


Swim School Business Plan


Splash, Swim, Succeed

BUSINESS PLAN

2023

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Information provided in this business plan is unique to this business and confidential; therefore, anyone reading this plan agrees not to disclose any of the information in this business plan without prior written permission of the company.

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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.

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1.

Executive Summary



REMEMBER

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

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Help tip

Swim School Business Plan

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

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

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Start writing here..

Market opportunity

Help tip

Swim 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..

Swim School Programs

Help tip

Swim School Business Plan


Highlight the swim school programs 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

 Swim 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

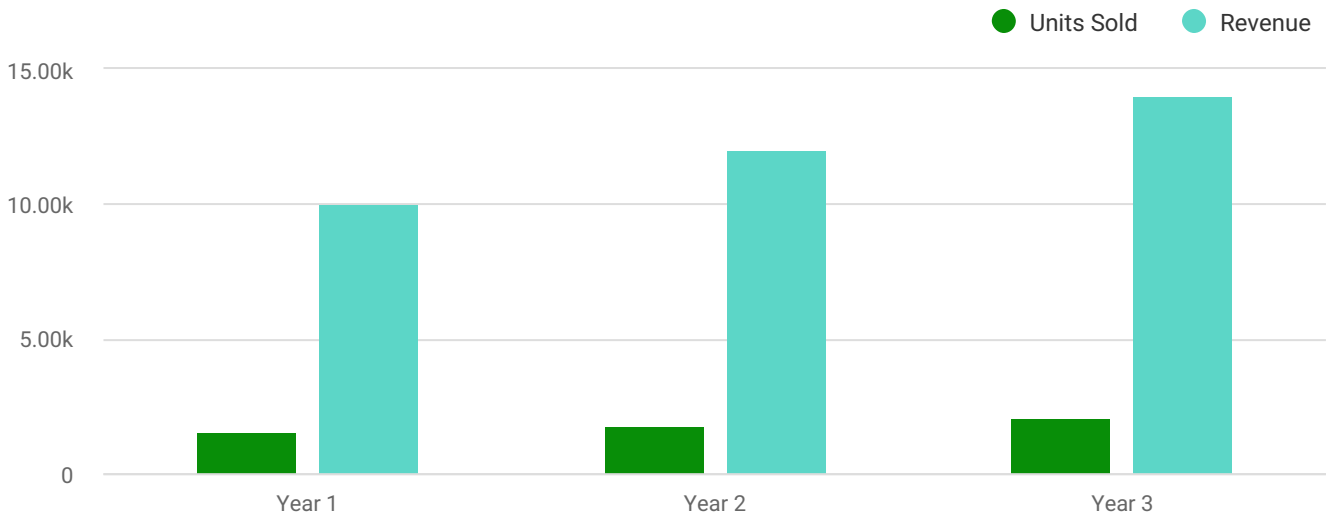
 Swim School Business Plan

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

📄 Swim School Business Plan

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

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Write a call to action for your business plan.

2.

Company Overview



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

Swim School Business Plan

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

Describe what kind of swim school company you run and the name of it. You may specialize in

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Start writing here..

Ownership

Help tip

Swim School Business Plan

List the names of your swim 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

📄 Swim 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 [Blue Wave Swim School], our mission is to provide exceptional swim education and aquatic safety training that empowers individuals to confidently and safely enjoy the water.

We are committed to fostering a supportive, inclusive environment where students of all ages and backgrounds can thrive and reach their full potential.



Business history

💡 Help tip

📄 Swim School Business Plan

If you're an established swim school, 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

📄 Swim 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



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

Swim 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

Swim 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

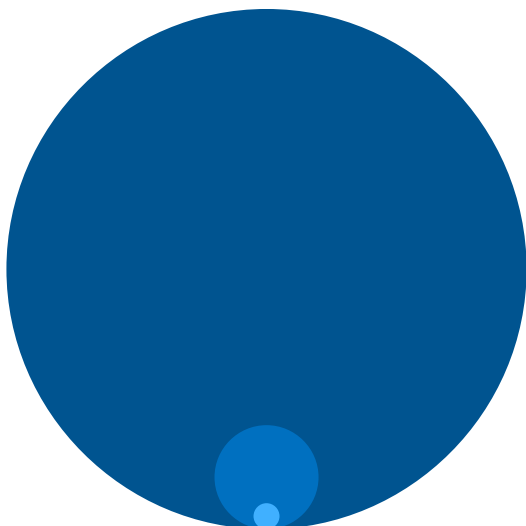
Swim School Business Plan

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

Total global population interested in swimming education.

10M

Served Market

Global population with access to swim schools


2M

Target Market


Children aged 3-12 in need of swim lessons.

500k

 Help tip

 Swim School Business Plan

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

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Competitive analysis

Aqua-Tots Swim Schools

Aqua-Tots Swim Schools is an international franchise that has been providing swim lessons to children of all ages for over two decades. With locations spread across various countries, they have a standardized curriculum and a strong brand reputation.

Features

Comprehensive age-based programs from infants to adolescents.

Flexible class schedules including private and semi-private lessons.

Specialized training for children with special needs.

Strengths

Broad geographic presence due to franchise model.

Established brand reputation and trust.

Comprehensive training for instructors.

Weaknesses

Less flexibility in tailoring programs to specific community needs due to standardized curriculum.

Potential for variability in lesson quality across franchises.

Goldfish Swim School

Goldfish Swim School specializes in teaching children aged 4 months to 12 years. They are known for their highly trained instructors, small class sizes, and warm, kid-friendly environment.

Features

- Year-round swim lessons with a 4:1 student-to-teacher ratio.
- Unique facilities with a tropical décor and heated pools.
- Regular family swim sessions and parties.

Strengths

- High emphasis on creating a fun, engaging environment for kids.
- Consistent lesson quality due to rigorous instructor training.
- Strong community involvement and events.

Weaknesses

- Limited age range for their core programs.
- Premium pricing might not be accessible for all demographics.

SwimLabs Swim School

SwimLabs stands out by combining traditional swim lessons with innovative technology. They use video feedback and other tech tools to improve swimming techniques for all ages and abilities.

Features

- Small group classes with video analysis feedback.
- Programs for competitive swimmers to refine their technique.
- Adult swim lessons and triathlete training.

Strengths


- Use of technology makes it attractive for tech-savvy parents and competitive swimmers.
- Broad range of programs catering to different age groups and skill levels.
- Focus on technical proficiency in swimming.

Weaknesses


- May not appeal to parents seeking a more traditional swim school experience.
- Higher dependency on technology infrastructure.

Market trends

 **Help tip**

 **Swim 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

📄 Swim School Business Plan

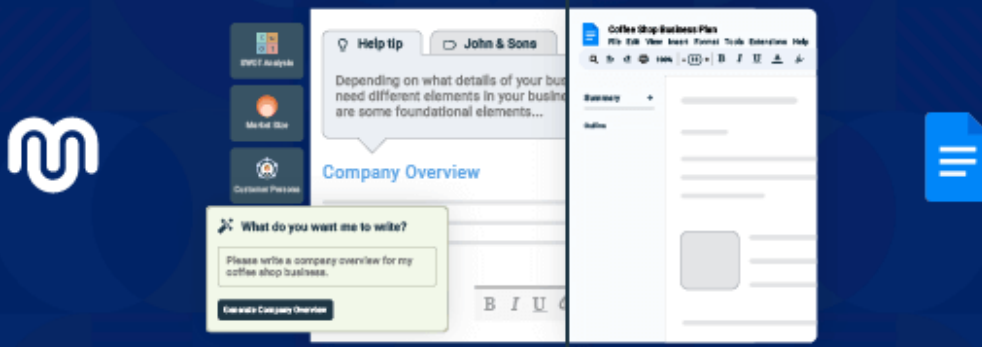
List regulations and licensing requirements that may affect your swim school company, such as business licenses & permits, health & safety regulations, insurance requirements, employment laws, etc.

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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



REMEMBER

The product and services section of a swim 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

Swim 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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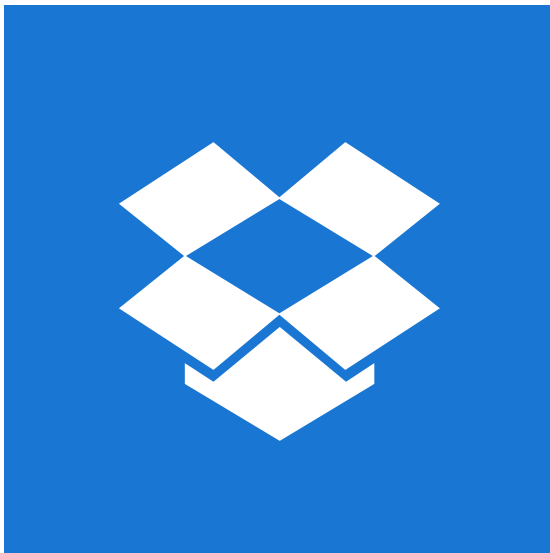
Help tip

Mention the swim school programs your school will offer. This list may include:

- Lean-to-swim school

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Services



Learn-to-Swim School

Price: **[\$150] per month**

A foundational program designed for beginners of all ages, focusing on building confidence in the water and teaching basic swimming skills.

Specifications

- Duration: 8 classes per month
- Class Length: 30 minutes
- Age Group: All ages
- Instructor-to-Student Ratio: 1:4



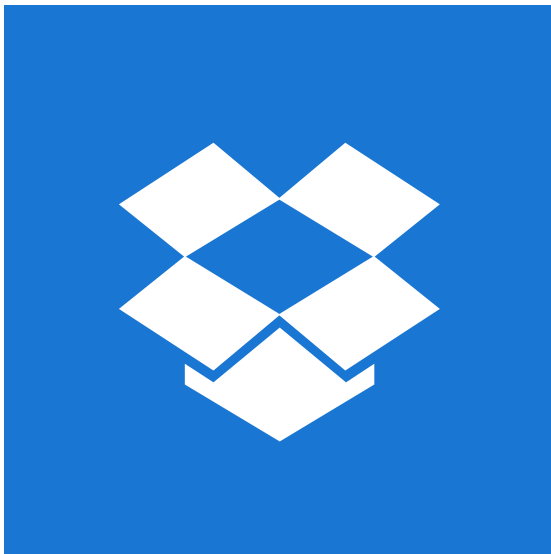
Competitive Swim School

Price: **[\$250] per month**

A comprehensive program offering advanced coaching for individuals aiming to compete. Focuses on technique optimization, endurance training, and competition readiness.

Specifications

- Duration: 12 classes per month
- Class Length: 45 minutes
- Age Group: 7 and above
- Instructor-to-Student Ratio: 1:6
- Additional: Access to competitions and events



Infant & Toddler Swim School

Price: **[\$100] per month**

A gentle introduction to water for infants and toddlers, ensuring a fun and safe learning environment.

Specifications

- Duration: 8 classes per month
- Class Length: 20 minutes
- Age Group: 6 months to 3 years
- Instructor-to-Student Ratio: 1:2



Adult Swim School

Price: **[\$180] per month**

Tailored coaching for adults, whether beginners or looking to refine their strokes. Focuses on comfort, technique, and building confidence in the water.

Specifications

- Duration: 8 classes per month
- Class Length: 40 minutes
- Age Group: 18 and above
- Instructor-to-Student Ratio: 1:3

Facilities & Amenities

 **Help tip**

 **Swim School Business Plan**


Give a brief description of the services and facilities at your swim school, emphasizing any qualities that make you unique.

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Start writing here..

Additional Services

 **Help tip**

 **Swim School Business Plan**

Mention if your swim school company offers any additional services. You may include services like specialized events, birthday events, summer camps or clinics, etc.

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Start writing here..

5.

Sales And Marketing Strategies



REMEMBER

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

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Help Tip

Swim 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

Swim 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

Swim 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, content marketing, print marketing, etc.

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Marketing strategies

Online



Social Media

Leverage platforms like Facebook, Instagram, and Twitter to engage with our community, share helpful content, and promote our programs.



Content Marketing

Develop and share valuable content such as blog posts, videos, and infographics that highlight the benefits of swimming and showcase our expertise.

Offline



Print Marketing

Distribute flyers and brochures in local communities and schools to raise awareness about our swim school.

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

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Sales strategies



Partner with Businesses

Form strategic partnerships with local businesses and organizations to cross-promote our services.



Referral Programs

Implement a referral program that rewards current customers for referring new clients to our swim school.

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

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Customer retention



Loyalty Programs

Introduce loyalty programs that reward repeat customers with discounts and other perks.



Discounts on Annual Membership

Offer attractive discounts to customers who sign up for annual memberships.



Personalized Service

Provide personalized attention and support to each customer, ensuring their satisfaction and encouraging long-term loyalty.

6.

Operations Plan



REMEMBER

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

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Help tip

Swim 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 and Training

Help tip

Swim School Business Plan

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

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Start writing here..

Operational Process

Help tip

Swim School Business Plan


Outline the processes and procedures you will use to run your swim school business. Your operational processes may include curriculum development, facilities & equipment management, enrollment, lesson delivery & instruction, etc.

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Start writing here..

Equipment & Machinery

 **Help tip**

 **Swim School Business Plan**

Include the list of equipment and machinery required for a swim school, such as swimming pool, pool safety equipment, swim aids & training equipment, underwater cameras, etc.

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Start writing here..

7.

Management Team



REMEMBER

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

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Help tip

Swim 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.

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Start writing here..

Key managers

Help tip

Swim School Business Plan

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

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Start writing here..



JOHN DOE

CEO and Founder - john.doe@example.com

John has a Bachelor's degree in Physical Education from the University of California and has over 15 years of experience in the swim education industry.

His passion for swimming and education drove him to establish [Blue Wave Swim School] to provide quality swim lessons to people of all ages.





JANE DOE

Operations Manager - jane.doe@example.com

Jane holds a Master's degree in Business Administration from Harvard University and has worked in operations management for over ten years.



Her expertise in process optimization and team management ensures that the swim school runs seamlessly.



ALICE BROWN

Swim Program Manager - alice.brown@example.com

Alice graduated with a degree in Physical Education and has a certification in advanced swim coaching.



With over eight years of experience in curriculum development, she creates programs that cater to the diverse needs of our clients.



ROBERT BROWN

Senior Swim Coach - robert.brown@example.com

Robert has a degree in Sports Science and is a certified swim coach with over twelve years of experience.



His commitment to safety and excellence makes him an invaluable asset to our team.

Organizational structure

Help tip

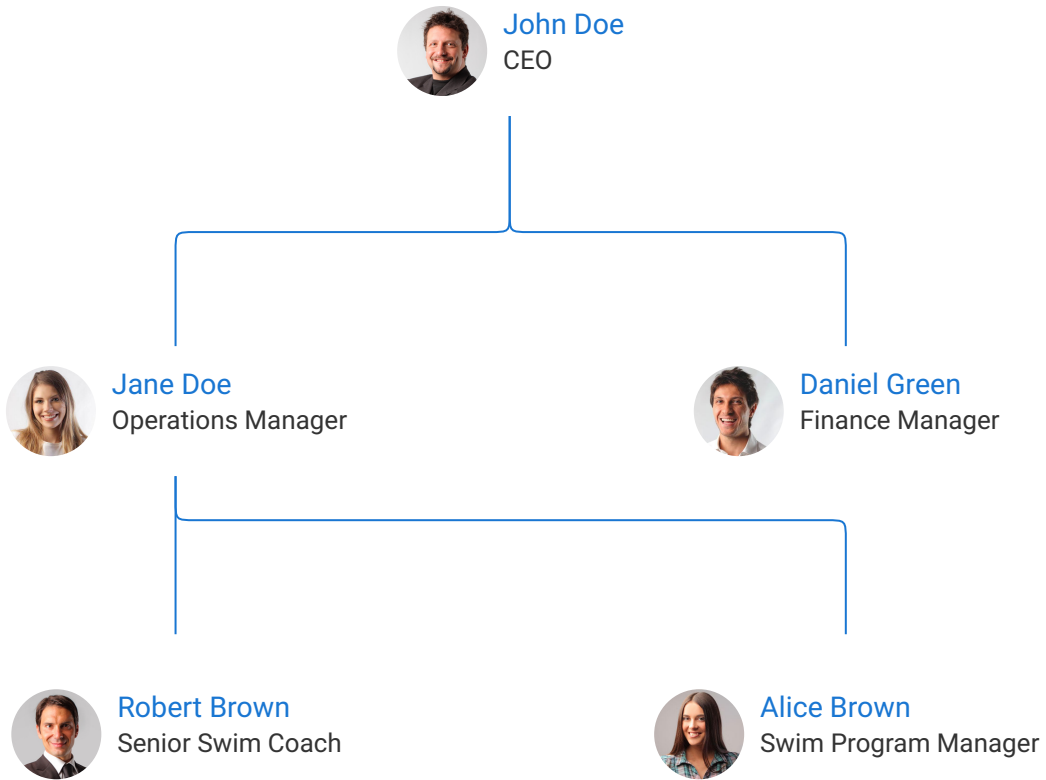
Swim School Business Plan

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

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Start writing here..

Organization chart



Compensation plan

 **Help tip**

 **Swim School Business Plan**

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

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Start writing here..

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

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Advisors/Consultants



[ADVISOR NAME]

Strategic Growth Advisor

With an extensive background in expanding businesses in the swim school industry, [Advisor Name] offers strategic guidance on scaling operations and tapping into new market segments.

With over 15 years in the swim school business, [Advisor Name 1] has a rich blend of operational and strategic experience that proves invaluable to our team.



[CONSULTANT NAME]

Customer Experience Consultant

[Consultant Name]'s expertise lies in optimizing the customer journey, ensuring that each student and parent has a positive, enriching experience at Blue Wave Swim School.

Having spent over 12 years refining customer experiences in various industries, [Consultant Name] brings a unique perspective to our operations.

8.

Financial Plan



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

Swim 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

Swim School Business Plan

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

	2023-24	2024-25	2025-26	2026-27	2027-28
Revenue	\$0	\$0	\$0	\$0	\$0

	2023-24	2024-25	2025-26	2026-27	2027-28
Cost Of Sales	\$0	\$0	\$0	\$0	\$0
General Costs	\$0	\$0	\$0	\$0	\$0
Revenue Specific Costs	\$0	\$0	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0	\$0	\$0
Gross Margin	\$0	\$0	\$0	\$0	\$0
Gross Margin (%)	0%	0%	0%	0%	0%
Operating Expense	\$0	\$0	\$0	\$0	\$0
Payroll Expense (Indirect Labor)	\$0	\$0	\$0	\$0	\$0
General Expense	\$0	\$0	\$0	\$0	\$0
Bad Debt	\$0	\$0	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0	\$0	\$0
EBITDA	\$0	\$0	\$0	\$0	\$0

	2023-24	2024-25	2025-26	2026-27	2027-28
Additional Expense	\$0	\$0	\$0	\$0	\$0
Long Term Depreciation	\$0	\$0	\$0	\$0	\$0
Gain or loss from Sale of Assets	\$0	\$0	\$0	\$0	\$0
EBIT	\$0	\$0	\$0	\$0	\$0
Interest Expenses	\$0	\$0	\$0	\$0	\$0
EBT	\$0	\$0	\$0	\$0	\$0
Income Tax Expense	\$0	\$0	\$0	\$0	\$0
Total Expense	\$0	\$0	\$0	\$0	\$0
Net Income	\$0	\$0	\$0	\$0	\$0
Net Income (%)	0%	0%	0%	0%	0%
Retained Earning Opening	\$0	\$0	\$0	\$0	\$0
Owner's Distribution	\$0	\$0	\$0	\$0	\$0

	2023-24	2024-25	2025-26	2026-27	2027-28
Retained Earning Closing	\$0	\$0	\$0	\$0	\$0

💡 Help tip

📄 Swim School Business Plan

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

	2023-24	2024-25	2025-26	2026-27	2027-28
Cash Received	\$0	\$0	\$0	\$0	\$0
Cash Paid	\$0	\$0	\$0	\$0	\$0
COS & General Expenses	\$0	\$0	\$0	\$0	\$0
Salary & Wages	\$0	\$0	\$0	\$0	\$0
Interest	\$0	\$0	\$0	\$0	\$0
Sales Tax	\$0	\$0	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0	\$0	\$0

	2023-24	2024-25	2025-26	2026-27	2027-28
Net Cash From Operations	\$0	\$0	\$0	\$0	\$0
Assets Sell	\$0	\$0	\$0	\$0	\$0
Assets Purchase	\$0	\$0	\$0	\$0	\$0
Net Cash From Investments	\$0	\$0	\$0	\$0	\$0
Amount Received	\$0	\$0	\$0	\$0	\$0
Loan Received	\$0	\$0	\$0	\$0	\$0
Common Stock					
Preferred Stock	\$0	\$0	\$0	\$0	\$0
Owner's Contribution	\$0	\$0	\$0	\$0	\$0
Amount Paid	\$0	\$0	\$0	\$0	\$0
Loan Capital	\$0	\$0	\$0	\$0	\$0
Dividends & Distributions	\$0	\$0	\$0	\$0	\$0
Net Cash From Financing	\$0	\$0	\$0	\$0	\$0

	2023-24	2024-25	2025-26	2026-27	2027-28
Summary					
Starting Cash	\$0	\$0	\$0	\$0	\$0
Cash In	\$0	\$0	\$0	\$0	\$0
Cash Out	\$0	\$0	\$0	\$0	\$0
Change in Cash	\$0	\$0	\$0	\$0	\$0
Ending Cash	\$0	\$0	\$0	\$0	\$0

💡 Help tip

📄 Swim School Business Plan

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


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Balance sheet

	2023-24	2024-25	2025-26	2026-27	2027-28
Assets	\$0	\$0	\$0	\$0	\$0
Current Assets	\$0	\$0	\$0	\$0	\$0

	2023-24	2024-25	2025-26	2026-27	2027-28
Cash	\$0	\$0	\$0	\$0	\$0
Accounts Receivable	\$0	\$0	\$0	\$0	\$0
Inventory	\$0	\$0	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0	\$0	\$0
Long Term Assets	\$0	\$0	\$0	\$0	\$0
Gross Long Term Assets	\$0	\$0	\$0	\$0	\$0
Accumulated Depreciation	\$0	\$0	\$0	\$0	\$0
Liabilities & Equity	\$0	\$0	\$0	\$0	\$0
Liabilities	\$0	\$0	\$0	\$0	\$0
Current Liabilities	\$0	\$0	\$0	\$0	\$0
Accounts Payable	\$0	\$0	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0	\$0	\$0
Short Term Debt	\$0	\$0	\$0	\$0	\$0
Long Term Liabilities	\$0	\$0	\$0	\$0	\$0
Long Term Debt	\$0	\$0	\$0	\$0	\$0

	2023-24	2024-25	2025-26	2026-27	2027-28
Equity	\$0	\$0	\$0	\$0	\$0
Paid-in Capital	\$0	\$0	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0	\$0	\$0
Owner's Contribution	\$0	\$0	\$0	\$0	\$0
Retained Earnings	\$0	\$0	\$0	\$0	\$0
Check	\$0	\$0	\$0	\$0	\$0

 **Help tip**

 **Swim 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

	2023-24	2024-25	2025-26	2026-27	2027-28
Starting Revenue	\$0	\$0	\$0	\$0	\$0

	2023-24	2024-25	2025-26	2026-27	2027-28
Net Revenue	\$0	\$0	\$0	\$0	\$0
Closing Revenue	\$0	\$0	\$0	\$0	\$0
Starting Expense	\$0	\$0	\$0	\$0	\$0
Net Expense	\$0	\$0	\$0	\$0	\$0
Closing Expense	\$0	\$0	\$0	\$0	\$0
Is Break Even?	0	0	0	0	0
Break Even Month	0	0	0	0	0
Days Required	0	0	0	0	0
Break Even Revenue	\$0	\$0	\$0	\$0	\$0
Break Even Units					

Financing needs

💡 Help tip

📄 Swim School Business Plan

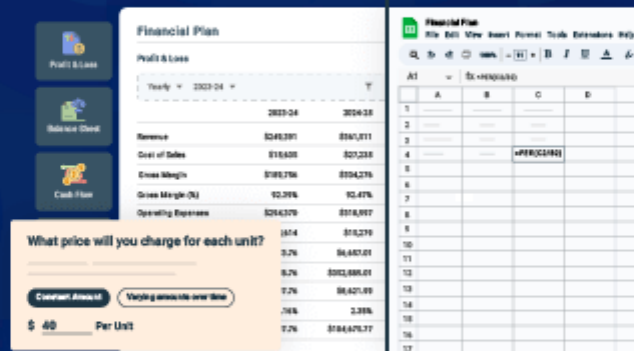
Calculate costs associated with starting a swim school business, and estimate your financing needs and how much capital you need to raise to operate your business.

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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 a side-by-side comparison of two financial planning tools. On the left is the Upmetrics interface, which is clean and user-friendly. It features a sidebar with icons for 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area displays a 'Financial Plan' for 'Profit & Loss' for the year 2023-24. Below this is a table with columns for '2023-24' and '2024-25'. A pop-up window asks 'What price will you charge for each unit?' with a 'Comment Ahead' button and a 'View previous data over time' link. On the right is a standard spreadsheet interface with a grid, formulas, and a search bar. A green spreadsheet icon is also visible to the right of the spreadsheet.

	2023-24	2024-25
Revenue	\$245,391	\$261,811
Cost of Sales	\$18,608	\$27,238
Gross Margin	\$198,776	\$234,276
Gross Margin (%)	80.9%	89.4%
Operating Expenses	\$294,379	\$318,967
	1814	\$15,279
	3.2%	\$6,857.01
	0.2%	\$202,895.01
	7.2%	\$6,827.00
	.78%	3.38%
	7.2%	\$184,875.77

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.

[Start your planning today](#)

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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Mariia Yevlash



Student, Sumy State University – Ukraine

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