Introduction

Perhaps the most important aspect of business planning is simply doing it. More and more business owners are beginning to compile business plans even if they don’t need a bank loan. Others discover the value of planning when they must provide a business plan for the bank. The sheer act of putting thoughts on paper seems to clarify priorities and provide focus. Sometimes business owners completely change strategies when compiling their plan, deciding on a different product mix or advertising scheme after finding that their assumptions were incorrect. This kind of healthy thinking and re-thinking via business planning is becoming the norm. The Editor of Business Plans Handbook, Volume 41 (BPH-41) sincerely hopes that this latest addition to the series is a helpful tool in the successful completion of your business plan, no matter what the reason for creating it.

This volume, like each volume in the series, offers business plans created by real people. BPH-41 provides 20 business plans. The business and personal names and addresses and general locations have been changed to protect the privacy of the plan authors.

NEW BUSINESS OPPORTUNITIES

As in other volumes in the series, BPH-41 finds entrepreneurs engaged in a wide variety of creative endeavors. Examples include a Beekeeping Business, Drone Rental and Photography Service, E-bike Business, and Wellness Clinic, among others.

Comprehensive financial documentation has become increasingly important as today’s entrepreneurs compete for the finite resources of business lenders. Our plans illustrate the financial data generally required of loan applicants, including Income Statements, Financial Projections, Cash Flows, and Balance Sheets.

ENHANCED APPENDIXES

In an effort to provide the most relevant and valuable information for our readers, we have updated the coverage of small business resources. For instance, you will find a directory section, which includes listings of all of the Service Corps of Retired Executives (SCORE) offices; an informative glossary, which includes small business terms; and a cumulative index, outlining each plan profiled in the complete Business Plans Handbook series. In addition we have updated the list of Small Business Development Centers (SBDCs); Small Business Administration Regional Offices; venture capital and finance companies, which specialize in funding start-up and second-stage small business enterprises; associations of interest to entrepreneurs; and consultants, specializing in small business advice and planning. For your reference, we have also reprinted the business plan template, which provides a comprehensive overview of the essential components of a business plan and two fictional plans used by small business counselors.
If you already have the first forty volumes of BPH, with this forty-first volume, you will now have a collection of over 700 business plans (not including the updated plans); contact information for hundreds of organizations and agencies offering business expertise; a helpful business plan template; more than 1,500 citations to valuable small business development material; and a comprehensive glossary of terms to help the business planner navigate the sometimes confusing language of entrepreneurship.

The Editor wishes to sincerely thank the contributors to BPH-41, including:

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Your comments on Business Plans Handbook are appreciated. Please direct all correspondence, suggestions for future volumes of BPH, and other recommendations to the following:

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A-Game Athletics is a Valdosta, Georgia, based business that provides baseball coaching services to players of all ability levels.

BUSINESS SUMMARY

A-Game Athletics is a Valdosta, Georgia, based business that provides baseball coaching services to players of all ability levels.

The business is owned by Coach Ren Israel. Coach Israel started playing baseball at an early age. He played a variety of positions during high school and college, including catcher, second base, pitcher, and center field. After becoming a coach, Coach Israel led several high school teams to State Championships during his 25-year career. Now that he has retired, Coach Israel wants to share his experience and passion for baseball with area students who wish to improve their baseball skills in a private setting.

Little league baseball continues to grow in popularity in the Valdosta area. Teams with players five years old and up play competitively at tournaments all year. The game of baseball is becoming more competitive at every level. Players need to have a competitive edge if their goals are to make the team, achieve college scholarships, or even play professionally. A-Game Athletics will provide players with this competitive edge.

The overall strategy of A-Game Athletics is to help players to improve their game. If students see noticeable improvements in their game, the business will quickly grow through referrals. Coach Israel will advertise by various means including:

- Running newspaper ads in the Valdosta Times Union
- Advertising on the South Georgia Little League website
- Social Media
- A-Game Athletics website

A-Game Athletics will need to purchase a batting cage, two pitching machines, and baseball equipment. Coach Israel is currently seeking financing in the amount of $35,350. This would cover start-up and operating expenses for two months. According to financial projections, Coach will be able to repay this loan in the first year of operation.
COMPANY DESCRIPTION

Location
A-Game Athletics is currently operating out of Coach Israel’s home. Group lessons will be held at Field 3 of the Valdosta City Sports Complex. Private lessons will be held at the batting cage in the coach’s backyard.

Hours of Operation
A-Game Athletics will operate as follows:
- Monday—Friday, 3 PM—8 PM
- Saturday, 9 AM—11 AM
- Sunday, 2 PM—6 PM
Additional hours are available by appointment.

Personnel
Coach Ren Israel (Owner/Instructor)
Coach Israel received his B.S. in Physical Education from the University of Georgia. He played baseball for the university for 2 years. He was a Physical Education teacher and high school baseball coach for 25 years before deciding to retire and start his own business.

Assistant coaches
Two assistant coaches will be hired to assist with instruction. More may be added as needed.

Products and Services

Products
- Baseball apparel
- Cleats
- Bats
- Gloves
- Batting tees
- Baseballs
- Batting cages

Services
- Group Instruction
- Private Instruction
- Clinics
- Camps

Class Schedule
Regular classes will start in September and end in May of each year. A summer schedule will also be offered, with limited spaces available, for players wishing to continue instruction during the summer. All group instruction will be held at Valdosta City Sports Complex—Field 3. Private instruction will be held at the coach’s home facility.
MARKET ANALYSIS

Industry Overview

According to a study conducted by the University of Michigan and a major shoe manufacturer, youth sports has become a $10 billion-dollar industry. Sixty percent of kids play some type of sports outside of school. Baseball is a popular game for children of all ages. It teaches teamwork and discipline, increases coordination, and boosts self-confidence. Little league baseball continues to grow in popularity, and many teams are formed that play competitively year around. Baseball is becoming more competitive at every