



Language School Business Plan

BUSINESS PLAN

Learn, Speak, Flourish



Prepared By



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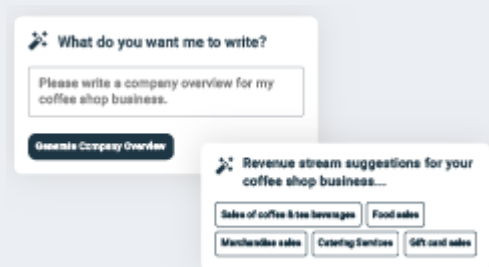
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Business planning that's simpler and faster than you think

Creating a business plan using Upmetrics to start and grow a business is literally the easiest thing in the World. Simply read the instructions and fill in the blanks. It's as simple as that.

Upmetrics has everything you need to create a comprehensive business plan.



AI-powered Upmetrics Assistant

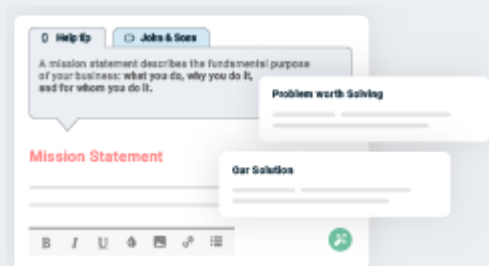
AI-powered insights to streamline your plan

Not sure where to start? Upmetrics' AI Assistant will automatically generate ideas for each section of your plan and offer improved versions of your writing, adjusting for tone, voice, and grammar or spelling errors.

Financial Forecasting Tool

All the financials are calculated for you

Forget the complex formulas and clumsy spreadsheets — with automatic financials and drag-and-drop forecasting, you can finish your plan faster and be confident that your numbers are accurate.



Business Plan Builder

Guides you like a business mentor

Upmetrics' step-by-step instructions, prompts, and the library of 400+ sample business plans will guide you through each section of your plan as a business mentor.

Join over 110K entrepreneurs who trust **Upmetrics with Business Planning**

Create a comprehensive business plan and maximize your chances of securing funding, bank loans, and small business grants.

Create your business plan today

15-day money-back guarantee

1.

Executive Summary

Market opportunity

Services Offered

Marketing & Sales Strategies

Financial Highlights



REMEMBER

An executive summary is the first section of the business plan intended to provide an overview of the whole business plan.

To unlock help try Upmetrics!

Help tip

Language School Business Plan

Start your executive summary by briefly introducing your business to your readers.

This section may include the name of your language school business, its location, when it was

To unlock help try Upmetrics!

Start writing here..

Market opportunity

Help tip

Language School Business Plan

Summarize your market research, including market size, growth potential, and marketing trends. Highlight the opportunities in the market and how your business will fit in to fill the gap.

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Start writing here..

Services Offered

Help tip

Language School Business Plan


Highlight the language school services you offer your clients. The USPs and differentiators you offer are always a plus.

To unlock help try Upmetrics!

Start writing here..

Marketing & Sales Strategies

 **Help tip**

 **Language School Business Plan**


Outline your sales and marketing strategies—what marketing platforms you use, how you plan on acquiring customers, etc.

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Financial Highlights

 **Help tip**

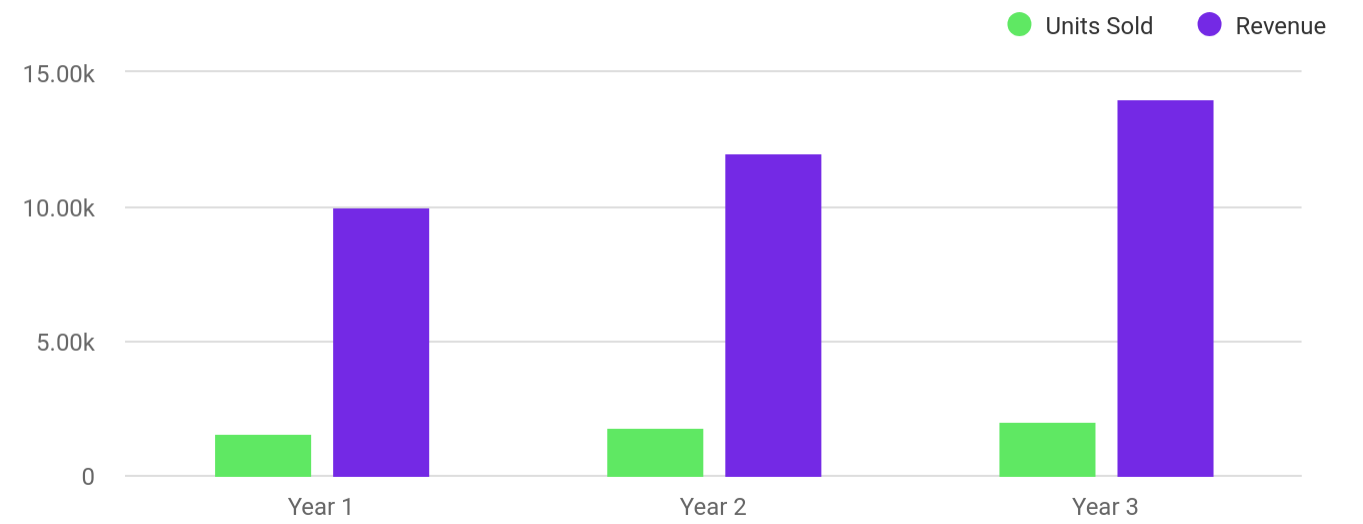
 **Language School Business Plan**

Briefly summarize your financial projections for the initial years of business operations. Include any capital or investment requirements, associated startup costs, projected revenues, and profit forecasts.

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Start writing here..

Units Sold v/s Revenue



Financial Year	Units Sold	Revenue
Year 1	1,550	\$10,000
Year 2	1,800	\$12,000
Year 3	2,050	\$14,000

Help tip

Language School Business Plan

Summarize your executive summary section with a clear CTA, for example, inviting angel investors to discuss the potential business investment.

To unlock help try Upmetrics!

Write a call to action for your business plan.

2.

Company Overview

Ownership

Mission statement

Business history

Future goals



REMEMBER

Depending on what details of your business are essential, you'll need different elements in your business overview.

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Help tip

Language School Business Plan

Describe your business in this section by providing all the basic information:

Describe what kind of language school business you run and the name of it. You may specialize

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Start writing here..

Ownership

Help tip

Language School Business Plan

List the names of your language school's founders or owners. Describe what shares they own and their responsibilities for efficiently managing the business.

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Start writing here..

Business Owners



Mission statement

 Help tip

 Language School Business Plan

Summarize your business' objective, core principles, and values in your mission statement. This statement needs to be memorable, clear, and brief.

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At [Global Linguistics Academy], we transcend borders through the power of language. We are committed to fostering global communicators, equipped with linguistic prowess and cultural insights. Our dedication lies in bridging gaps, one word at a time.



Business history

 Help tip

 Language School Business Plan


If you're an established language school business, briefly describe your business history, like—when it was founded, how it evolved over time, etc.

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Start writing here..

Future goals

 Help tip

 Language School Business Plan

It's crucial to convey your aspirations and vision. Mention your short-term and long-term goals; they can be specific targets for revenue, market share, or expanding your services.

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Start writing here..

3.

Market Analysis

Target Market

Market size and growth potential

Competitive analysis

Market trends

Regulatory environment



REMEMBER

Market analysis provides a clear understanding of the market in which your printing business will run along with the target market, competitors, and growth opportunities.

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Help tip

Language School Business Plan

To write the introduction section of your market analysis, start by clearly identifying your primary target market.

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Start writing here..

Target Market

Help tip

Language School Business Plan

Start this section by describing your target market. Define your ideal customer and explain what types of services they prefer. Creating a buyer persona will help you easily define your target market to your readers.

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Market size and growth potential

Help tip

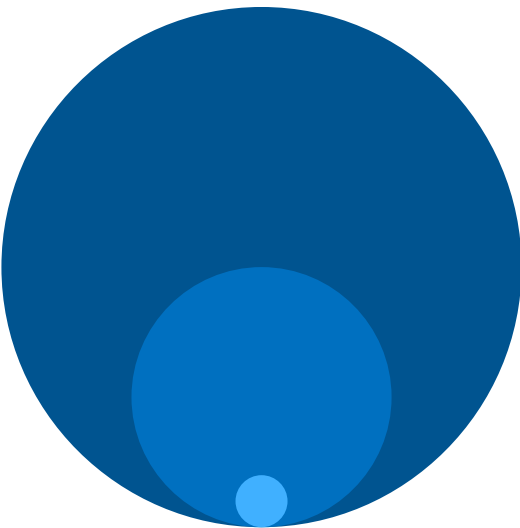
Language School Business Plan

Describe your market size and growth potential and whether you will target a niche or a much broader market.

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Start writing here..

Market Size



Available Market	5B
Total potential market for language education worldwide.	
Served Market	2B
Total market within the USA for language education.	
Target Market	500M
Professionals, adults, and students in the USA seeking tailored language courses.	

Help tip

Language School Business Plan

Identify and analyze your direct and indirect competitors. Identify their strengths and weaknesses, and describe what differentiates your language school from them.

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Competitive analysis

Linguistic Leaders Academy

Established in [Year], the Linguistic Leaders Academy has burgeoned into a household name, known for its traditional classroom-style teachings coupled with online resources. Catering predominantly to [adult learners], they have centers in over [50 cities] across the USA.

Features	Strengths	Weaknesses
Extensive course catalog encompassing over [20 languages].	Wide physical presence with a legacy of [X years].	Limited innovation in course delivery and teaching methods.
On-site immersion programs in select cities.	Comprehensive language offerings catering to diverse needs.	E-learning platform often criticized for being clunky and non-intuitive.
Proprietary e-learning platform with [mobile app integration].	Strong brand recall due to extensive marketing campaigns.	Higher price points compared to newer market entrants.
Certification programs aligned with [CEFR standards].		

Digital Dialects Online School

A contemporary entrant, Digital Dialects, founded in [Year], is a purely online language learning platform. Their target demographic skews towards [young adults and professionals], providing flexible, self-paced modules.


Features	Strengths	Weaknesses
AI-powered lessons tailored to individual learner's pace.	Innovative use of technology making lessons engaging.	Absence of human touch; no real-time instructor-led sessions.
Gamified learning experiences with badges, leaderboards, etc.	Innovative use of technology making lessons engaging.	Limited to only [10 languages] currently.
Collaborative features allowing peer-to-peer interactions.	Affordability with a variety of subscription models.	Some critiques on the depth and rigor of advanced modules.
Mobile app for on-the-go learning.	Flexibility of learning anytime, anywhere.	


Business Bridges Language Institute

Carving a niche, Business Bridges, founded in [Year], exclusively serves corporate professionals. With a blend of online and offline offerings, their focus is on business language proficiency and etiquette.


Features	Strengths	Weaknesses
Tailored courses for industries like finance, IT, healthcare, etc.	Specialized content making it a go-to for professionals.	Narrow target market; not catering to general language enthusiasts.
Corporate workshops and seminars.	Strong ties with corporations for bulk enrollments.	Pricier than most competitors due to niche offerings.
Virtual reality (VR) sessions for immersive business scenarios.	Integration of modern tech like VR for unique experiences.	Limited global cultural immersion opportunities.
Networking events for learners.		

Market trends

 **Help tip**

 **Language School Business Plan**

Analyze emerging trends in the industry, such as technology disruptions, changes in customer behavior or preferences, etc. Explain how your business will cope with all the trends.

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Start writing here..

Regulatory environment

💡 Help tip

📄 Language School Business Plan

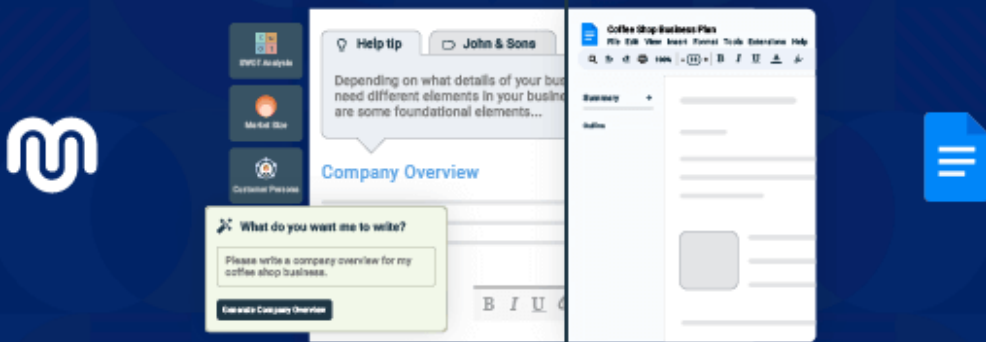
List regulations and licensing requirements that may affect your language school business, such as business registration, education licensing & accreditation, compliance with consumer protection laws, health & safety regulations, etc.

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Start writing here..

Upmetrics vs Business Plan Templates

You have a unique business with a distinct vision, and your business plan must reflect that. Although it won't be possible with generic templates.



Upmetrics guided builder prompts you with tailored questions and helps answer them to create your business plan. You also have access to AI Assistant and other resources to seek guidance and ensure you're on the right track.

[Start your planning today](#)

4.

Products and Services

Program Offerings

Course Structure

Café Menu

Teaching Methodologies

Additional Services



REMEMBER

The product and services section of a language school business plan should describe the specific services and products that will be offered to customers. To write this section should include the following:

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Help tip

Language School Business Plan

To craft the introduction for your "Products and Services" chapter, begin by positioning your business within its industry, emphasizing its unique strengths or value proposition.

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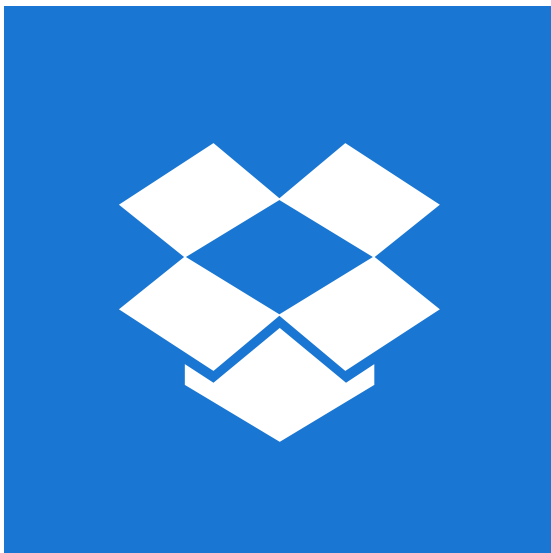
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Help tip

An overview of the languages taught and the competency levels they are geared towards (such as beginner, intermediate, and advanced) should be mentioned.

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Program Offerings



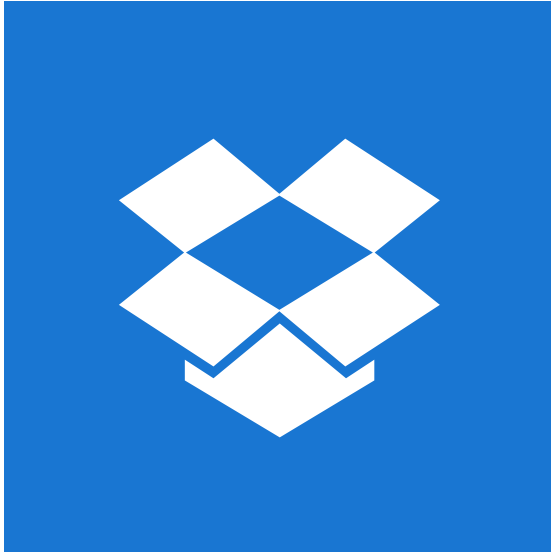
Beginner's Language Course

Price: **[\$500]**

A comprehensive foundational course designed for individuals starting their linguistic journey. The program covers essential phrases, basic grammar, and introduces cultural nuances.

Specifications

- Duration: 8 weeks.
- Frequency: 3 classes per week.
- Class Size: Maximum of 15 students.
- Materials: Provided textbooks, audio samples, and workbook.
- Assessment: Bi-weekly tests and a final evaluation.



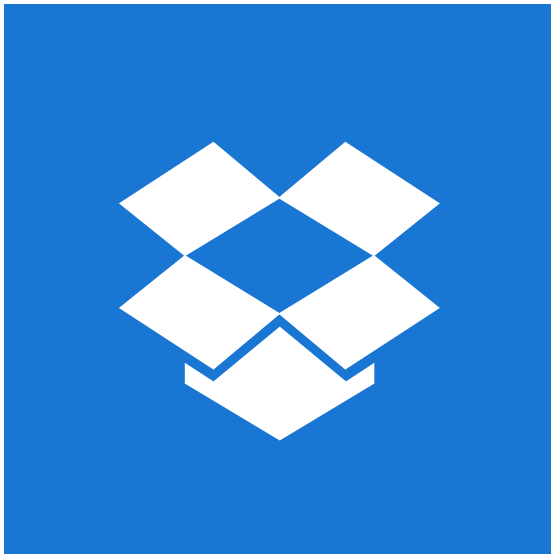
Intermediate Language Course

Price: **[\$650]**

Building on foundational knowledge, this course delves into more complex grammatical structures, vocabulary expansion, and cultural immersion.

Specifications

- Duration: 10 weeks.
- Frequency: 4 classes per week.
- Class Size: Maximum of 12 students.
-
- Materials: Advanced textbooks, real-world audio samples, and interactive workbook.
- Assessment: Weekly quizzes, projects, and a comprehensive final exam.



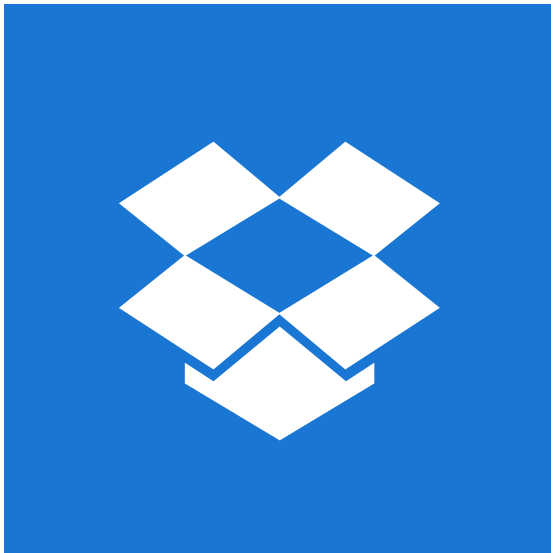
Advanced Language Course

Price: **[\$750]**

For those aiming for fluency, this program emphasizes nuanced language usage, idiomatic expressions, and in-depth cultural understanding.

Specifications

- Duration: 12 weeks.
- Frequency: 5 classes per week.
- Class Size: Maximum of 10 students.
- Materials: Expert-level textbooks, diverse audio-visual materials, and specialized workbook.
- Assessment: Continuous evaluations, oral presentations, and a proficiency final test.



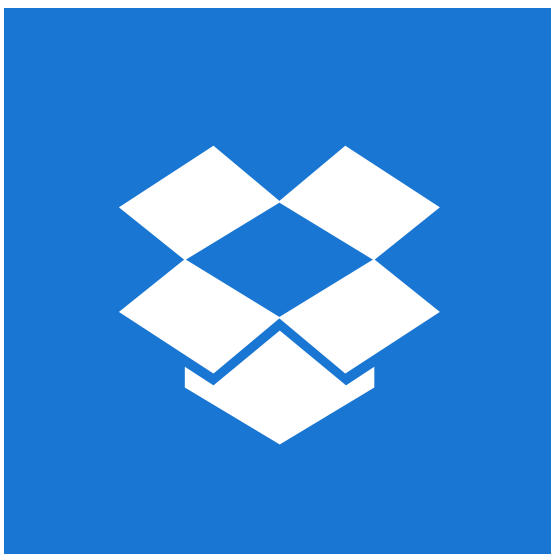
Business Language Module

Price: **[\$300] (add-on module)**

Tailored for corporate professionals, this module focuses on business jargon, corporate communication norms, and industry-specific vocabulary.

Specifications

- Duration: 4 weeks.
- Frequency: 2 classes per week.
- Class Size: Maximum of 8 students.
- Materials: Business-centric resources, case studies, and role-play scenarios.
- Assessment: Practical business simulations and a final presentation.



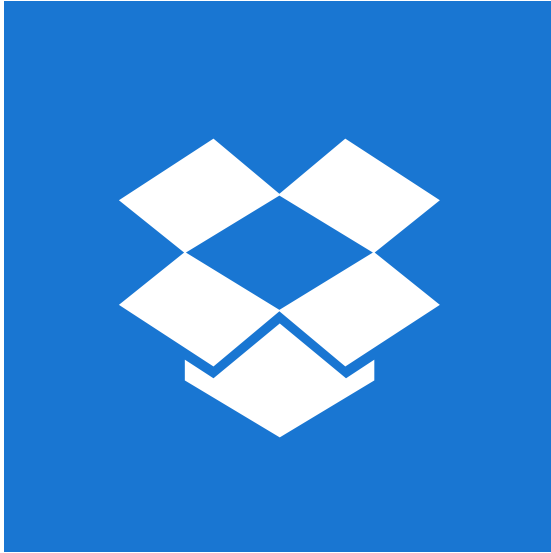
Online Learning Subscription

Price: **[\$25/month]**

24/7 access to our digital learning platform, containing a plethora of video lessons, interactive exercises, and resources catering to diverse language levels.

Specifications

- Access: Unlimited.
- Materials: Video lessons, interactive quizzes, downloadable resources.
- Support: Online tutor support available on weekdays.
- Extras: Monthly webinars, guest lectures, and cultural deep dives.



Language Exchange Program

Price: **[\$150] for pairing and initial guidance.**


A unique opportunity to pair with a native speaker for mutual linguistic and cultural exchange, enhancing real-world language usage and understanding.

Specifications

- Duration: Depends on paired individuals.
- Meetings: Recommended twice a week.
- Support: Initial guidance, monitoring, and feedback by our academy's experts.
- Materials: Suggested topics, scenarios, and guidelines for effective exchange.

Course Structure

 **Help tip**

 **Language School Business Plan**


Discuss the balance between speaking, listening, reading, and writing. Emphasize any specialized programs or modules you provide, like business language instruction, test preparation, or conversational practice.

To unlock help try Upmetrics! 


Start writing here..

Café Menu

 **Help tip**


 **Language School Business Plan**


Mention the food and beverage services you will offer at your gaming cafe. Extensively list down the items on your food menu. This may include fries, burgers, cold drinks, coffee, etc.

To unlock help try Upmetrics! 

Start writing here..

Teaching Methodologies

 **Help tip**

 **Language School Business Plan**

Describe how your teachers encourage student participation, engagement, and active learning.


Talk about any cutting-edge or technologically advanced teaching techniques, including

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Start writing here..

Additional Services

 **Help tip**

 **Language School Business Plan**

Mention if your language school business offers any additional services. You may include services like access to language learning resources and materials, language competence tests, language exchange programs, practice conversations, online learning

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Start writing here..

5.

Sales And Marketing Strategies

Unique Selling Proposition (USP)

Pricing Strategy

Marketing strategies

Sales strategies

Customer retention



REMEMBER

Writing the sales and marketing strategies section means a list of strategies you will use to attract and retain your clients.

To unlock help try Upmetrics!

Help Tip

Language School Business Plan

To create an effective introduction for your "Sales and Marketing Strategies" chapter, start by setting the stage within your specific industry or market.

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Start writing here..

Unique Selling Proposition (USP)

Help tip

Language School Business Plan

Define your business's USPs depending on the market you serve, the equipment you use, and the unique services you provide. Identifying USPs will help you plan your marketing strategies.

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Start writing here..

Pricing Strategy

Help tip

Language School Business Plan

Describe your pricing strategy—how you plan to price your services and stay competitive in the local market. You can mention any discounts you plan on offering to attract new customers.

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Start writing here..

Discuss your marketing strategies to market your services. You may include some of these marketing strategies in your business plan—social media marketing, brochures, email marketing, content marketing, and print marketing.

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Marketing strategies

Online



Social Media

Regular updates, success stories, and interactive language challenges on platforms like [Facebook, Instagram, and LinkedIn].



Email Marketing

Monthly newsletters, course announcements, and special offers delivered directly to our subscribers.



Content Marketing

Engaging blog posts and articles on language learning tips, cultural insights, and more

Offline



Brochures

Informative brochures available both in digital format and at local educational institutions and business hubs.



Print Marketing

Advertisements in [local newspapers, educational magazines, and community bulletins].

Outline the strategies you'll implement to maximize your sales. Your sales strategies may include partnering with other businesses, offering referral programs, etc.

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Sales strategies



Partner with Businesses

Collaborating with [local businesses, universities, and cultural centers] to offer exclusive language workshops and seminars.



Referral Programs

Incentivizing our current students to refer friends and family, further expanding our student base.

Describe your customer retention strategies and how you plan to execute them. For instance, introducing loyalty programs, discounts & offers, personalized service, etc.

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Customer retention



Loyalty Programs

Graduates are eligible for advanced courses at discounted rates, ensuring their linguistic journey continues.



Regular Offers

Special discounts and exclusive access to workshops and seminars for our alumni.



Personalized Service

Tailored course recommendations based on individual progress and feedback.

6.

Operations Plan

Staffing & Training

Operational Process

Equipment & Machinery



REMEMBER

When writing the operations plan section, it's important to consider the various aspects of your business operations.

To unlock help try Upmetrics!

Help tip

Language School Business Plan

To create an effective introduction for your "Operational Plan" chapter, start by emphasizing the pivotal role of efficient operations in the success of your business, underscoring how they directly impact the quality of services delivered.

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Start writing here..

Staffing & Training

Help tip

Language School Business Plan

Mention your cleaning business's staffing requirements, including the number of employees or coaches needed. Include their qualifications, the training required, and the duties they will perform.

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Start writing here..

Operational Process

Help tip


Language School Business Plan


Outline the processes and procedures you will use to run your language school business. Your operational processes may include curriculum development, class scheduling & enrolment, classroom management, etc.

To unlock help try Upmetrics!


Start writing here..

Equipment & Machinery

 **Help tip**

 **Language School Business Plan**

Include the list of equipment and machinery required for language school, such as language learning software, classroom technology, computers & laptops, language lab equipment, textbooks & teaching materials, etc.

To unlock help try Upmetrics! 

Start writing here..

7.

Management Team

Key managers

Organizational structure

Compensation plan

Advisors/Consultants



REMEMBER

The management team section provides an overview of the individuals responsible for running your business plan.

To unlock help try Upmetrics!

Help tip

Language School Business Plan

To craft an introduction for your "Management Team" chapter, begin by emphasizing the crucial role of leadership in the success of any business.

To unlock help try Upmetrics!

Start writing here..

Key managers

Help tip

Language School Business Plan

Introduce your management and key members of your team, and explain their roles and responsibilities.

To unlock help try Upmetrics!

Start writing here..



John Doe

CEO - john.doe@example.com

John Doe is the visionary and driving force behind the [Global Linguistics Academy].

With a deep passion for bridging communication gaps globally, John established the academy with an aim to provide world-class linguistic education.



- **Educational Background:** John holds a Master's Degree in Linguistics from Harvard University and an MBA from Stanford Graduate School of Business.
- **Professional Background:** John spent over a decade in leadership roles at prominent language schools and EdTech firms, ensuring operational excellence and educational innovation.



Jane Doe

Operations Manager - jane.doe@example.com

As the Operations Manager, Jane streamlines administrative processes, manages academy logistics, and ensures the seamless daily operations of the institution.

Her methodical approach and attention to detail are vital in maintaining the academy's high operational standards.

- Educational Background: Jane graduated with a Bachelor's Degree in Business Administration from Yale University.
- Professional Background: Jane brings in over 15 years of operational experience, having managed operations for top-tier educational institutions and startups.



Alice Brown

Customer Service Manager - alice.brown@example.com

Alice is committed to ensuring a superior student experience.

She oversees all student relations, feedback mechanisms, and upholds service quality standards, making sure that each student feels valued and heard.

- Educational Background: Alice earned a Bachelor's in Communication Studies from the University of California, Los Angeles.
- Professional Background: Prior to joining the [Global Linguistics Academy], Alice served as a Customer Relations Head at a leading EdTech firm for over a decade.



Robert Brown


Academic Manager - robert.brown@example.com


Entrusted with academic excellence, Robert leads curriculum development, instructor training, and the integration of cutting-edge educational technology.

He ensures that the academy remains at the forefront of modern linguistic education.


- Educational Background: Robert holds a Ph.D. in Linguistic Studies from Princeton University.
- Professional Background: Robert's expertise stems from 20 years in academic leadership roles across various esteemed institutions worldwide.

Organizational structure

 **Help tip**

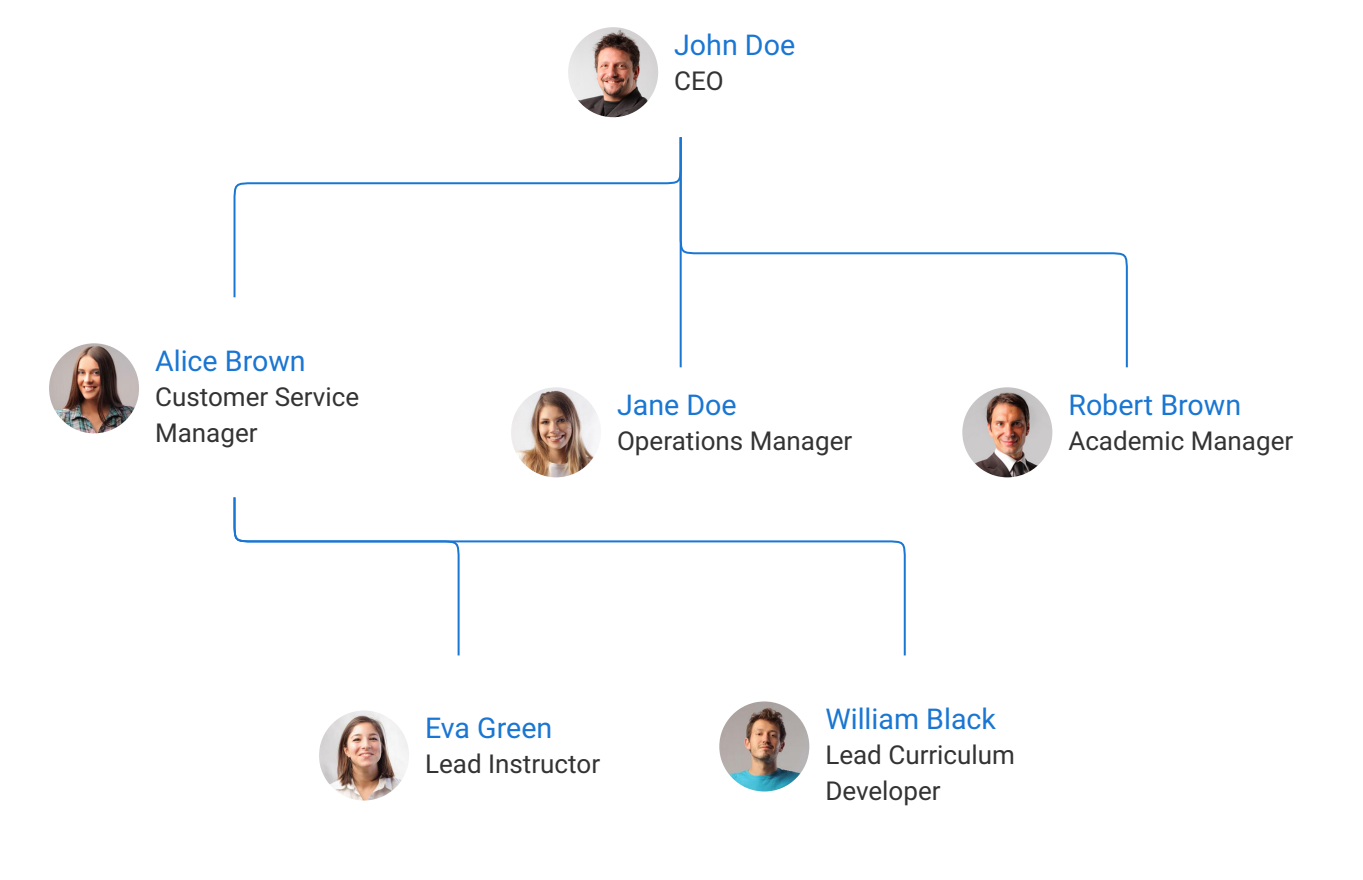
 **Language School Business Plan**

Explain the organizational structure of your management team. Include the reporting line and decision-making hierarchy.

To unlock help try Upmetrics! 


Start writing here..

Organization chart



Compensation plan

 Help tip


 Language School Business Plan

Describe your compensation plan for the management and staff. Include their salaries, incentives, and other benefits.

To unlock help try Upmetrics! 

Start writing here..

 Help tip

 Language School Business Plan

Mentioning advisors or consultants in your business plans adds credibility to your business idea.

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Advisors/Consultants



[ADVISOR NAME]

Advisor

A luminary in modern linguistic studies and former [position at a renowned institution], [Advisor Name]'s insights are invaluable to our curriculum development.



[CONSULTANT NAME]

Consultant

Specializing in educational technology integration, [Consultant Name] guides our adoption of cutting-edge teaching tools and platforms.

8.

Financial Plan

Profit & loss statement

Cash flow statement

Balance sheet

Break-even Analysis

Financing needs



REMEMBER

When writing the financial plan section of a business plan, it's important to provide a comprehensive overview of your financial projections for the first few years of your business, You may provide the following:

To unlock help try Upmetrics!

Help tip

Language School Business Plan

To create an effective introduction for your "Financial Plan" chapter, begin by stressing the critical role of a well-structured financial plan in the success of your venture.

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Start writing here..

Help tip

Describe details such as projected revenue, operational costs, and service costs in your projected profit and loss statement. Make sure to include your business's expected net profit or loss.

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Profit & loss statement

	2024	2025	2026
Revenue	\$393,805	\$803,488.50	\$1,826,127.50
Beginner Language Courses	\$159,182	\$285,872	\$513,384

	2024	2025	2026
Unit Sales	796	1,429	2,567
Unit Price	\$200	\$200	\$200
Advanced Language Courses	\$127,698	\$182,025	\$259,509
Unit Sales	426	607	865
Unit Price	\$300	\$300	\$300
Online Language Resources	\$106,925	\$335,591.50	\$1,053,234.50
Unit Sales	2,139	6,712	21,065
Unit Price	\$50	\$50	\$50
Cost Of Sales	\$58,218.09	\$75,399.77	\$97,856.42
General Costs	\$58,218.09	\$75,399.77	\$97,856.42
Course Materials	\$48,283.67	\$61,235.59	\$77,661.67
Textbooks	\$32,189.11	\$40,823.63	\$51,774.30
Workbooks	\$16,094.56	\$20,411.96	\$25,887.37
Classroom Supplies	\$9,934.42	\$14,164.18	\$20,194.75

	2024	2025	2026
Stationery	\$7,095.96	\$10,117.14	\$14,424.58
Audio-Visual Materials	\$2,838.46	\$4,047.04	\$5,770.17
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$335,586.91	\$728,088.73	\$1,728,271.08
Gross Margin (%)	85.22%	90.62%	94.64%
Operating Expense	\$549,840	\$564,798	\$580,181.52
Payroll Expense (Indirect Labor)	\$494,040	\$507,162	\$520,643.64
Teaching Staff	\$280,800	\$288,576	\$296,572.32
Language Teachers	\$216,000	\$222,480	\$229,154.40
Teaching Assistants	\$64,800	\$66,096	\$67,417.92
Administrative Staff	\$130,560	\$133,756.80	\$137,035.08
Office Manager	\$58,560	\$60,316.80	\$62,126.28

	2024	2025	2026
Administrative Assistant	\$72,000	\$73,440	\$74,908.80
Support Staff	\$82,680	\$84,829.20	\$87,036.24
Cleaners	\$33,120	\$33,782.40	\$34,458
IT Support Specialist	\$49,560	\$51,046.80	\$52,578.24
General Expense	\$55,800	\$57,636	\$59,537.88
Facility Costs	\$36,000	\$37,020	\$38,069.40
Rent	\$30,000	\$30,900	\$31,827
Utilities	\$6,000	\$6,120	\$6,242.40
Marketing and Advertising	\$15,600	\$16,272	\$16,975.44
Online Advertising	\$12,000	\$12,600	\$13,230
Print and Flyers	\$3,600	\$3,672	\$3,745.44
Operational Costs	\$4,200	\$4,344	\$4,493.04
Insurance	\$2,400	\$2,472	\$2,546.16
Software Subscriptions	\$1,800	\$1,872	\$1,946.88
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0

	2024	2025	2026
EBITDA	(\$214,253.09)	\$163,290.73	\$1,148,089.56
Additional Expense	\$11,711.05	\$10,620.56	\$9,462.82
Long Term Depreciation	\$6,192	\$6,192	\$6,192
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$220,445.09)	\$157,098.73	\$1,141,897.56
Interest Expense	\$5,519.05	\$4,428.56	\$3,270.82
EBT	(\$225,964.14)	\$152,670.17	\$1,138,626.74
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$619,769.14	\$650,818.33	\$687,500.76
Net Income	(\$225,964.14)	\$152,670.17	\$1,138,626.74
Net Income (%)	(57.38%)	19%	62.35%

	2024	2025	2026
Retained Earning Opening	\$0	(\$234,964.14)	(\$86,293.97)
Owner's Distribution	\$9,000	\$4,000	\$4,000
Retained Earning Closing	(\$234,964.14)	(\$86,293.97)	\$1,048,332.77

Help tip

The cash flow for the first few years of your operation should be estimated and described in this section. This may include billing invoices, payment receipts, loan payments, and any other cash flow statements.

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Cash flow statement


	2024	2025	2026
Cash Received	\$393,805	\$803,488.50	\$1,826,127.50
Cash Paid	\$613,577.14	\$644,626.33	\$681,308.76
COS & General Expenses	\$114,018.09	\$133,035.77	\$157,394.30
Salary & Wages	\$494,040	\$507,162	\$520,643.64
Interest	\$5,519.05	\$4,428.56	\$3,270.82
Sales Tax	\$0	\$0	\$0

	2024	2025	2026
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$219,772.14)	\$158,862.17	\$1,144,818.74
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$25,000	\$0	\$0
Net Cash From Investments	(\$25,000)	\$0	\$0
Amount Received	\$150,000	\$0	\$0
Loan Received	\$100,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$0	\$0
Amount Paid	\$26,680.31	\$22,770.80	\$23,928.54
Loan Capital	\$17,680.31	\$18,770.80	\$19,928.54
Dividends & Distributions	\$9,000	\$4,000	\$4,000

	2024	2025	2026
Net Cash From Financing	\$123,319.69	(\$22,770.80)	(\$23,928.54)
Summary			
Starting Cash	\$0	(\$121,452.45)	\$14,638.92
Cash In	\$543,805	\$803,488.50	\$1,826,127.50
Cash Out	\$665,257.45	\$667,397.13	\$705,237.30
Change in Cash	(\$121,452.45)	\$136,091.37	\$1,120,890.20
Ending Cash	(\$121,452.45)	\$14,638.92	\$1,135,529.12

Help tip

Create a projected balance sheet documenting your language school business's assets, liabilities, and equity.

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Balance sheet

	2024	2025	2026
Assets	(\$102,644.45)	\$27,254.92	\$1,141,953.12
Current Assets	(\$121,452.45)	\$14,638.92	\$1,135,529.12
Cash	(\$121,452.45)	\$14,638.92	\$1,135,529.12
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$18,808	\$12,616	\$6,424
Gross Long Term Assets	\$25,000	\$25,000	\$25,000
Accumulated Depreciation	(\$6,192)	(\$12,384)	(\$18,576)
Liabilities & Equity	(\$102,644.45)	\$27,254.92	\$1,141,953.12
Liabilities	\$82,319.69	\$63,548.89	\$43,620.35
Current Liabilities	\$18,770.80	\$19,928.54	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$18,770.80	\$19,928.54	\$0

	2024	2025	2026
Long Term Liabilities	\$63,548.89	\$43,620.35	\$43,620.35
Long Term Debt	\$63,548.89	\$43,620.35	\$43,620.35
Equity	(\$184,964.14)	(\$36,293.97)	\$1,098,332.77
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$50,000	\$50,000
Retained Earnings	(\$234,964.14)	(\$86,293.97)	\$1,048,332.77
Check	\$0	\$0	\$0

Help tip

Language School Business Plan

Determine and mention your business's break-even point—the point at which your business costs and revenue will be equal.

This exercise will help you understand how much revenue you need to generate to sustain or be profitable.

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Break-even Analysis

	2024	2025	2026
Starting Revenue	\$0	\$393,805	\$1,197,293.50
Net Revenue	\$393,805	\$803,488.50	\$1,826,127.50
Closing Revenue	\$393,805	\$1,197,293.50	\$3,023,421
Starting Expense	\$0	\$619,769.14	\$1,270,587.47
Net Expense	\$619,769.14	\$650,818.33	\$687,500.76
Closing Expense	\$619,769.14	\$1,270,587.47	\$1,958,088.23
Is Break Even?	No	No	Yes
Break Even Month	0	0	Feb '26
Days Required	0	0	18 Days
Break Even Revenue	\$619,769.14	\$1,270,587.47	\$1,361,211.80
Beginner Language Courses	\$0	\$0	\$497,627.60
Advanced Language Courses	\$0	\$0	\$339,308.40
Online Language Resources	\$0	\$0	\$524,275.80

	2024	2025	2026
Break Even Units			
Beginner Language Courses	0	0	2,488
Advanced Language Courses	0	0	1,131
Online Language Resources	0	0	10,486

Financing needs

 **Help tip**

 **Language School Business Plan**

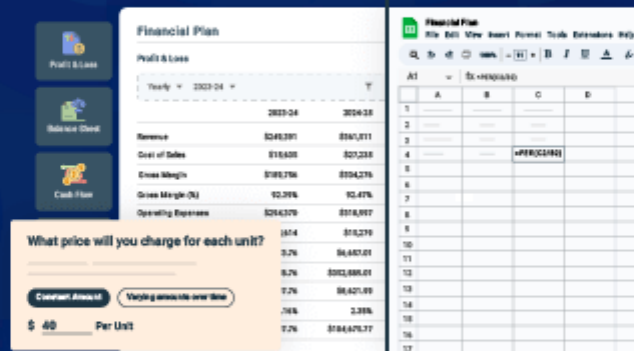
Calculate costs associated with starting a language school business, and estimate your financing needs and how much capital you need to raise to operate your business.

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Start writing here..

Upmetrics vs Financial Spreadsheets

Spreadsheets can be a powerful tool for preparing complex financial reports and forecasts. However, using them can be quite time-consuming, intimidating, and frustrating.

The image shows the Upmetrics Financial Plan interface. On the left, there are three buttons: 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The 'Profit & Loss' button is selected. Below these buttons is a form titled 'What price will you charge for each unit?' with a 'Calculate Amount' button and a 'Vary prices over time' button. The main table displays financial data for two periods: 2023-04 and 2024-03. The table has columns for Revenue, Cost of Sales, Gross Margin, and Operating Expenses. The data is as follows:

	2023-04	2024-03
Revenue	\$245,391	\$161,011
Cost of Sales	\$18,608	\$27,238
Gross Margin	\$196,786	\$104,276
Gross Margin (%)	80.21%	64.77%
Operating Expenses	\$284,379	\$118,957
	1814	\$15,279
	0.2%	\$6,657.01
	0.2%	\$912,695.01
	7.2%	\$6,621.00
	.16%	3.38%
	7.2%	\$184,676.77



Upmetrics could be your way out of boring & clumsy spreadsheets. Simply enter the numbers, and get accurate and easy-to-understand financial reports made in minutes - no more remembering complex formulas or fussing in the spreadsheet.

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9.

Appendix



REMEMBER

When writing the appendix section, you should include any additional information that supports the main content of your plan. This may include financial statements, market research data, legal documents, and other relevant information.

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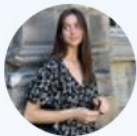
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Student, Sumy State University – Ukraine

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