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 strategy. To unlock help try Upmetrics!

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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

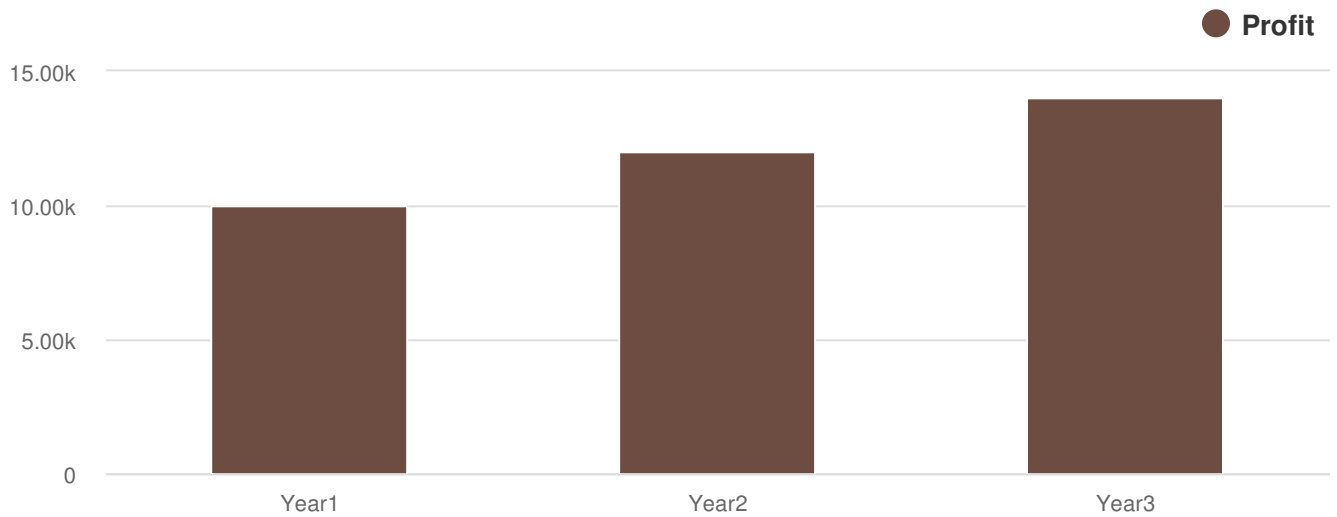
Brake-even Analysis

Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
Assumptions:	
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
Sales	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
TOTAL COST OF SALES	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
Expenses			
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
EBITDA	\$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
Net Profit/Sales	30,00%	39,32%	48,64%

Profit Yearly

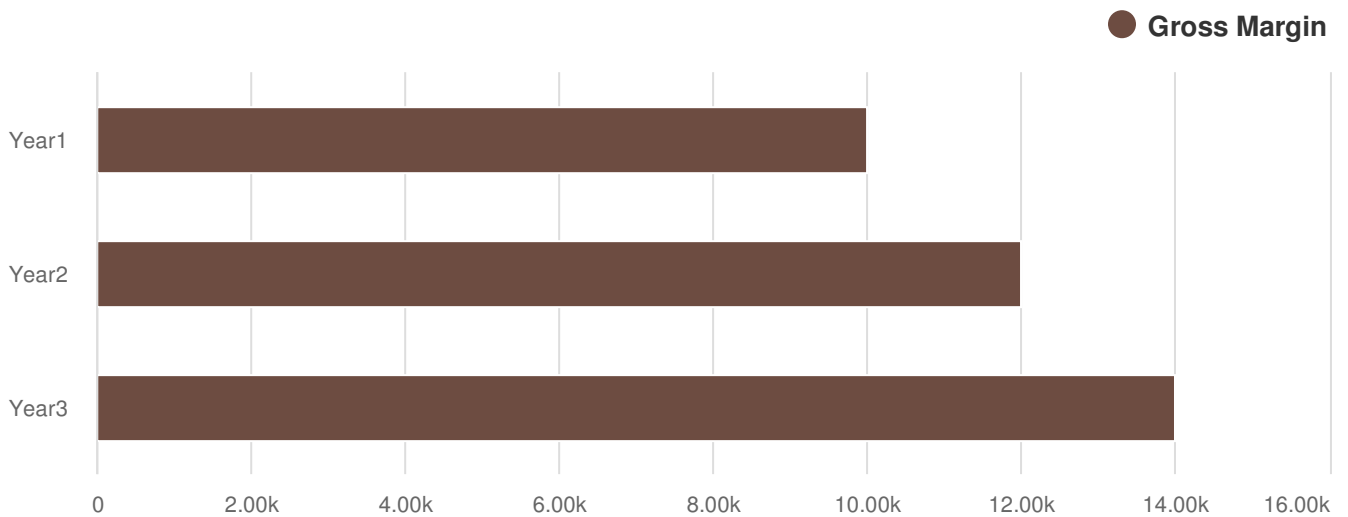


Financial Year

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
Cash from Operations			
Cash Sales	\$40 124	\$45 046	\$50 068
Cash from Receivables	\$7 023	\$8 610	\$9 297
SUBTOTAL CASH FROM OPERATIONS	\$47 143	\$53 651	\$59 359
Additional Cash Received			
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
SUBTOTAL CASH RECEIVED	\$47 143	\$53 651	\$55 359
Expenditures from Operations			
Cash Spending	\$21 647	\$24 204	\$26 951
Bill Payments	\$13 539	\$15 385	\$170 631
SUBTOTAL SPENT ON OPERATIONS	\$35 296	\$39 549	\$43 582
Additional Cash Spent			
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
SUBTOTAL CASH SPENT	\$35 296	\$35 489	\$43 882
Net Cash Flow	\$11 551	\$13 167	\$15 683

Cash Received	Year 1	Year 2	Year 3
Cash Balance	\$21 823	\$22 381	\$28 239

Projected Balance Sheet

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

Business Ratios

	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
Percent of Total Assets				
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%
Percent of Sales				
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%
Main Ratios				
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%
Additional Ratios				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.

	Year 1	Year 2	Year 3	Industry Profile
Activity Ratios				
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.
Debt Ratios				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
Liquidity Ratios				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
Additional Ratios				
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.

Want to make it more presentable?

Want help tips on each section?

You'll save time and can write your professional business plan effectively and faster with Upmetrics' business plan software.

- Every feature you need to convert your great business idea into a reality.
- Write your plan easily and faster without any hassles.
- Structure your idea and create stunning pitches that awe your investors.
- Get access to Upmetrics software, invite your team members and start writing your business plan.

1. Get tried and tested tips

Upmetrics business plan builder gives you everything you need to stay in sync and guides you on every step of your business plan writing.

2. Write an interactive plan

Use our business plan sections - competitive Analysis, comparison tables, SWOT Analysis, charts, timelines, milestones, etc to create a visually impactful business plan.

3. Stunning business plan cover pages

Upmetrics business plan builder comes with beautifully designed cover pages. Choose professional, creative cover pages to make your business plan stand out.

4. Financial forecasting

With Upmetrics you don't have to worry about navigating complex spreadsheets. Just input your numbers and we'll provide you with well-structured financial reports that you and your investors understand.

5. Share easily with anyone

Upmetrics plans are easily shareable in pdf and word documents. And if either doesn't work, you can share it with a quick link too and track the reader's activity!

6. Real-time and Collaborative

Invite your team members to initiate conversations, discuss ideas and strategies in real-time, share respective feedback, and write your business plan.

Join over 100k+ entrepreneurs who have used Upmetrics to create their business plans.

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