EXECUTIVE SUMMARY

1. BACKGROUND
   OVERVIEW OF BUSINESS
   SUCS
   CLUSTER
   6/17/XX.

2. INDUSTRY/MARKET/COMPETITION
   MACRO ENV.
   ECONOMY, DEMO, LWP,
   INDUSTRY - DRIVERS, 5 FORCES, RIVAL'S STRATEGIC MOVES

KSF
2.2 Company History (for ongoing companies) or Start-up Plan (for new companies)
2.3 Company Locations and Facilities

3.0 Products and Services
3.1 Product and Service Description
3.2 Competitive Comparison
3.3 Sales Literature
3.4 Sourcing and Fulfillment
3.5 Technology
3.6 Future Products and Services

4.0 Market Analysis Summary
4.1 Market Segmentation
4.2 Target Market Segment Strategy
4.2.1 Market Needs
4.2.2 Market Trends
4.2.3 Market Growth
4.3 Industry Analysis
4.3.1 Industry Participants
4.3.2 Distribution Patterns
4.3.3 Competition and Buying Patterns
4.3.4 Main Competitors

5.0 Strategy and Implementation Summary
5.1 Strategy Pyramids
5.2 Value Proposition
5.3 Competitive Edge
5.4 Marketing Strategy
5.4.1 Positioning Statements
5.4.2 Pricing Strategy
STRATEGIES

OVERALL — N-D

ENV. STRATEGIES

FUNCTIONAL STRATEGIES
  MARKETING
  HR

RESOURCES
  KEY TANGIBLE
  INTANGIBLE

VALUE CHAIN
  WHERE CAN I ADD VALUE
Hotels
Partner with local hotels to advertise the spa in exchange for hotel advertising in the spa.

Possible partners:
- Port Inn
  100 US 1
  Portsmouth, NH 03801
- Courtyard by Marriott Portsmouth
  100 Market St.
  Portsmouth, NH 03801
- Hampton Inn Portsmouth
  97 Durbin Lane
  Portsmouth, NH 03801
- Residence Inn
  1 International Drive
  Portsmouth, NH 03801
- Hilton Garden Inn
  100 High Street
  Portsmouth, NH 03801

Hotels do not currently offer spa services on-site. Courtyard by Marriott appeals to business travelers, who often would enjoy spa services during business trips.

Business Parks
Advertise in local business parks as a way to attract local clients—individuals and businesses. Businesses who utilize for corporate events could receive promotional pricing.
MANAGEMENT
* VALUES

ORGANIZATIONAL CULTURE
*

H. TASK

H. RELATIONSHIP
I.S.

Sales % Capacity 80 70 60

Exp.

Utilities ?
- To become a recognizable and indispensable service provided by [Company Name].
- To attract and keep long-term childcare clients for supplemental revenue.
- To develop a customer base that purchases programs during the school breaks and vacations to further increase supplemental revenue.
- To provide 10% of [Company Name] profits to non-profits to finance without any government (state or federal) grants or assistance.

Strategy:

The Childcare Division is an ancillary component to the overall service provided to the client seeking services within [Company name].

We are able to provide a range of accommodation for ages 6 months to 12 years. Our services will provide a premium all-day care facility that is accredited by the CDA. We will also be capable of transmitting children to education centers, elementary school, or our own NAEYC accredited preschool and Kindergarten. In addition, we will have the flexibility to accommodate families or parents that will need our services per diet.

Our mission will be a safe, nurturing, and healthy alternative to other opportunities in the geographical area. The children will have their safety and needs provided for by trained and accredited workers that have optimal relationships with the parents for whom we provide the service. Technology will be used to allow the parents to view their children’s daily activities.

Actions:

- Hire 1 lead staff with a Bachelor of Science in childcare or related field with 2 to 5 years experience.
- Hire 2 support staff with a Bachelor of Science in childcare or related field.
- To provide supplemental income opportunities for staff from other divisions.
- To provide reduced price childcare for company staff as a part of a benefits package.
- To have CDA (Child Development Associate) credential for the daycare.