

Business Plan for Horse Boarding and Training
Facility in Gunnison Colorado



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Outline of Presentation



- ❧ Introduction to the topic
- ❧ Discuss the business plan
 - ❧ Business description
 - ❧ Marketing plan
 - ❧ Operations plan
 - ❧ Financial Plan
- ❧ Summary of presentation

Introduction



- ❧ The most affective way to create a self-sufficient business is to create a business plan
- ❧ Target audience
 - ❧ Individuals interested in the equine industry
 - ❧ Agricultural industries
- ❧ Personal connection to topic

Business Description



- ❧ Business at start up
 - ❧ Horse boarding and training facility
 - ❧ Gunnison CO
- ❧ Business in the future
 - ❧ Full service facility
- ❧ Organization and ownership
- ❧ Industry trends
- ❧ Management
 - ❧ At start-up
 - ❧ Long term

Marketing Plan



❧ Products and Services

- ❧ Boarding Facility

- ❧ Training facility

❧ Price of services

- ❧ Stall boarding: \$300/week

- ❧ Paddock Boarding: \$240/week

- ❧ Training fees: \$100/hour

- ❧ Workout fees: \$50/hour

Prices broken down



- ❧ Stall boarding: \$300/week
 - ❧ \$25 for stall bedding material
 - ❧ \$35 cleaning fee
 - ❧ \$105 feeding fee
 - ❧ \$66.50 for feed costs
 - ❧ \$18.50 for utilities
 - ❧ \$50 facility access fee

Prices broken down Cont.



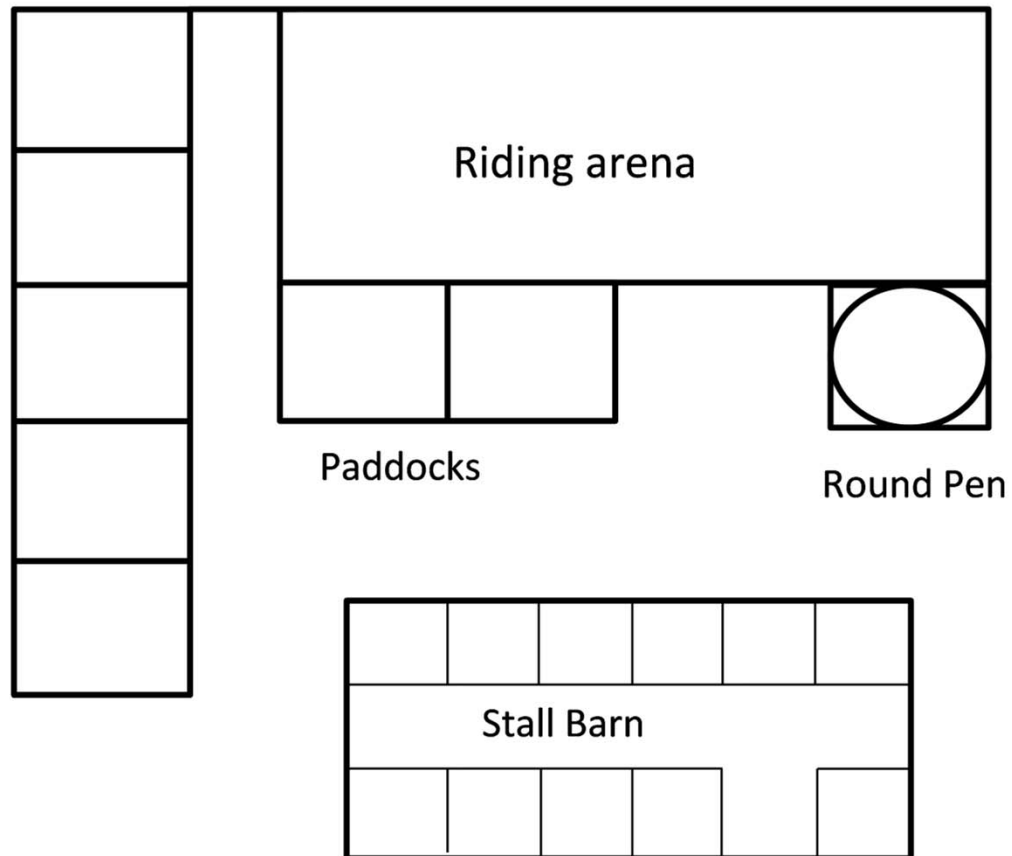
- ❧ Paddock Boarding: \$240/week
 - ❧ \$105 feeding fee
 - ❧ \$66.50 for cost of feed
 - ❧ \$18.50 for utilities
 - ❧ \$50 facility access fee

Prices broken down Cont.



- ❧ Training fees: \$100/hour
 - ❧ \$20 trainer fee
 - ❧ \$10 maintenance fee
 - ❧ \$70 facility access fee
- ❧ Workout fees: \$50/hour
 - ❧ \$20 trainer fee
 - ❧ \$10 maintenance fee
 - ❧ \$20 facility access fee

Facility



Operations Plan



- ❧ Materials needed to provide services
 - ❧ Facilities and equipment to maintain them
 - ❧ Feed for horses
 - ❧ Stall bedding material
 - ❧ Tack for training
- ❧ Source for inputs
 - ❧ Peterson Cattle and Hay
 - ❧ The Feed Store
 - ❧ Surrounding areas

Operations Plan Cont.



Methods of Production

- Feed schedule: twice daily
- Cleaning schedule
 - Stalls and paddocks once daily
 - Stalls stripped once weekly
- Riding arenas will be graded every other day

Financial Plan



Investment

- ✧ The operation will be financed by a loan of \$160,000
 - ✧ 100,000 for Building
 - ✧ 10,400 for pens and arenas
 - ✧ 8,000 for stalls
 - ✧ 16,850 for tractor and drag
 - ✧ 24,750 for miscellaneous expenses
- ✧ A down payment on the loan of 16,000

Financial Plan Cont.



☞ Cash flow Projections

☞ With facility at capacity

☞ Revenue is equal to \$41,560 per month

☞ \$4,200 in profits

☞ Cash flows will be the greatest during the spring-summer months

Financial Plan Cont.



∞ Breakeven analysis

∞ The first analysis will be for paddock boarding coupled with workout plans.

$$\begin{aligned} BE_Q &= (\quad) \\ &= 3500 \\ &= 14.58 \rightarrow 15 \text{ clients} \end{aligned}$$

Financial Plan Cont.



☞ The next analysis will be for stall boarding coupled will training plans.

$$\begin{aligned} BE_Q &= () \\ &= 3500 () \\ &= 15.9 \rightarrow 16 \text{ clients} \end{aligned}$$

Wrap-up



- ❧ The most affective way to create a self-sufficient business is to create a business plan
 - ❧ Organizes thoughts
 - ❧ Shows investment to be made