Business Plan for Horse Boarding and Training Facility in Gunnison Colorado

Researched by:
Jason Peterson
Outline of Presentation

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

- The most effective 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

- Riding arena
- Paddocks
- Round Pen
- Stall Barn
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
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
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
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
Breakeven analysis

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

\[ BE_Q = \frac{3500}{14.58} \]

= 3500

= 14.58 \rightarrow 15 \text{ clients}
The next analysis will be for stall boarding coupled with training plans.

\[ \text{BE}_Q = \begin{array}{c} \hline \end{array} \]

\[ = 3500 \quad ( \quad ) \]

\[ = 15.9 \rightarrow 16 \text{ clients} \]
The most affective way to create a self-sufficient business is to create a business plan
- Organizes thoughts
- Shows investment to be made