

## Elements of the Business Plan – Training Center / Institute

### 1. Introduction

A business plan defines your business, identifies your goals, and serves as your Training Center / Institute's resume. In general, this plan includes a description of the Training Center / Institute, including marketing, finances and management.

This business plan is typically 15-25 pages in length separate from supporting documentation and appendices. The following serves as a guide for developing a business plan for a new international Training Center / Institute. It defines the minimum information needed for such a plan and indicates what supporting documentation is to be included.

### 2. Elements of the Plan

#### *2.1 Vision/Philosophy and Objectives:*

Describe your vision for creating a world class international Training Center / Institute (or a branch of an existing international Training Center / Institute) in Dubai. These statements should commit the Training Center / Institute to promoting international and inter-cultural experiences for its students.

#### *2.2 Curriculum:*

Describe the curriculum to be used at the various grade levels to be offered. If choosing a recognized international curriculum, you do not need to submit the actual curriculum. If the proposed curriculum will be unique to this Training Center / Institute, a detailed description should be attached as an appendix.

#### *2.3 Governance and Management:*

Describe the constitution of the governing body and how that body will be appointed or elected. Describe the relationship between that body and the Head of Training Center / Institute.

#### *2.4 Staff:*

Describe the projected number and type of staff to be employed and the timelines for hiring and orientation.

Teaching Staff qualification details: **XXXXXXXXXXXXXXXXXXXXXXXXXXXX**

#### *2.5 Student Support Services:*

Describe the Training Center / Institute's plan to admit and support special needs students, both remedial and accelerated. Since instruction will be in English describe plans to provide English Language Support. Describe guidance services, health care, and relationships with parents.

### *2.6 Resources:*

This section addresses issues related to feasibility based on financial plans. Describe the proposed building(s) and projected expenses in construction and equipping these facilities. Identify the source(s) of funding and the construction timetable. Submit a three year projected operating budget that includes enrollment data and estimated profit (loss) statements. Include a list of all assumptions used in these calculations such as tuition revenue, phasing-in grade levels, salary estimates, borrowing costs, etc. This should be the most detailed part of your proposal.

### *2.7 Student and Community Life:*

Describe the co-curricular program and how it will serve the needs of the students and their community.

### 3. Executive Summary:

Include a brief concluding statement summarizing the project and indicating why you should receive approval to continue from the Authority.

### 4. Suggested Appendices:

- Resumes of the principals, financial and academic staff.
- Supporting curriculum documents if needed
- Construction and opening timetables
- Construction cost estimates including dimensions, classroom spaces, special use areas, etc (**It is advisable to include these in the Business Plan**).
- Financial projections to support statements in resource section
- Organization chart indicating control and monitoring staff and operating staff
- Letters of support from business and governmental agencies
- Status of past or current affiliations.

**NOTE: Guidelines regarding Building Requirements and Standards will be available from KHDA on request.**