



Vocational School

# BUSINESS PLAN


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1.

## Executive Summary

Services and Amenities

Vision Statement

Mission Statement



TIP

Radiant Vocational Training Center, LLC is a registered and accredited trade and technical school that will be located in Orange County – California. We are registered under the United States' Government. We are well equipped to train people on various technical and vocational skills.

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## Services and Amenities



TIP

Radiant Vocational Training Center, LLC is an accredited vocational school & training center that offers a wide range of services that revolves around the Trade and Technical Schools industry. These are the services we will offer as a vocational school & training center;

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## Vision Statement



TIP

Our Vision is to become the number one government-approved vocational school & training center in the whole of Orange County – California, United States of America.

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## Mission Statement



TIP

Our mission as a government-approved vocational school & training center is to develop a highly successful, and profitable vocational school & training center that provides quality training in our community and to become a standard for an ideal vocational school & training center.

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# 2.

## Business Overview

Roles and Responsibilities



TIP

Radiant Vocational Training Center, LLC is aware that the success of any business lies in the foundation on which the business is built on, which is why we have decided to build our vocational school & training center on the right foundation.

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## Roles and Responsibilities



TIP

- Increases management’s effectiveness by recruiting, selecting, orienting, training, coaching, counselings, and disciplining managers; communicating values, strategies, and objectives; assigning accountability; planning, monitoring, and appraising job results
- Creates, communicates, and implements the

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### Head of the School / School Coordinator:

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TIP

- Responsible for overseeing the smooth running of HR and administrative tasks for the school
- Regularly hold meetings with key stakeholders (students and member of the school board) to review the effectiveness of Procedures and Processes

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### School Administrator

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TIP

- Responsible for teaching students based on the vocation they enrolled for.
- Accesses the progress of students under their care
- Ensures that students abide by the rules and

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### Instructors

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TIP

- Identifies, priorities, and reach out to new students, and business opportunities et al
- Identifies development opportunities; follows up on development leads and contacts

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## Marketing and Sales Executive

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TIP

- Responsible for preparing financial reports, budgets, and financial statements for the organization
- Provides management with financial analyses, development budgets, and accounting reports

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## Accountant

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TIP

- Welcomes students and visitors by greeting them in person or on the telephone; answering or directing inquiries.
- Ensures that all contacts with clients (e-mail, walk-In center, SMS, or phone) provide the client with a personalized experience of the highest level

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## Client Service Executive

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# 3.

## SWOT Analysis



TIP

In the United States, vocational school & training centers are one of the many businesses that can easily generate business deals with little stress as long as they are well-positioned. We are building a standard vocational school & training center with various training areas which is why we have decided to subject our business idea to SWOT Analysis.

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## Strengths

Radiant Vocational Training Center, LLC is centrally located in an area with the right climatic conditions and demographic composition for the kind of business we want to run. Another strength that counts for us is the power of our team; our workforce and management. We have a team that is considered experts in the vocational school line of business, a team of hardworking and dedicated individuals.



## Weaknesses

Radiant Vocational Training Center, LLC is a new business and we may not have the financial muscle to acquire the latest equipment needed to train students, to attract and retain the best hands in the industry, and also to sustain the kind of publicity we want to give our business.



## Opportunities

We are centrally located in one of the busiest areas in Orange County – California and we are open to all the available opportunities that the city has to offer. Our business concept and staff strength also positioned us to accommodate over 100 students per time.

The truth is that there are no standard vocational school & training centers within our area; the closest to our proposed location is about 10 miles away. In a nutshell, we do not have any direct competition within our target market area.



## Threats

Some of the threats that are likely going to confront Radiant Vocational Training Center, LLC are unfavorable government policies, seasonal fluctuations, demographic/social factors, the downturn in the economy which is likely going to affect consumers spending, and of course the emergence of new competitors within the same location where our vocational school & training center is located.



# 4.

## Market Analysis

Market Trends

Target Market

Competitive Advantage

## Market Trends



TIP

The truth is that any vocational school & training center that has good records and loads of positive testimonials from students who have passed through the school will always thrive.

Another common trend in the industry is that in the

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## Target Market



TIP

Prior to choosing a location for our vocational school & training center, we conducted thorough feasibility studies and market surveys and we were able to identify those who will benefit greatly from our service offerings.

Essentially, the demographic and psychographic co

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## Competitive Advantage



TIP

In spite of the fact that vocational schools scale through hurdles before they are established does not mean that there are no real competitions in the industry. The truth is that no matter the line of business that you are involved in, as long as it is called business, you will definitely face one form of competition or the other and vocational school & tra

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# 5.

## Sales And Marketing Strategy

Marketing Strategy and Sales Strategy

Sources of Income

Sales Forecast

Pricing Strategy

Publicity and Advertising Strategy

## Marketing Strategy and Sales Strategy



TIP

The marketing strategy adopted by Radiant Vocational Training Center, LLC is going to be driven basically by excellent customer service and quality training delivery. We will ensure that we build a loyal customer base.

We want to drive sales via the output of our jobs and

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## Sources of Income



TIP

Radiant Vocational Training Center, LLC is established with the aim of maximizing profits in the Trade and Technical Schools industry and we are going to ensure that we do all it takes to attract both individual clients and corporate clients on a regular basis.

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## Sales Forecast



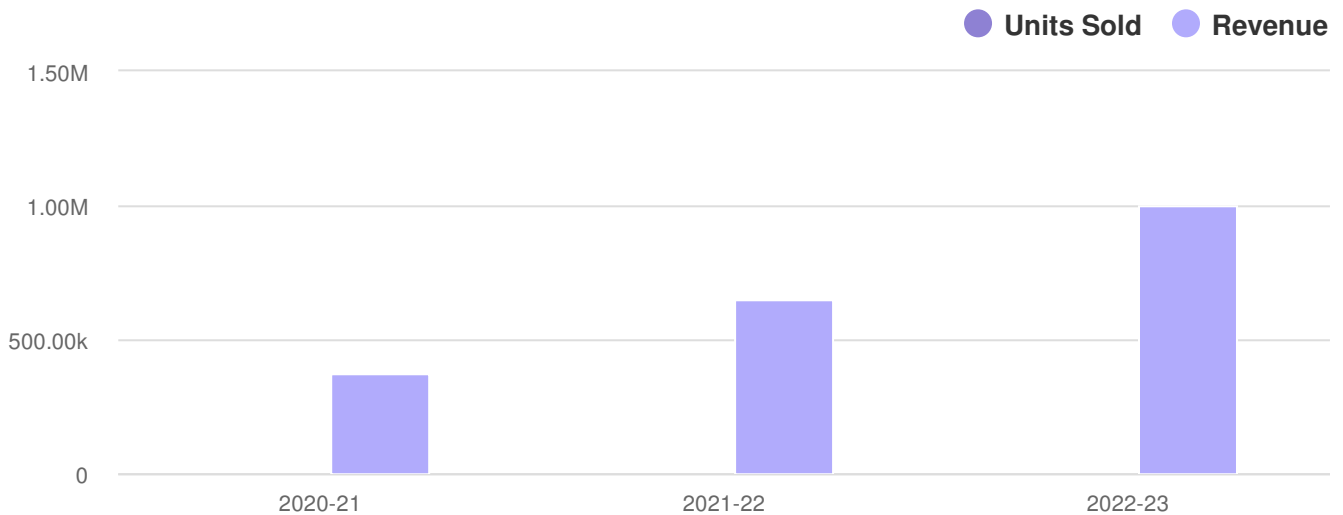
TIP

We are well-positioned to take on the available market in and around Orange County – California and we are quite optimistic that we will meet our set target of generating enough income/profits from the first six months of operation and grow our vocational school & training center and our student base.

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## No. of students v/s Revenue Chart



Financial Year	Units Sold	Revenue
2020-21	1550	375000
2021-22	1800	650000
2022-23	2050	1000000

## Pricing Strategy



**TIP**

At Radiant Vocational Training Center, LLC we will keep our fees below the average market rate by keeping our overhead low and by collecting payment in advance.

We are aware that there are some students that work

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**TIP**

The payment policy adopted by Radiant Vocational Training Center, LLC is all-inclusive because we are quite aware that different customers prefer different payment options as it suits them but at the same time, we will ensure that we abide by the financial rules and regulation in the United States of America.

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## Payment Options

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## Publicity and Advertising Strategy



**TIP**

Radiant Vocational Training Center, LLC is set to create a standard for the vocational school & training center business not only in Orange County – California but throughout the United States of America which is why we will go all the way to adopt and apply best practices to promote our business.

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# 6.

## Financial Plan

Startup Expenditure (Budget)

Generating Funds/Startup

## Startup Expenditure (Budget)



**TIP**

If you are looking towards starting a vocational school & training center, then you should be ready to raise enough capital to cover some of the basic expenditures that you are going to incur. You will need money to secure a standard facility, acquire different types of training machines and equipment, acquire licenses and permits, relevant software app

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## Generating Funds/Startup



**TIP**

Radiant Vocational Training Center, LLC is owned and managed by Richmond Jones and other members of the faculty. They are the financiers of the business which is why they decided to restrict the sourcing of the startup capital for the business to just three major sources.

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# 7.

## Sustainability and Expansion Strategy



**TIP**

The future of a business lies in the number of loyal customers that they have, the capacity and competence of their employees, their investment strategy, and the business structure. If all of these factors are missing from a business, then it won't be too long before the business closes shop.

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