




RV Park


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

Business Plan [YEAR]

Prepared By

 John Doe

 (650) 359-3153

 10200 Bolsa Ave, Westminster, CA, 92683

 info@upmetrics.co

 <https://upmetrics.co>

Table of Contents

Executive Summary	4
Mission Statement	5
Vision Statement	5
Products and Services	6
Services	6
Customer Focus	6
Management Team	7
Success Factors	7
Financial Summary	7
3 Year profit forecast	8
Chart	8
Company Summary	9
Products and Services	10
Market Analysis	11
Industry Analysis	12
Market Trends	12
Target Market	12
Customer Analysis	13
Demographic Profile of Target Market	14
Customer Segmentation	14
Strategy & Implementations	15
Sales Strategy	16
Advertising Strategy	16
Public Relations	16
Advertising	17
Ongoing Customer Communications	17
Pre-Opening Events	17
Pricing Strategy	17
Sales Forecast	18
Sales	18
Chart	18
Operations Plan	19
Functional Roles	20
Service Functions	20

Administrative Functions	20
Milestones	20
Financial Plan	21
Important Assumptions	22
Brake-even Analysis	22
Projected Profit and Loss	23
Profit Yearly	24
Chart	24
Gross Margin Yearly	24
Chart	24
Projected Cash Flow	25
Projected Balance Sheet	27
Business Ratios	28

Easy to use Business Plan Software

Get started using a business plan template is always the fastest way to write your business plan, but as you know, you can't just fill in the blanks along with a template. You will need a collaborative tool that guides you on every step of your planning.

Upmetrics can help. With Upmetrics, you can easily bring your team to write a professional business plan with automated financial forecasts. You can also do:



200+ Sample business plans

Get access to hundreds of sample business plans covering almost all industries to kick start your business plan writing. This helps you to get an idea how the perfect business plan should look like.

[View Sample Business Plans](#)



Step-By-Step Guide

You'll receive step-by-step instruction as soon as you select any business plan template. We made business planning easy with prompt help and examples on every step of your business plan writing.

[See How It Works](#)



Conduct accurate financial projections

Do not worry about not having accounting skills. With Upmetrics, Simply enter your sales and costs figures, and we'll prepare all of your monthly/quarterly and yearly financial projections.

[See How It Works](#)



Need professional business plans faster?

Upmetrics is easy to use business planning tool for over 50K businesses

Create your business plan today!



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.

To unlock help try Upmetrics!



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 – CA

To unlock help try Upmetrics!

Start Writing here...

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.

To unlock help try Upmetrics!

Start Writing here...

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.

To unlock help try Upmetrics!

Start Writing here...

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:

To unlock help try Upmetrics!

Start Writing here...

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:

To unlock help try Upmetrics!

Start Writing here...

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.

To unlock help try Upmetrics!

Start Writing here...

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.

To unlock help try Upmetrics!

Start Writing here...

Financial Summary



TIP

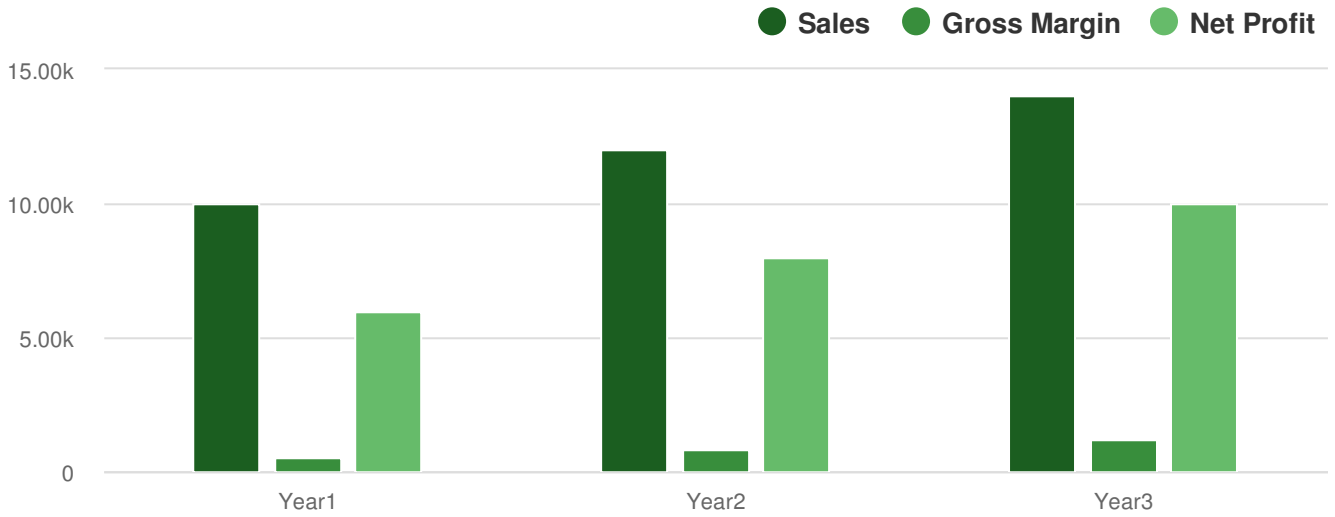
Amazia RV Park is seeking total funding of \$260,000 to launch its location. The capital will be used for funding capital expenditures, salaries, marketing expenses, and working capital.

Specifically, these funds will be used as follows:

To unlock help try Upmetrics!

Start Writing here...

3 Year profit forecast



TIP

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

To unlock help try Upmetrics!

Start Writing here...

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.

To unlock help try Upmetrics!

Start Writing here...

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.

To unlock help try Upmetrics!

Start Writing here...



upmetrics.co

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.

To unlock help try Upmetrics!

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.

To unlock help try Upmetrics!

Start Writing here...

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.

To unlock help try Upmetrics!

Start Writing here...

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.

To unlock help try Upmetrics!

Start Writing here...

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:

To unlock help try Upmetrics!

Start Writing here...

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.

To unlock help try Upmetrics!

Start Writing here...

upmetrics.co

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

To unlock help try Upmetrics!

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

To unlock help try Upmetrics!

Start Writing here...

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:

To unlock help try Upmetrics!

Start Writing here...



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.

To unlock help try Upmetrics!

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.

To unlock help try Upmetrics!

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.

To unlock help try Upmetrics!

Ongoing Customer Communications

Start writing here...



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.

To unlock help try Upmetrics!

Pre-Opening Events

Start writing here...

Pricing Strategy



TIP

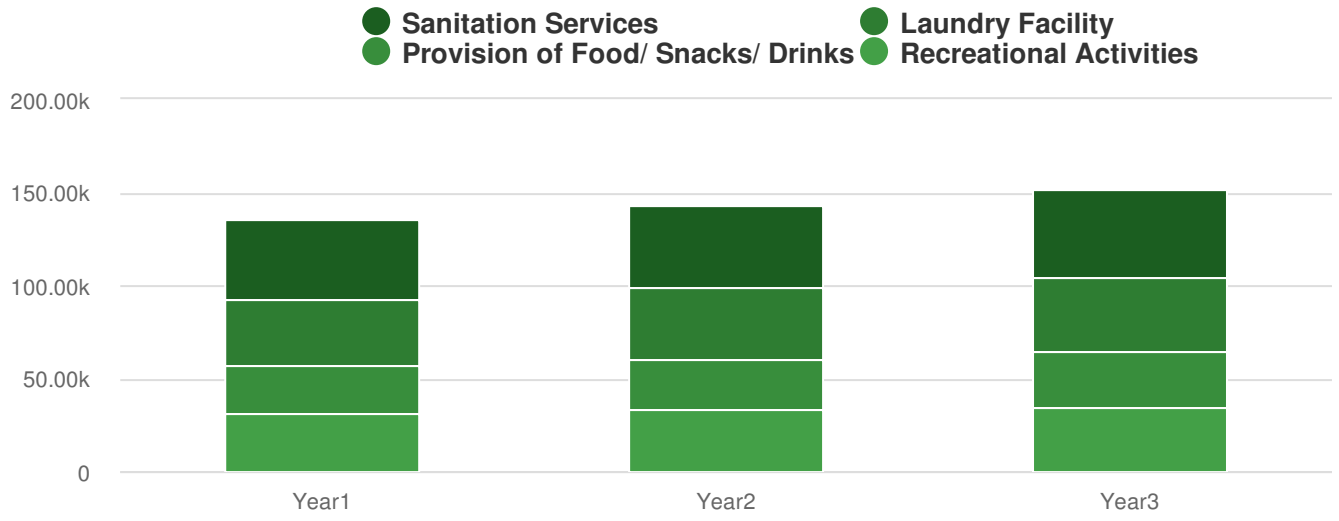
Our pricing system is going to be based on what is obtainable in the industry, we don't intend to charge more (except for premium and customized services) and we don't intend to charge less than what our competitors are charging as gate fees or members fee in Los Angeles – California

To unlock help try Upmetrics!

Start Writing here...

Sales Forecast

Sales



Financial Year	Sanitation Servic...	Laundry Facility	Provision of Foo...	Recreational Acti...
Year1	42000	36000	26000	31000
Year2	44520	38160	27560	32860
Year3	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:

To unlock help try Upmetrics!

Start Writing here...



TIP

- Facility Managers
- Sales manager
- Maintenance personnel

To unlock help try Upmetrics!

Service Functions

Start writing here...



TIP

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

To unlock help try Upmetrics!

Administrative Functions

Start writing here...

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 follow

To unlock help try Upmetrics!

Start Writing here...

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 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 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

To unlock help try Upmetrics!

Start Writing here...

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

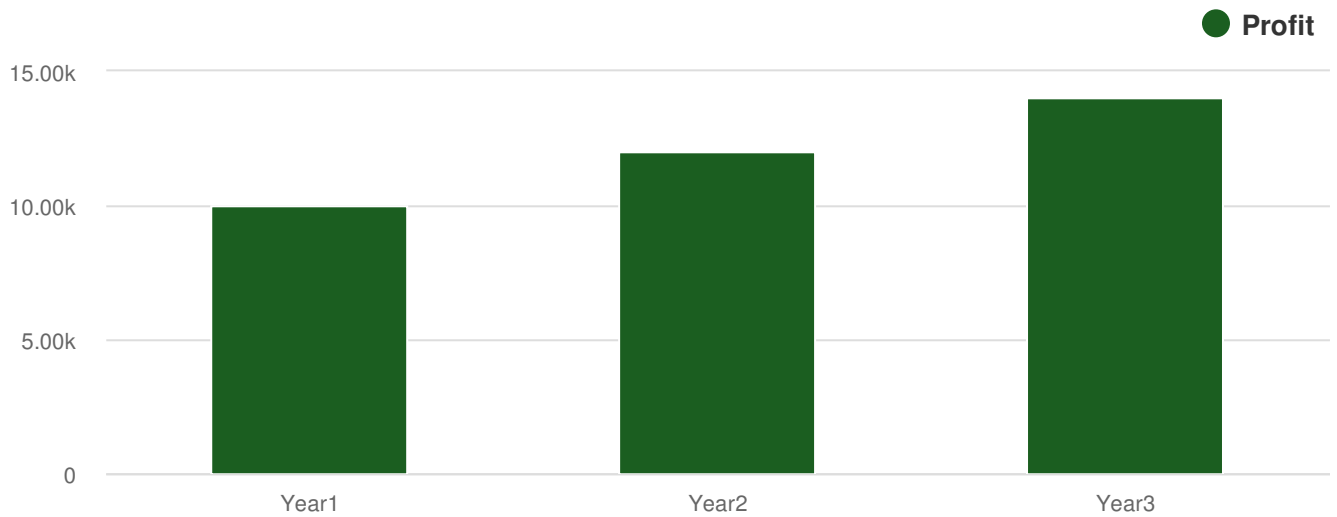
Brake-even Analysis

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

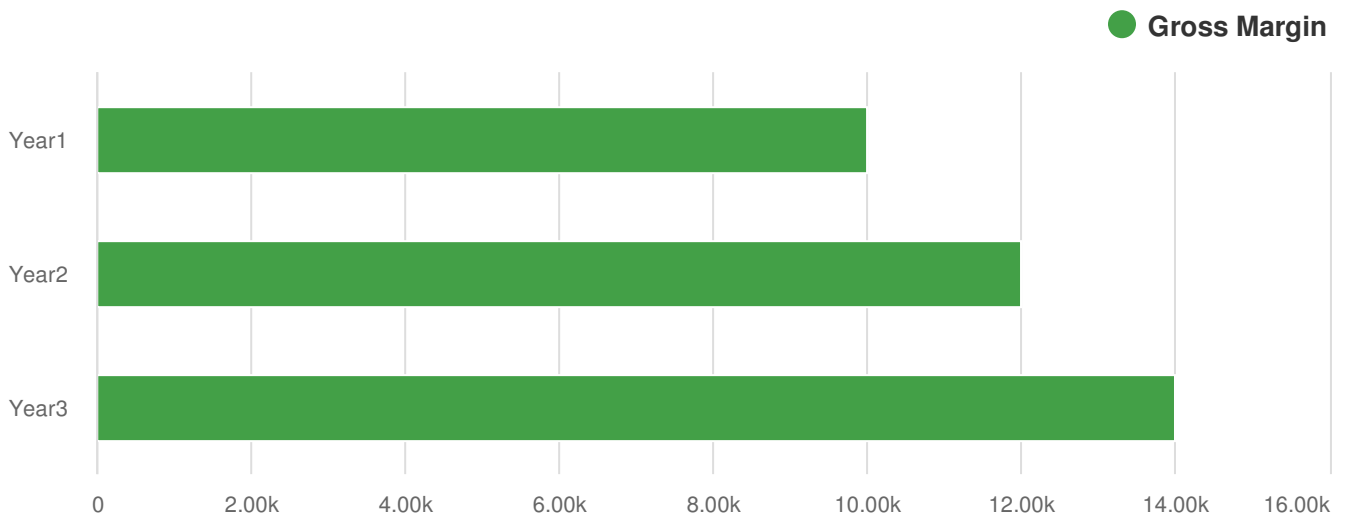
	Year 1	Year 2	Year 3
Sales	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
TOTAL COST OF SALES	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
Expenses			
Payroll	\$138 036	\$162 898	\$187 760
Sales 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.

Start writing your business plan today